

G'DAY FROM BANNOCK BRAE

Newsletter 38

JAN FEB MARCH 2015

A New Year Begins.....

Happy New Year! We hope you all made it through the festive season and that you are ready to take on a brand new year!

The team at Bannock Brae took a well-earned break of 3 weeks after the hectic lead up to Christmas. We thank all of our customers for their understanding with regards to our closure. After working incredibly long hours cooking hams and organizing Christmas orders, our team are to the point of

exhaustion and all look forward to spending some quality time with their families. It's also a time for maintenance of our coldrooms and equipment which work non-stop all year. So as we have done each and every year since Bannock Brae Meats began, our annual 3 week shutdown will remain—it's our sanity saver!!

But now we're back—ready for another busy year, ready to try new



Some of our finest ready to go.

products and new ideas but with the same top quality you've come to associate with Bannock Brae Meats. We look forward to seeing you in-store or on our delivery run soon!

Changes to Brisbane Delivery Runs

Due to the fluctuating markets at present we will be making some changes to how we price out our meat. To make it simpler we have decided to charge a flat rate for our beef, lamb

and pork making the price the same for local and Brisbane orders but adding a \$10 delivery fee to all Brisbane orders. (This fee was originally built into the price structure)

We hope this makes it simpler to understand. The delivery fee of \$10 is 1/4 of the fee we are charged for a courier service to Brisbane for one box of meat so we believe it is more than reasonable.

BRISBANE DELIVERY RUNS

March 12/13th
(Order by 3rd March)

April 9/10th
(Order by 31 March)

May 7/8th
(Order by 28 April)

**Please Note: A \$10
delivery fee now
applies to all orders**

Down on the farm....

What a difference a few inches of rain can make! Just prior to Christmas we received the best present a farmer could wish for—rain!

Almost overnight the landscape began its transformation from dusty brown to beautiful shades of green. The cows, now up to their bellies in grass, are once again shiny and fat and content. So far our crops are looking good and we are hopeful that follow up rain will continue so that we will at last have a crop to harvest and forage sorghum to bale to

replace our very depleted stocks.

It's good news for our local farmers with the cattle prices now at an all-time high but the consequences of the drought will have far-reaching effects and it's only now that it is starting to really bite. And, of course, we are still very mindful of those who have once again missed out on the rain and continue the daily battle on the land.



Making the most of the creek while it's full....

PA'S RAINFALL REPORT

Dec—177mm

Jan—53mm

The Flow-on Effect of Drought

It may look like the drought is over—the grass is greener and tanks are full but the effects of the drought are only really beginning to be felt. Australia's national herd is at an all-time low, increasing competition at the saleyards which in turn has led to a huge spike in the market. Great for the farmers but it's going to be tough on the hip pocket of consumers for quite some time. When we first started Bannock Brae Meats we produced almost all of our cattle which

meant we were fairly immune to the volatility of the saleyards but as we have grown we have needed to source store cattle from other local farmers and we are once again at the mercy of the market.

By supporting us you are supporting local farmers, local jobs and the local economy....

Like all butchers in the region and beyond, our prices will need to rise in response. We will endeavour to keep them as reasonable as we can for our customers. But we are in for a rocky ride as the super market giants continue their quest to stamp out the little guys with meat clearly in their sights for the next big price war. We thank you for your continued support—by supporting us you are supporting local farmers, local jobs and the local economy.

OPEN FOR BUSINESS!

If you haven't done so already, call into our retail outlet in Highfields on the corner of Highfields Road and the New England Highway. We are open from 12pm-6pm Monday—Friday and Saturday mornings 8:30-12pm. You'll find a great

range of beef, lamb, pork and chicken cuts as well as ready-to-cook meals, sauces and pastas to compliment your favourite dish and a range of other goodies! And join our in-store loyalty club for specials and the chance to win in our regular draws!



See you soon!

The team @ Bannock Brae