

MEAT THE STAFF – IRENE GREY

Irene is the 'go to' point in the Smithton office for farmers who are enquiring about the cattle that they send in for processing.

She works closely with Graeme Pretty and the livestock team looking after the administration side – booking in the kills, putting the different lots into the correct processing order, formulating carcass weight sheets, determining the costings and arranging payments. She says that the MSA grading data is a very important part of the process.

Irene has been working at Greenhams as livestock clerk for four years now and travels in each day from the one acre

family property in the Marrawah area, where she lives with her husband Chris. Their four children, three boys and a girl, have all flown the nest.

Irene grew up on a dairy farm right on the beach at Marrawah, which was later converted to a beef farm, so she is no stranger to livestock.

"This is a very busy job, but it's a lot of fun at time and I couldn't be happier here. Outside work time I just love spending time at the beach. Our family have always been keen surfers, so I'm at the beach as much as possible, keeping fit and active."



KING ISLAND'S WAVERLEY STATION PROPERTIES TURN OFF THE BEST

Graeme Pretty describes the black cattle from Waverley Station on King Island as brilliant performers on both grass and grain.

"We've seen many hundreds of them go through the feedlot and there are simply none better. We've also seen big numbers go to the grass fatteners around Circular Head and again, nothing outperforms them."

That's a big statement from a man who has seen more cattle pass under his gaze than most. So Meatworker decided to find out more and put in a call to Waverley Station manager, Tony Lettice.

Waverley Station operates three properties on the island totalling around 9000 acres and running 3000 breeders, all Angus.

ALL IN ALEPH

All their progeny is registered in the Aleph program with most being sold on to backgrounders. Some go to the feedlot and around 450 to 500 are sold straight to slaughter.

Tony says that next to all the cattle sold for slaughter go to Greenham. "They're a pretty professional operation and understand we have to make a profit just the same as they do."



GRAEME PRETTY LEFT, WITH TONY LETTICE, MANAGER OF WAVERLEY STATION WHICH OWNS THREE PROPERTIES ON KING ISLAND.

The King Island properties are located both north and south and Tony explains there is a difference in the climate and pasture production between both ends even though only a relatively short distance separates them.

"There's about 250mm more rain at the bottom end and we find that the North cuts out a bit towards the end of the season.

"We breed up north and grow out on the southern property," he says.

BREED OWN BULLS

Waverley breeds all their own bulls and conducts a sale in August each year.

Clearly, they have a great genetic line, given Graeme Pretty's comments.

Tony Lettice hosted the Aleph delegation during their recent visit to Tasmania. He said they were very impressed with the property. "I don't think they had quite understood the scale of Angus breeding in this part of the world."

Waverley Station's three King Island properties are part of a larger aggregation owned by the Crouch family.

Headquarters is Scone in the upper Hunter Valley of New South Wales where they own a 15,000 acre property. It runs 1500 cows with half recorded, and trades at about 1000 head in a year, season permitting.

There are also 2000 sheep in a prime lamb program.

Further north they have another 2000 acres just out of Gunnedah which is used mainly for backgrounding steers, but which also supports a cropping program in the right seasons.

Thanks for all of your support in 2010 and we wish you and your families a very Happy Christmas and a prosperous New Year.



Tasmanian

MEATWORKS MESSENGER

DECEMBER 2010

GREENHAM



I would like to thank all the farmers who made such a big effort, and in many cases travelled such long distances, to attend our Open Day last month. It was very reassuring to see such interest and I really appreciated the opportunity of meeting so many of you. I know my father also very much enjoyed his discussions with you as well.

There really was a great feeling in the room and as everybody mingled and spoke, a strong understanding was evident that we need to work together for everybody's benefit.

That certainly has been my family's philosophy and I look forward to continuing the journey with you.

As 2010 draws to a close we can mark it down as a great year for rainfall. What a contrast with the drought years. I know we've probably all cursed the mud at times. Cattle have been hard to move and management programs have been disrupted, but this is far better than dust.

Certainly, the quality of cattle coming through this year has been outstanding. That reflects not just good rainfall, but good breeding and good management, and I thank everybody for their efforts.

It's been a big year for us especially with the plant renovations. These things take a lot of planning and a lot of work, and I thank our hard-working team for all their efforts.

