

EVENT ROUND UP 2017



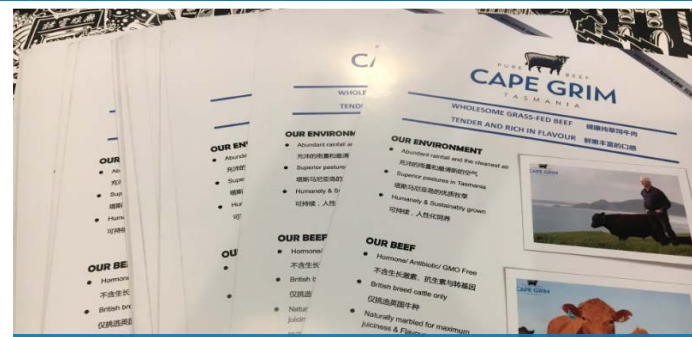
Our American guests will be our greatest ambassadors in their market

The calendar has certainly been busy with activity throughout the year. In July, Greenham was the lunchtime sponsor of the successful Red Meat Updates conference and numerous lucky delegates took home some of the sort after Cape Grim and Pure Black Beef in the raffle draw. In August, our export sales manager Michael White ran events in the Shanghai market for Cape Grim Beef & Robbins Island Wagyu, attracting the current crop of top chefs in the high-end food service sector. China continues to be a reliable destination for our premium beef but there is more pressure from USA beef brands now that they have increased market access. Through September, October and November, we hosted three QLD butcher tours at the plant as well as visiting producers in the North West. Without fail, the butchers come away from these tours with a greater understanding of Tasmanian beef production and can spread the good word to their staff and customers. With thanks to Daryl & Les Porteous, John Bruce, Andrew Kay, Willie Payne, Ian Mackenzie and Brad Rigney for hosting the groups at various times.

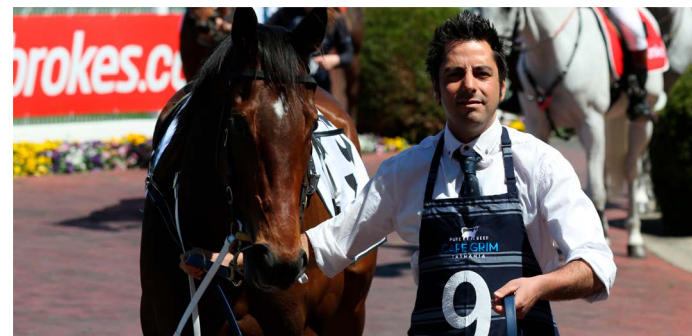
In October and November we hosted both a group from the West coast of USA and one of our long standing customers from Japan. As expected, the Americans were bowled over by the quality of beef coming through the works and the natural, pristine environment the cattle are raised in. Did you know there are only 2,000 truly grass fed animals processed in the USA every week? Finally, our featured race, the Cape Grim Beef Steaks was held on Guineas Day at Caulfield on October 14 and taken out by the Tony McEvoy trained Cool Passion.



Producer Alison Napier wins some meat in the raffle draw



Forty chefs attended our event in Shanghai featuring Cape Grim Beef



Even the horse strappers were decked out in Cape Grim gear



We have hosted nearly 60 QLD butchers over the last three years

INTOLERANT COOKS COOK TASSIE BEEF

You might have noticed both the Cape Grim and Pure Black brands featured on the Intolerant Cooks program. Celebrity chef Karen Martini and co-host Richard Barassi present a show for those that have food intolerances – with Tasmanian grass fed beef being an excellent and natural protein for their interesting beef recipes. As Martini says, “Having a food intolerance shouldn’t stop you from making beautiful fresh, seasonal food.” If you missed the screenings on ch7|Two, you can check them all out on: <http://bit.ly/2zKnCSM>



Richard Barassi finishes off a Cape Grim Beef dish



Pure Black Beef on centre stage

AIDEN COOMBE RURAL LEADER IN THE MAKING

Great news from earlier this year was that livestock buyer Aiden Coombe was awarded a fully paid scholarship to the highly regarded Rural Leadership Program at Marcus Oldham in Geelong. Forty participants from across AG related industries took part. Well done to Aiden.



Aiden Coombe at the Rural Leadership Program

CHRISTMAS TRADING HOURS

To all our suppliers, thank you for your support throughout the year. We wish you and your families all the best for a safe and happy Christmas period and a profitable 2018.

SMITHTON PLANT CLOSURE -

The final kill day is Thursday 21st December and we re-open on Tuesday 2nd January.

