

Smallgoods, big honours

Prestigious awards have been won by two of Adelaide's finest smallgoods makers who take pride in using traditional hand-processing methods.

Royal Melbourne Fine Food Show's champion of deli smallgoods for the second year running.

Judges said, "Franz is honoured for his outstanding contribution towards best practice, production and innovation within his own company as well as the wider meat and smallgoods industry."

Barossa Fine Foods founder Franz Knoll won the Leader Award at the SA Food Industry Awards, adding to more than 700 medals won from national and State competitions.

And Jose Coutinho, of San Jose Smallgoods, was crowned as

"Franz is dedicated to expanding the science of his industry,

raising standards, pushing technical boundaries and educating consumers.

"He is a very deserving winner for 2012."

For Jose Coutinho, winning the Melbourne smallgoods crown capped a golden 2012 on the major show circuit.

He won an award for every product entered in the major Melbourne, Sydney and



Adelaide food shows.

"We're very pleased to have won gold, silver or bronze with everything," says jubilant Jose (pictured), who is best known for his handmade prosciutto.

Triggers of protein purchases

While chicken is cheaper than other proteins, it is also popular because consumers feel confident about how to prepare and cook it, and "everybody likes it."

Lamb is purchased primarily for its taste and fish is mainly bought because it's healthy – but there's "no strong consumer attachment" to pork.

And when buying quality beef, the trusted advice of the "local butcher" is paramount, a bigger factor than MSA certification or brands.

These are among the findings of a survey, for the Australian Wagyu Association, of 1,100 beef consumers, aged 18 to 65, by food market research specialist Sensory Solutions.

The company has conducted MLA's MSA sensory taste panel test work, testing more than 90,000 consumers and 600,000 samples in the MSA program over the past decade.

The new survey tried to gain a broad understanding of perceptions of beef and why consumers may choose it over other proteins.

"Results showed fish choices were basically made for health reasons, perceived as low in fat and carrying the right fats," says survey conductor Jodie Hill.

"There was no strong attachment to pork, while people bought lamb for its taste.

"Chicken, in contrast, was seen as inexpensive, consistent and mild in flavor.

"Beef was about variety, versatility and offering a healthy proposition including iron and protein."

The survey also explored the "emotional attachment": Is it going to make me feel good, or am I going to look good for someone?

"On the emotional side, beef's biggest competitor is chicken because consumers feel confident about how to prepare and cook it, unlike fish," Jodie says.

"There is also an element of sociability about beef and chicken because consumers are confident that everybody is going to like it."

The survey also asked consumers what made beef different, in terms of quality.

"The most common answer about what made beef better was not about grading or brands but in sourcing it from the local butcher instead of the local supermarket," Jodie says.

"While there is now a growing awareness of the MSA program and the symbol, consumers generally do not yet understand or attach a value to grading or certification."

MBL wishes all our members and customers Happy Christmas and a prosperous New Year



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NOVEMBER / DECEMBER 2012

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The world's their abalone



Photo by RANDY LARCOMBE

From out of a fog on South Australia's West Coast, abalone diver Damon Edmunds wades ashore watched from the boat by his brother Dion.

the business has a booming, newly refurbished shop and busy factory, selling King George whiting, snapper, shark, calamari and other seafood to Sydney, Melbourne and Adelaide markets.

Damon and Dion head the diverse family business Streaky Bay Marine Products which is among MBL's latest seafood industry Members.

And thanks to MBL's help with packaging, the Edmunds have snared a winner with meal-size trays of fish that neatly fit into the caravan and motorhome fridge freezers of tourists crossing the Nullarbor.

While exporting prized abalone to rich Asian markets is the core,

Full story pages 4 and 5

Retail butchers once knew just how to cut meat – now they're going to chefs' courses so they can offer customers expert advice on cooking.

Butchers a la carte

They are learning different – and sometimes exotic – ways to cook the whole meat and poultry range.

strings to butchers' bows. Cooking knowledge is adding authority and confidence to the personal advice they give customers, giving a huge advantage over the super-markets.

to cook it," says Adelaide butcher Trevor Hill, the chairman of AMIC's Retail Council.

From being led through taste-driven comparisons between beef fed on grass and grain to making zingy vinaigrettes, the cooking courses are adding new

"Butchers need to speak with authority about the food people are going to eat – where it comes from and how

Trevor's butchers and serving staff have recently completed cooking courses by chef Ben Sharp (pictured), and butcher Lou Zammit's crew will follow suit in February after hearing of the benefits.



Full story page 2

T&R, Holco link p3

Advice on leasing p6

Mick's 40 years p7

Customer survey p8