

A Good Product, Good Staff and Hard Work

In 1946 Laurie Bucton bought the butcher's shop opposite the Plaza Theatre in Laurieton (where the recently built pale coloured brick units stand), and so began the 'Wiggly Tale' success story.

Rodney Bucton represents the fourth generation of butchers in the Camden Haven, his great grandfather having owned and operated a shop at Kendall, so the family have the strongest possible credentials in the meat industry locally.

Part of Laurie Bucton's purchase was a slaughter yard which ran back to where BMG Concrete now is situated. Like his father before him Laurie slaughtered

meat to supply the local market, but decided to grow pigs using the very latest methods at that time.

Through hard work and Laurie's entrepreneurial talent he was soon producing and selling ten pigs a week - unheard of before in this area.

With wife Ruby, at his side Laurie continued to work and progress, eventually opening a shop in North Haven where the present of newsagency stands, and another on the opposite Ocean Street which not only retailed but was the smallgoods factory.

Some twenty-five years ago it was decided to move from the first Laurieton site to the

present location in Bold Street, which of course looked nothing like it does today. In fact, there have been five extensions and alterations to the premises since the Bucton family bought the property.

In 1963 the piggery simply outgrew its Laurieton location, and in 1977, between North Haven and Bonny Hills was purchased for the ongoing pig breeding program. The purchase of the new property gave Bucton's the ideal opportunity to start from scratch and design an ultra modern piggery to their own specifications.

Today the piggery has a reputation second to none in cleanliness and the standard of pig production. This did not happen by accident, but rather by a lot of thought and planning, and old fashioned hard work.

Artificial insemination has been introduced and this eliminates the possibility of disease whilst introducing new genes into the stock.

The Piggery now has an output of 70 pigs per week, all of which are retailed through the Laurieton shop.

The present size of the Bold Street shop

would be far bigger than most on the coast and the larger city centres. The driving force of present day Buctons is Mr Bob Bucton who has introduced many new ideas over the past years as his father, Laurie, at long last, slows his own pace a little.

At its height the Laurieton Wiggly Tail shop retails one thousand Wiggly Tail T-shirts, hundreds of aprons, and innumerable colouring-in books, tea towels and tea spoons. Another mini industry that has grown within an industry.

Since the introduction of these novelties around 1977, the 'Wiggly Tail' name has been carried all over the country and even overseas. Today, bus loads of tourists can be seen coming into town from Wingham, Kempsey, Forster and surrounds, especially to buy mouth watering pork and hams from Buctons.

With the piggery now producing 3½ tonnes of pork per week, Buctons decided to breed their own beef in 1987. The pastures, which have to be seen to be believed, are the greenest of green, thanks once again to careful thinking and planning. The lush pad-

docks get that way by an irrigation system that feeds the grasses with pig effluent, and to quote the song, "and the cattle are standing like statues."

Buctons handle their own meat from conception to 'market', using their own transport to ensure that the animals arrive at the Wingham abattoir in tip top condition.

Bob, like Laurie, is quick to point out that these things don't happen on their own, and without good staff they couldn't possibly succeed. Buctons, as well as being the oldest re-

tailer in the area also employ a large number of people and these include Tony Buttsworth, Robin Clenton, Helen Buttsworth, Jenny Kesby and in the retail section, Graham Yager, Jason Bignell, Les Smith, Eric Parsons and Margaret Bird in the smallgoods and preparation sections, June Relf, office, and at the piggery Mike and Helen Drewitt managing, assisted by Fiona Brown, a graduate of Hawkesbury College, with Eric Unicombe in charge of the cattle and the farm.

Add to these people the efforts of Bob himself, wife Jenny who

has helped in the office, and is most responsible for any new designs which appear from time to time, their children Rodney and Sheree who can be seen working in the shop on weekends and at school holiday times, and of course Mrs Ruby Bucton and her contribution of hard work over the years. And the man who started it all - Laurie 'LA' Bucton, who though supposedly slowly lowering his work load still puts in a hard day's work.

The secret to Bucton's success over 45 years? A good product, good staff, and a lot of hard work.



Mr Bob Bucton



De Fraine's Store in Laurie Street, Laurieton around the turn of the century, included probably its first butcher shop.