

# Widening the Focus

Keeping up with changing customer expectations



# The Current Environment

- More educated customers
- More vocal/socially active customers
- Greater emphasis on supply chain accountability and traceability



**WHEN PEOPLE ARGUE**



**ON SOCIAL NETWORKS**

# Common Questions

## Animal Welfare:

- How are the animals killed?
- Do they suffer?
- How do you know if they are insensible to pain?
- How far have they travelled on a truck to the abattoir?



# Meat Quality

- What is the difference between organic and chemical free?
- Has my meat been treated with hormones?
- What is the difference between grain assist and grain fed?



# Social License to Operate

The most important regulatory body is our customer



# Selling the story – just as important as the product



# Common Questions

- Where did this animal come from?
- Where was it processed?
- What Breed is it?
- Is this local product?



**I HAVE ONE QUESTION**

**HOW?!?**



# Case study – Hannah Tanks



# Early days



# Setting Goals

Hannah wanted to learn the whole process from paddock to plate – to be in her words “ a butcher like my great grandad was” – meaning one who knew every aspect of the trade, from raising the animal to turning it into a gourmet meal.



# Transitioning to full time

- Steep learning curve adapting to the hours
- More responsibility as a team member
- Higher expectations



# Starting at the beginning









# Learning to slaughter





# Boning the big bodies





# Making Smallgoods



# Dressing the Window



ON BEEF **BEEF UP YOUR WEEK IN WINTER** 



Diced  
\$14.90

MAKE THAT  
#BUMPDAY

Rump  
\$10.50

PORTERHOUSE  
\$25.90/kg

TRI-BEEF  
\$20.50/kg

RIB FILLET  
\$25.90/kg

Pork Loin  
Chops  
\$16.90

LAMB  
\$17.90

CRIBS  
CHOPS  
\$16.50

WING  
\$16.90

# Changing Perspectives

As Hannah developed in her trade, she began to think outside the square for product ideas. It was time for a study trip.



# Hitting the coast



# Future Goals

- Undertake study to become a Meat Inspector
- Take a working holiday to expand as a trade qualified butcher



# Conclusion

Through her journey in her trade, Hannah has been exposed to the entire supply chain. This has enabled her to confidently address any issues or concerns raised by customer; this alone has contributed significantly to the businesses bottom line.

Through expanding our horizons, we become better ambassadors for the industry we dedicate so much of our time to. As professional Retail Butchers we must be able to communicate to our customers our passion and belief in the meat industry as both ethical and sustainable

**PRESENTATION FINISHED**



**ANY QUESTIONS?**

[memegenerator.net](http://memegenerator.net)