

IAN MILLEN HANGS UP HIS BOOTS

With over sixty years of experience, Ian Millen has come to know a thing or two about livestock. Starting his time in a cadetship at Allan Stuarts (now Roberts) in 1955, Ian could have followed a different pathway in processing and factory work but soon realized his calling for working outside and learning more about handling sheep and cattle. With a further 27 years at Huttons and then more work across the two blue ribbon works in Launceston and Smithton, Ian had certainly done some time and seen many seasons come and go.

When the Greenham family took over the Smithton works, Ian was happy to go on – even on a part-time basis. Peter Greenham Senior was typically pragmatic, “do you want to work or not?,” he asked Ian and the rest of course, is history.



IAN HANDS OVER TO GREENHAM REP CRAIG MILNER

Originally working in the southern region, Ian initially looked after the liveweight scale operations at Brighton before moving to the Deloraine and Ringarooma areas.

“Greenham has been a godsend,” says Ian. “They’ve looked after everyone and it would have been a lot different with only one export processor in Tassie,” he adds.

Asked about what he loved about the job, Ian offers that the opportunity to

meet so many people has been amazing. “Over the time, there are plenty of examples where I have dealt with three generations of the same family.”

“Of course, there are always challenges with the job and you never know what nature is going to throw at you but it’s a good life if you want to give it a go,” Ian says.



Tasmanian

MEATWORKS MESSENGER

AUTUMN 2016

GREENHAM



BRETT WHITLEY PRESENTS THE PRIZE

We were delighted that Federal Member for Braddon, was able to present to this year’s Greenham AgriTas Scholarship. The presentation was held at AgriTas and in conjunction with a graduation ceremony for certificate students.

Brett always speaks with such enthusiasm about what Tasmanian agriculture offers and all the opportunities that are open to young people – if they follow their dreams. We thank him for his time.

Piper’s River farmer William Baxter is a very impressive fellow and a worthy winner of the annual \$12,000 scholarship. You can read about his background and what he intends to do with the funds in the adjacent story.

WINTER FORWARD CONTRACTS

The pricing for winter forward contracts has been released but due to the volatility of the AUD\$, we will have only limited positions available. Please return your paperwork as soon as possible.

GIANTS RE-BRAND & RE-LAUNCH IN 2016

We are very proud of our association with footy clubs large and small but our local Smithton team, the ‘Circular Head Giants’ are especially important. After a recent re-brand and re-focus, we are keen to see them prosper both on and off the field in the 2016 season and beyond. We encourage our suppliers and locals to get behind them and the newly formed junior teams as they seek the ultimate success.

Peter Greenham

LEARNING CHALLENGES NO OBSTACLE FOR SCHOLARSHIP WINNER

William Baxter is a young farmer on a mission and he has been named this year’s winner of the \$12,000 Greenham Tasmania Agritas Scholarship.

William, 24, of Pipers River is the fifth generation to be raised on the family operation, ‘Greenside’. William finished Year 12 at Launceston Church Grammar and has done several stints away both on the mainland and overseas.

He is now in his fourth year of study at Marcus Oldham undertaking a degree in Bachelor of Business course with a major in Farm Management.

William is the first to admit he really struggled during his school days. “My learning was inhibited by being highly dyslexic. I could hardly spell a thing and required special consideration and tutoring to complete my school studies,” William said.

“I never won any awards at school but once I began the farm business degree at Marcus Oldham, everything came a bit more naturally and I managed to take out the dux of the year in 2015. I really love the course so it made the academic work a lot easier,” William adds.

The scholarship applications were assessed by a panel of four independent judges from the industry and education sectors, all agreeing that William was a worthy recipient.

Roger Tyshing of AgComm says “William has shown he can overcome any barriers to learning with sheer hard work and a passion for the industry. He is a great example to other students of agriculture in Tasmania and we believe he could be a future leader in the sector.”

“I’ve done plenty of travel to look at other operations and it helped me learn to think critically about everything we do on our own property. Just because my father or grandfather did things a certain way



SCHOLARSHIP WINNER WILLIAM BAXTER WITH BRETT WHITLEY M.P AND PETER GREENHAM JNR.

doesn’t mean I have to continue it. Nowadays, I am always trying to justify the ‘why’ all the time,” William says.

“Beef pricing looks pretty consistent so we are working towards moving more of our land to renovated pastures and we’re also getting serious about sustainable resource management techniques like establishing shelter belts, fencing off water courses and promoting native bushland.”

The ‘Greenside’ farm is also accredited for several of the Greenham Tasmania USA focused ‘Never Ever’ and ‘Global Animal Partnership’ (GAP) programs.

“Without the help of the scholarship funds, I would be struggling to deal with the cost of the course as well as the short stints of accommodation down in Geelong. It’s a real help to me and I’m so happy”.

The Greenham Tasmania Scholarship is now in its 13th year. Managing Director of Greenham Tasmania Peter Greenham said the company’s desire was to encourage future leaders in agriculture.

“We see beef and dairy as being growing contributors to Tasmania’s agricultural sector and from all accounts William has got the right spirit and attitude to make a great leader.



GREENHAM SUPPLIERS PHILLIP AND GAYLENE HUGHES ACCEPTED THEIR TASMANIAN MSA SUPPLIER OF THE YEAR AWARD FROM CRICKET GREAT MAX WALKER AND MLA MANAGING DIRECTOR RICHARD NORTON.

GREENHAM PRODUCERS SCOOP TOP SPOTS

The inaugural MSA ‘Excellence in Eating Quality’ Awards for Tasmania were held in Launceston on 7th April and recognized the Top 3 performing producers as well as a state winner. Producer performance was determined based on their compliance rates to MSA requirements and MSA Index performance during 2014-15 against their state peers.

Greenham Tasmania wishes to congratulate Phillip & Gaylene Hughes of Kindred for taking out the state award and Dale Beswick of Wynyard and Shaun Howe of Mole Creek for making the final three.



GAP READY AT WESTERN PLAINS

WESTERN PLAINS BREEDING AND FINISHING OPERATION AT STANLEY, NW TASMANIA

Many of our suppliers will be familiar with the Greenham Global Animal Partnership (GAP) program. The rise and rise of grass fed beef consumption in the USA is driving demand for both 'natural beef' products and certifications that uphold strict animal welfare standards in the supply chain.

With its partnership with Wholefoods markets in the USA, Greenham was the first Tasmanian red meat exporter to institute the GAP program. It could be said in fact, that Tasmania was 'ready made for GAP.'

This issue Meatworks Messenger and Peter Greenham Jnr visited one of the North West's most iconic properties, Western Plains at Stanley, and spoke to producer John Bruce about his operation and involvement in program cattle for Greenham Tasmania.

"We've actually been doing it for a while - the original grass fed programs in our area were initially researched by the Japanese in the late nineties," says John.

The Aleph Company, owners of hundreds of Bikkuri Donkii restaurants in Japan, was looking for an increased supply of grass

fed product and by 2005, the Aleph Natural Beef program began in Tasmania.

"I clearly remember Mr. Sato from Aleph getting down on his hands and knees in the paddock, completely blown away with how good the pastures were."

Aleph had identified a niche offering for their customers that centered on 'natural' and grass fed but this was long before new diet trends like the Paleo movement and fitness craze Crossfit got popular and promoted beef with natural marbling and fats as a healthier option.

"Whoever has come knocking, I guess it hasn't really changed, most customer's parameters and requirements are really focused on all the things we do well anyway," says John.

Both Western Plains, purchased in 1975, and the Highfield property purchased in 1980, were part of the Royal Charter land grant to the Van Diemens Land Company in 1826. The circular head peninsula was surveyed in 1798, during Bass and Flinders circumnavigation of Tasmania where they saw plenty of potential grazing land for their sheep and cattle.

These days, pastures on the property are rotationally grazed to ensure clean fresh pasture for all cattle every 2-4 days. The rotation length is determined by monitoring the leaf emergence rate of the ryegrass plants, which varies throughout the year with soil temperature and rainfall.

"We actually call ourselves 'grass farmers' rather than 'beef farmers'! It's just so important to get the pastures right to convert that energy into weight and keep the cattle on a constant plane of nutrition," says John.

In fact, the whole state is blessed with the right conditions and a large number of full time beef producers that can produce good volumes of natural beef whilst aiming for the highest animal welfare standards.

John is emphatic, "all people that farm animals have a responsibility to give them a good a life as possible before they are processed. We try to always do the right thing by animals and so I think programs like GAP where animal welfare is measured - is something that all farmers should be undertaking."

