

GREENHAM Tasmania put North-West Tasmania on the foodie map through astute branding techniques. Managing director Peter Greenham spoke to *The Advocate*'s JEMIMA STAGG about the success of the Greenham Company and the strength of the Cape Grim Beef brand name.

Q: Why was the decision made to bring the Greenham Company to Smithton?

A: We brought the company to Smithton in order to diversify our business from predominantly manufacturing beef to a high-quality chilled beef processor.

Q: What is the strength of good brand names, such as Cape Grim Beef?

A: The strength of a brand name is getting consumer awareness on a quality product. This, in turn, will give high demand for the product at a consistent price.

Q: Do you think people are more conscious of buying local and premium produce and how do you incorporate this into branding?

A: Yes, more people are becoming aware of where things are grown. We promote the Tasmanian origin of

our products, which gives local and interstate consumers knowledge on the area where the produce is grown.

Q: What sets the Greenham Company apart from other brands and what contributes to the company's success?

A: Our dedication to a quality product and creating a Tasmanian premium brand gives our suppliers and customers confidence in our product. We keep our quality, even with using the MSA grading system, which creates customer loyalty to our brand. Our company has been in the industry for six generations, which gives us a deep understanding of the industry.

Q: Celebrity chefs including Gordon Ramsay, Neil Perry and Poh Ling Yeow are all using Cape Grim Beef. How does this help Greenham's international profile?

A: Getting high-profile chefs on board will give other chefs ideas on what brands are consistent quality. This has been very good in getting our name on many restaurant menus that perpetuates our main goal, brand awareness.

Q: Did you aim to put North-West Tasmania on the foodie map, if so why?

A: Our aim was to promote the area as a place where the best grass-fed meat in Australia is grown and produced.

Q: You export beef to Japan and the United States, what are the reasons for marketing on an international market?

A: Our main market is domestic and we will be trying to sell to our domestic market more in the future. Japan and the US for our brands are minimal, but we are getting more orders lately. Export markets give diversity for our brands but with it causes concerns with exchange rate fluctuations.

Q: Given the closure of McCain and a \$2 million renovation at your factory, what does the future hold for the Greenham Company?

A: We hope to be producing 420-450 head per day by Christmas and this will let us get more Cape Grim Beef to areas we are not selling to now. We will be trying to add more value to the carcass in order to return better pricing to the farmer.

Q: What branding advice do you have for other North-West producers?

A: Maintain quality at any cost and use your assets in your brand to separate your brand from the pack



Greenham Company managing director Peter Greenham says branding is an important part of his company. The Cape Grim Beef brand not only helps to promote his beef but also helps promote Tasmania as a quality producer.