We have continued strongly with our marketing efforts, pushing Tasmanian product and have introduced another brand into our marketing arsenal during the year. While grass fed is, and will continue to be, our main focus, we also recognise that lot feeding has a role to play. And to give the grain fed product from this region the best chance of success, we have created the Pure South brand.

Don't forget our Beef and Dairy Scholarship that will be awarded in the first part of next year. It is a very substantial scholarship and has been of great benefit to previous winners. Entries close soon. Full details are included in the adjacent article.

Finally, on behalf of all the Greenham team I thank you for another great year of working in partnership with a fantastic farming community. I wish you and your families a very Happy Christmas and a prosperous 2011, and I hope you can find little time over the break to put your feet up for a while.

Peter Greenham

\$10,000 FOR STUDY AVAILABLE AGAIN

It's that time of the year to remind prospective applicants to put together their submission for the 2011 Greenham Tasmania Scholarship.

The award is open to people in the 17-45 age bracket who are immediate family, sharefarmers or employees of farmers who supply cattle to our Smithton plant.

Peter Greenham, said the scholarship is aimed at encouraging future leaders of the cattle industry. It will help Tasmanians to better prepare for a rewarding future on the land or in an associated industry.

"We're an important part of the Tasmanian community and ongoing education of this type is crucial to the future sustainability and development of the dairy and beef industries.

"It is very gratifying to us that our company is able to assist young people in forging careers in the beef and dairy industries. Our independent judges are looking for candidates with the potential to make their mark, but who otherwise might find it difficult to complete their studies without financial assistance."

Applicants can use the scholarship to undertake farming-related courses, or studies related to any sector or industry that ultimately benefits the dairy or beef industries.

This year's winner, Sandra Bales from Ringarooma, had just commenced a bachelor of agricultural science degree at the University of Tasmania after working for a number of years in the local

dairy industry. She had originally planned on a career in teaching but deferred that degree and instead travelled to Denmark and Canada on a 15 month agricultural exchange.

The experience ignited her passion for agriculture, and the dairy industry in particular. In 2006 she undertook a dairy apprenticeship and then went on to complete a Certificate IV in Agriculture.

The Greenham Tasmania Scholarship entries will be judged on a range of criteria including:

- How the applicant will use the money to improve their skills and knowledge
- How important the scholarship is for them to be able to realise their ambitions
- Potential benefits to the dairy industry or farm enterprise and
- Previous academic, industry and/or personal achievements.

The winner will be selected by an independent panel comprising representatives from the Tasmanian farm, community and education sectors.

Applications close on Friday, January 28, 2011.

Tips for applicants, further information and application forms can be downloaded from www.greenham.com.au, or by phoning Rivergum Marketing on (03) 5445 6103, or by faxing a request to (03) 5442 5301.



Our Smithton plant will be closed on Monday and Tuesday December 27 and 28, and Monday, January 3.

Normal operations will apply on the other working days between Christmas and New Year, and we are back into full swing on January 4.

Prompt payment always at Greenham

Tel: 6452 2701 www.greenham.com.au



IT WAS STANDING ROOM ONLY AS FARMERS DONNED PROTECTIVE CLOTHING AND CROWDED IN FOR A FIRST-HAND LOOK AT THE NEW BONING ROOM.



L-R LARRY ASTELL FROM BURNIE, PETER GREENHAM JNR, TONY STEERS FROM ELLIOTT AND BILL LICHT, SOUTH RIANA.



ALEPH PRODUCERS LINED UP TO RECEIVE GIFTS FROM A COMPANY REPRESENTATIVE. ALEPH HELD A MEETING FOR THEIR REGISTERED PRODUCERS AS PART OF THE OPEN DAY.



L-R JOHN BRUCE, MR DAI SHOJI FROM ALEPH, PETER GREENHAM JNR, AND MR DAI SHOJI'S BROTHER, MR KAISAKU SHOJI.



WHOLESALE DON TOLOMEO FROM DRJ IN SYDNEY.



PETER GREENHAM SNR WITH LEX LAING AND GERALD KAY, BOTH FROM SMITHTON.



ROBERT RYAN FROM THE GREENHAM MARKETING TEAM EXPLAINING THE WORKINGS OF THE PLANT TO WHOLESALEERS.



