



final report

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NZ Processor Tour

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1 Project objectives

The project objectives were to report on the outcomes of the tour, including:

- Summaries of each days tour by(by site),highlighting identified R&D projects/opportunities(at each site)
- Provide a brief outline of what each site does and what relevance to QCMPA
- Provide a contact list of site visit representatives for future communication; and feedback from participant for use in future tour planning.

1.1 Milestone 2

This milestone was to report on the visits that the QCMPA members made to the selected sites in New Zealand

The project objectives have been achieved.

2 QCMPA Tour Daily Summary

2.1 Day One: 16th September 2009

Meat Cuisine-Tamaki-Auckland

Meat Cuisine was selected as an innovative site to visit based on its internet sales of meat. The operation turns over about \$8 Million mainly through its wholesale sales business. There are some front door sales these sales mainly revolve around trimming and bones with some vacuum packed cuts.

The tour took in the site operation and then an address by Terry Lilley the CEO. Terry highlighted the difficulties and mistakes he made in getting up his internet sales and courier delivery business. He came through with several strong recommendations to the QCMPA group on how to avoid the pitfalls of establishing such a business. These included:

1. Make sure that you take good advice on having a website built.
2. Don't take the cheapest option.
3. Once built have someone within the business trained to manage the site.
4. Take advice on how you can maximise the amount of traffic directed to your site.



Debriefing at Meat Cuisine

Nutrifare-Otahuhu-Auckland

Nutrifare was selected as an innovative site because of its direct to the consumer prepared meals. The operation supplies prepared meal components to both retail, food service and direct to the consumer. The technology used by Nutrifare was not out of the reach of QCMPA members.

Don Railston gave the group an overview of how the business was set up and its target markets. He highlighted that the least attractive market options for the business and also highlighted how the downturn in the economy had affected the sales operations.

Costs, efficiencies and overall hygiene control of the operation were a talking point with the tour members

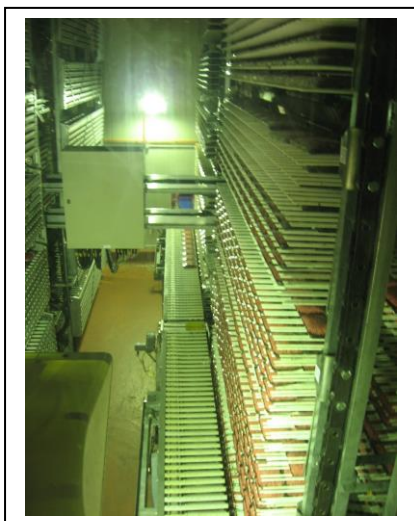
Auckland Meat Processors-Otahuhu-Auckland

The visit to AMP gave the group the opportunity to see the R&D that was being carried out onsite. AMP makes the site available for R&D organisations to trial prototype projects in a commercial environment.

The group was given a tour of all departments that also included the Progressive Supermarket (Woolworths NZ) value adding processing site. The IBEX temperature change and product sorting system was a highlight of the visit.

Carne Technologies (Nicola Simmons and Clyde Daly) were present onsite and gave the group an overview of the electrical stimulation project that delivered a measure amount of stimulation to a carcass based on carcass parameters.

Argus was represented onsite by Kelvin Davidson who accompanied the group during the visit. Kelvin was there to answer questions about the hand tool technologies in use.



IBEX Product Sorting System



Carnetec-controlled electrical stimulation

Jacklinks-Mangere-Auckland

The visit to Jacklinks was to demonstrate the Jerky manufacturing operation to the group. Jacklinks is the biggest supplier of Jerky in the world with the New Zealand operation the only one of its kind in volume and size in the southern hemisphere.

The group was treated to a unique experience of very tight hygiene and a high volume value adding business. The one thing that was very clearly demonstrated was the distinct separation between raw and processed product. Always a food safety issue for meat processors and meat value adders.

Entec-Horuitu-Waikato

The visit to the Entec at the closed landfill at Horuitu gave the group the opportunity to see a landfill gas power station. The idea of this visit was to obtain sufficient information for future reference if the opportunity or question arose on the capture of methane from local landfill operations in Regional Queensland.



2.2 Day Two 17th September 2009

FPE-Hamilton

The visit to the New Zealand premises of the Australian owned FPE was to give the group the opportunity to look at and discuss with the FPE representatives processing technologies that came within the range of the group. This included VP mincing/dicing machinery.

Ruakura Abattoir-Hamilton

The Ruakura Abattoir found within the Ruakura farm and research centre was once the MIRINZ research Abattoir. The purpose of the visit was to give the group a look at a purpose built abattoir that would be a model for small operators. The abattoir is still utilised for some R&D by Ag-research.

The intimate nature of the abattoir gave the group an opportunity to ask questions and identify several processing ideas.

The use of air knives to clear the hide from the forequarter on cattle was identified and adopted by several members

Several of the group were interested in obtaining plans of the abattoir. There was interest in the downstairs design that was basically people free and operated by clever chute design and container placement.



Ruakura Animal Genetics Centre

This was an addition to the tour. We had the opportunity for a visit to the normally closed Genetic research centre. Several younger tour group members who had interests in pursuing animal research careers requested the visit.

Ruakura-Innovation Park

We were invited to have our lunch at the innovation centre. Peter Davey the business development manager for the Waikato Innovation Park gave the group an overview of its capability and function.

Anago

Anago are a business situated in the Innovation Park. Peter Dowd the MD of Anago demonstrated the Anago knife analyser that is currently being utilised to measure knife sharpness in The Mintrac knife sharpening program.



Peter Dowd demonstrating the knife sharpness Analyser

Cambridge Stud-Cambridge

This visit to the top horse stud in New Zealand was to give the group a break while having a unique opportunity to see a major horse stud in operation. Sir Patrick Hogan had given our visit his blessing.

2.3 Day Three 18th September 2009

Eastpack-Te Kuiti

The Eastpack kiwifruit packhouse in Te Kuiti is the biggest kiwifruit pack house in the world. The visit to Eastpack was to introduce the group to the Lean Manufacturing program on the site. The group was lucky enough to be invited to an actual lean manufacturing meeting. Eastpack was having an open day on the following Saturday and used the QCPMA visit to do a test run for the open day.



Attending a Lean Manufacturing presentation at Eastpack

Asado Food Solutions-Mount Manganui

Asado was selected because of its value adding operation to meat. Asado produces meat based products via cooking and extraction processes. The purpose of the visit to this site was to demonstrate the value adding at an export plant.

Low Corporation-Te Aroha

Although we were running late the Plant Manager (Pat Bennett) of Lowes Skin Processors in Te Aroha stayed back to open up the plant for the group. He gave an overview of the business and some of the issues that they faced. The purpose of this visit was to hear from an operator the problem that they confront with skins of variable quality and abattoir operator inflicted defects.

2.4 Overall progress of the project

Both milestone one and milestone two have been completed. Final report has been submitted

3 Recommendations

- For future tours reduce the daily visits to a maximum of four sites.
- MLA to develop a template on how a small processor/butcher can develop and utilise a website as a business tool.
- MLA to develop a template on how butchers can utilise MLA material to sell meal solutions
- MLA to identify sites with the same culture and Leadership as AMP to foster R&D by facilitating onsite near commercial research projects with Australian and New Zealand red meat researchers.
- MLA to promote Landfill gas capture and power generation in regional Australia
- MLA to obtain the plans of the Ruakura abattoir from Ag-research
- MLA to facilitate and encourage the exchange of ideas between other industries outside of meat going down the lean Manufacturing pathway.
- MLA use these tours to promote the Graduate Program: