



*Greenham Tasmania Pty Ltd*

*ACN 099 121 301  
ABN 61 099 121 301  
Meat Exporters*

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## **GREENHAM TASMANIA & CAPE GRIM BEEF LEAVE A BIG IMPRESSION ON BEEF AUSTRALIA 2015**

Whilst Tasmania only accounts for 2 per cent of overall beef production in Australia, Greenham Tasmania and its flagship Cape Grim Beef brand are set to return from Beef 2015 with a swag of awards and a lasting impression on many thousands of visitors to the event.

Tuesday's national carcass competition saw Greenham Tasmania take out numerous awards whilst the Cape Grim Beef brand was recognized as the leading grassfed beef brand in the country. The Cape Grim / Neil Perry Burger Project activation has also served a whopping 6,000 patrons with moreish beef burgers.

A record number of Greenham Tasmania's suppliers have won prestigious awards at the ANZ National Beef Carcass Competition. This year's competition saw a record 582 entries from six states, with judging overseen by Beef Australia 2015 representative Janine Lau, who visited 26 plants around the country over a ten-month period.

The competition gives beef producers feedback about compliance of beef carcasses to market specifications, yield of saleable meat and predicted eating quality of those carcasses.

Greenham Tasmania backed up its strong performances at Beef 2012 by again submitting entries representing the famed Cape Grim Beef label. And, once again, the company's suppliers can boast of producing some of the best meat in the land, with Cape Grim beef winning ten ribbons across three of the competition's six classes.

Peter Greenham Jnr, who with a contingent of suppliers, was on hand to accept the awards, said the results had been exciting news for the company and its suppliers.

"This carcass competition is a highly significant event and we have seen a record number of entries from our supplier group," Mr Greenham said.

"The producers that supply beef to the Cape Grim Beef brand have won 10 out of a possible 18 grass fed awards. When you consider Tasmania contributes just 2 per cent of Australia's total meat production, it's a wonderful accolade, both for the brand itself and its farmer suppliers."

*222 Lorimer Street  
Port Melbourne Vic 3207  
Australia  
Tel: (03) 9644 6500  
Fax: (03) 9681 8034*

*Postal address:  
PO Box 1118  
South Melbourne  
Vic 3205*

*Smithton Plant;  
Bacon Factory Road  
Smithton Tas 7330  
Tel: (03) 6452 2701  
Fax: (03) 6452 1479*

*Smithton postal address:  
PO Box 452  
Smithton Tas 7330*

*Email: [tasemail@greenham.com.au](mailto:tasemail@greenham.com.au)  
Web: [www.greenham.com.au](http://www.greenham.com.au)*



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“Combined with an excellent climate and rainfall, we have a really great group of producers that supply top quality cattle. They have always been great at producing the medium weight animals and also the heavier Jap-Ox type cattle and you can obviously see it in the results,” Mr Greenham said.

Also in attendance was producer Milton deJonge from Stanley who was thrilled to have taken the first prize award for a second time in the 300-420kg pasture fed class.

“It’s fantastic to be recognized for doing everything right and believing in what we do, it’s all about looking after your cattle, feeding them right and as we often say in Tassie – it’s not about the breed, it’s about the feed,” Mr deJonge said.

“We’re just so lucky to have the partnership with Greenhams, they are such great people to work with and deal with we hope we can continue it.

“We’ve always had a great reputation for producing the ‘Jap-OX’, heavier weight class, and most of the people who won tonight had previously entered the local Circular Head Hoof and Hook competition which uses the same MSA grading standards as the national competition and they have learnt a lot from it,” Mr deJonge said.

Milton adds, “that’s what the competition is about, it’s not just about winning but also about learning, improving and reinforcing the methods that produce great beef”

#### **KEY INFO ON AWARDS**

- First and second place in the class for best pen of crop or pasture-fed heavy trade steers or heifers (260-340kg) In this category, Greenham Tasmania producers placed in eight of the top ten positions.
- First, Second and Third place in the best pen of pasture fed export bullocks (300-420kg) with Milton deJonge who took out the award in 2012 taking first prize again. In this category, Greenham Tasmania producers appeared in nine of the top ten positions
- Greenham Tasmania producers won 10 out of a possible 24 awards overall.

#### **CAPE GRIM BEEF BRAND WINS NATIONAL GRASSFED AWARD AT BEEF AUSTRALIA**

Greenham Tasmania’s flagship brand Cape Grim Beef has won a major award at the inaugural Grassfed Beef Awards held at Beef Australia in Rockhampton.

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Australia  
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With the rise in demand for grassfed products into both existing domestic and international markets, the awards, hosted by MLA, Cattle Council of Australia and Agforce, are promoted as an opportunity to recognise producers, butchers and brand owners for their commitment to outstanding marketing and promotion of grassfed beef.

In the 'brand owner' category, Cape Grim Beef was judged as having the most innovative and powerful method of communicating the story of Australian grassfed beef based on a comprehensive submission across three key areas:

- (a) Exemplary and innovative promotion of Australian grassfed beef
- (b) Clear and concise messaging that benefits the marketing of Australian grassfed beef
- (c) Thought leader in category for the industry

Peter Greenham Jnr, in accepting the award, said it was pleasing to know that the Cape Grim Beef brand is considered the leader in grassfed beef marketing and promotions.

"We've always put a lot of effort into marketing in order to position the brand where we think it should be. When you see the effort the farmers go to, it's really up to us to take their beef to the market and do it justice," Mr Greenham said.

"Grassfed beef from Tasmania offers a unique story and a beautiful product year round so it gives us a great platform to market the product across multiple channels and in different regions," Mr Greenham said.

The Grassfed Award caps off a highly successful Beef Australia for Greenham Tasmania and Cape Grim Beef in a local market that does not ordinarily see a lot of southern or Tasmanian beef products. The Cape Grim / Neil Perry Burger Project activation has been a smash and visitors have been lining up, sometimes 20 deep, to taste one of the signature burgers with social media set alight with photos and tweets.

For more information or Hi-Res images please contact Trevor Fleming [tfleming@greenham.com.au](mailto:tfleming@greenham.com.au) – 0411754909

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