"The quality and 'value' of meat should not be measured by how heavy a feedlot can grow their beef. Rather, we look after our animals from when they are born to when they are sent to Greenham - we give them a quality of life all the way through - and that's why we end up with a really good product," John adds.

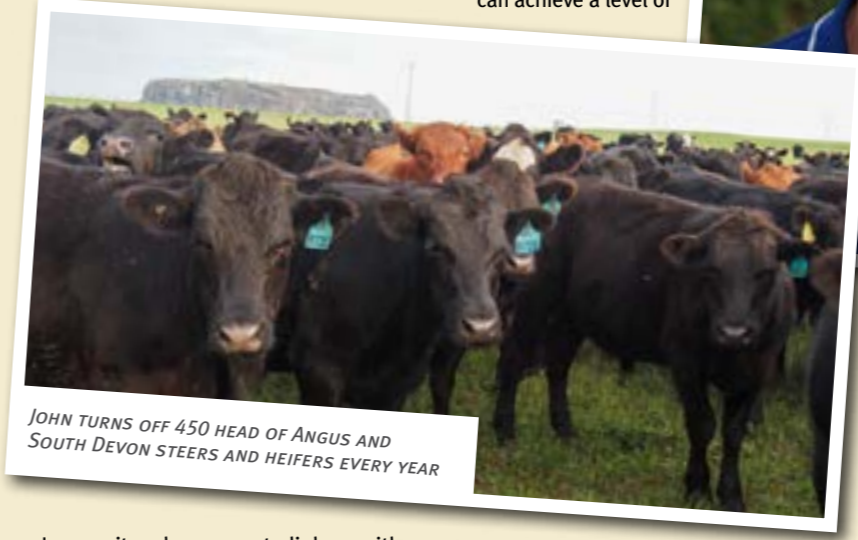
We asked John about why he is happy to be part of the GAP program. "As farmers, we love that we sell product to people that really appreciate the quality of what we do

uploaded remotely. There are great things happening with technology that will make all of this a lot quicker for both breeders and finishers," Peter adds.

The GAP program has a total of five steps and Greenham Tasmania producers can achieve a level of



JOHN & ANGELA BRUCE HAVE BEEN GAP ACCREDITED SINCE 2014



JOHN TURNS OFF 450 HEAD OF ANGUS AND SOUTH DEVON STEERS AND HEIFERS EVERY YEAR

has had a good life and is a high quality product with a good eating experience."

Western Plains is now making room for John and Angela's son Iain to join the operation. Coming from an agronomy background, Iain will become a fifth generation Tasmanian farmer and his view on 'natural beef' is no different.

"Our aim is to profitably produce clean and natural grass finished beef for export and domestic customers while also protecting the unique natural values of our family owned property - it's the perfect place to grow beef," says Iain.

Interested in the GAP program? Please talk to your livestock representative to find out more.

We thank John, Angela and Iain Bruce for their time.

so I guess it makes sense to link up with a program like GAP."

"In addition, the premiums are significant these days and there is no extra work other than the LPA QA paperwork we were doing before - it's really about getting things in order and making sure you record things throughout the year so at any time so you can refer to it."



GAP CATTLE FEATURE DISTINCTIVE YELLOW EAR TAGS

STEP 4 - PASTURE CENTERED. In fact, our 200 GAP accredited Tasmanian breeders and finishers comprise one of the largest single groups of STEP 4 beef producers globally and the number is rising.

"We would love to see more professional beef producers in Tasmania. The auditing for cropping is a whole lot more onerous than what we have to do so it's a no brainer really," says John.

On the technology that beef consumers can use, John is keen on the idea that a chef in

New York can scan a QR code and find out exactly which farm in Tasmania his beef is coming from.

SCAN THIS QR CODE TO TRACEBACK TO THE FARMER



Peter Greenham agrees, "bottom line, if you are organized, there should be no problems getting both accredited and maintaining inclusion in the program."

"Ultimately, we can see the recording and audit process actually getting easier as things get digitized and audits can be

"It gives us a connection to the customer so that the chain is complete - from that calf that is born in that paddock to the steak that is on the plate - and surely that gives them confidence that what they're eating



THE 5-STEP PROGRAM IS RECOGNIZED FOR ITS COMMITMENT TO ANIMAL WELFARE