FARMERS WERE KEEN TO FIND OUT MORE FROM DON McDONALD ABOUT PRODUCTION TECHNIQUES IN THE NEW BONING ROOM AT OUR SMITHTON PLANT.



FARMERS INSPECT NEW PROCESSING FACILITIES WHICH FORM PART OF THE MULTI-MILLION DOLLAR UPGRADE.



L-R MURRAY ELPHINSTONE FROM BOAT HARBOUR, DALLAS HOUSE FROM SMITHTON WITH WAYNE ELPHINSTONE ALSO FROM BOAT HARBOUR AND HARRY KORBERSHOEK, FOREST.



DENISE AND PAUL SAWARD LEFT, WITH MR KAISAKU SHOJI AND MRS TOMOKO SHOJI.



MATTHEW LESTER FROM LILEAH, LEFT WITH GREENHAM CIRCULAR HEAD BUYER CADE EBDON.

OPEN DAY ATTRACTS LARGE FARMER CROWD AND BRINGS SUPPLY CHAIN TOGETHER

Over 250 farmers from as far away as the Scottsdale region toured our Smithton plant during a very successful open day held on November 27.

They were joined by our wholesalers from Tasmania and the mainland, and one of our most important international customers, the Japanese restaurant chain Aleph.

The event brought together everybody in the meat supply chain and provided an opportunity for the exchange of ideas and information. Farmers said they found it very useful with one describing the day as having a 'very good feel about it'.

They said it gave them a better understanding of what meat buyers were looking for, and underscored the fact that everybody in the supply chain depends

on each other. Working together would produce the best outcome for all.

STATE OF THE ART BONING ROOM

The day started with many farmers arriving early for an inside look at the abattoir that converts their raw product into meat that is sold across Australia and internationally. Most of the multi-million dollar investment has gone into a massive upgrade of the boning room that brings it up to the latest and most efficient standards.

Extensive use is made of conveyor systems that speed the flow of the carcasses as they are broken down, and reduce requirements for manual handling. A second Cryovac packaging machine has been added along with extra vacuum pumps.

Chiller capacity has also increased to cope with the more than 400 head a day kill capacity.

Visitors then moved to the Smithton Football Club for lunch which naturally included our premium grass fed steaks.

SUCCESS ON MAINLAND AND OVERSEAS

Managing director, Peter Greenham Junior, thanked farmers for their support and cooperation with the company and said it was only through working together that the company could produce the premium grass fed beef that is now finding so much success on the mainland and overseas.

He also acknowledged the support of his father, Peter Greenham Senior, who had the vision to buy the Smithton plant in

2002, and who had since backed plans for the creation of a suite of Tasmanian beef brands.

"The brands have been really important. Tasmanian grass fed beef has always been great but you have to get out there, beat the drum, and tell the story. It doesn't just happen," he said.

KEEP ON DOING WHAT YOU ARE DOING

Speaking on behalf of the company's Australian wholesalers, Don Tolomeo from DRJ in Sydney said Greenham's Tasmanian grass fed beef brands were gaining a great reputation.

"We knew it was an excellent product as soon as we got our hands on it. That's been our experience – get customers to try it and they are sold.

"We had one customer that we couldn't get to try it no matter what we did. Eventually I gave him some product and he rang back within an hour wanting more meat than I had in stock at the time," Mr Tolomeo said. "He's now one of our biggest customers."

He urged farmers to keep on doing what they are doing. "Whatever it is, it is working."

Paul Saward from Marawah spoke on behalf of farmers and welcomed Greenham's expansion at Smithton. He said the company had done everything it said it would do at the time of purchasing the plant, and had gained the trust of farmers.

JAPANESE IMPRESSED

Mr Dai Shoji, one of the two sons of the Aleph founder who travelled from Japan for the event, thanked Tasmanian farmers for their dedication to quality, and welcomed the partnership that had grown between his company and the clean, green state over recent years.

Speaking through an interpreter, he said he had been highly impressed by the management techniques employed on the farms he had visited.

Circular Head Mayor, Daryl Quilliam, concluded the official proceedings saying the additional employment resulting from the plant expansion was very welcome in the area.