LIVEWEIGHT SCALES -

The last day for the Keren/Osmaston and Scottsdale scales will be Monday 18th December. The last day for the Brighton scales will be Tuesday 19th December.

All scales will resume week commencing 8th January.

CATTLE ON FILM



SEND US YOUR PICTURES

Every one of our producers has a story to tell and can take great pictures on their phones. Feel free to text your pictures to 0411 754 909 and note your name and location. We will publish as many as possible in the Messenger and will put them up on the new Greenham website as well.

This one was taken recently at Sisters Hills, courtesy of Brad Rigney.

HAVE WE GOT YOUR CORRECT DETAILS?

Please help us keep our information up to date by letting us know your new or updated details?

If you have changed your address, mobile number, email address or bank details – please send an email to:

Lea Burr on
lburr@greenham.com.au
or call **03 6452 2701**

Thank you for your help.



TASMANIAN MEATWORKS MESSENGER

SPRING/SUMMER EDITION

QUALITY CATTLE IN FLUSH

Whilst it's been a year of average rain across Tasmania, some places certainly got more than expected whilst others shivered through snow, wet and cold conditions in the winter. I'm sure producers are now enjoying the milder conditions; growth rates are kicking off and plenty of high quality cattle are coming forward. Prices have come off earlier highs but the fundamentals are definitely there for producers to move forward with confidence.

2018 AGRITAS SCHOLARSHIP

Applications for the 2018 Greenham AgriTas Scholarship are now open. Are you a future leader of the beef or dairy industry or know someone who has what it takes? Forms are now available on the Greenham website. Remember you don't have to be in the younger student bracket to win the \$12,000 award. Even mature age students (to the age of 45) should consider applying.

LPA REMINDER

Please note LPA accredited producers must have access to a current copy of the guidelines as a reference on every property and that people involved in the husbandry of livestock must be familiar with its content. Producers will also now need to undertake an online assessment and pay a \$66 accreditation fee every three years. As of January 1 next year the new requirements will be assessed during LPA audits.

MERRY CHRISTMAS

On behalf of the team at Greenham Tasmania, I want to thank you for the ongoing support over the past twelve months. Our domestic sales are good and further opportunities in the major export markets are looking positive as we further develop our crucial 'natural beef' programs. Merry Christmas to you and your family. We look forward to working with you again in 2018.

Peter Greenham

NEW LOOK GREENHAM MESSENGER

You well might have noticed the new look of the Meatworks Messenger. Our design agency, Curtis & Partners have reinvigorated the look of this newsletter as well as our newspaper and digital advertisements. In addition, by the end of the year, the new Greenham website will be up and running.

As you will read, we have included some new features in the Messenger where we invite producers to send in their pictures of cattle or life on the farm. Most people have a camera in their pocket these days so jump on board and send your best pictures. Read on to find out more.



GREENHAM PURCHASES FORMER MOE MEATWORKS

Big news in the Greenham group is the acquisition of the former HY Moe Meat site, in Victoria's LaTrobe Valley.

Peter Greenham Jnr, said the company is pleased to have purchased the facility. "Moe complements our existing operations and we are looking forward to getting started. It's in an excellent

region for producing quality cattle and the plant is set up to process them."

Closed since 2015, the meatworks will employ approximately one hundred new staff members and aims to support beef and dairy producers in Gippsland with a reliable local operator to process their stock.



The first day of production at Gippsland was November 20



PROMPT PAYMENT ALWAYS AT GREENHAM

Tel: 1300 LIVESTOCK (548 378) www.greenham.com.au

SCHOLARSHIP LAUNCH

APPLICANTS GET READY - THE GREENHAM AGRITAS SCHOLARSHIP HAS LAUNCHED AGAIN.

Offered for the 15th consecutive year, the scholarship is open to applicants aged 17-45 years who are immediate family, sharefarmers or employees of farmers who have sold cattle to the Smithton meat processing plant any time during 2017. The number of cattle sold is not important.

The winner receives an impressive \$12,000 to help him or her under take formal study towards a career in the beef or dairy industries.

Tasmanians to develop their skills and contribute further to our crucial agricultural industry."

"I have no doubt that the 2018 winner will continue that legacy and leave an important imprint with their studies," Mr Buckby said.

The winner will be expected to undertake the chosen course of study during 2017 and must complete it. The scholarship may also be used to finish a course

In fact, 2017 winner, Josh Brown of Westbury has spent the last year completing his Master's degree in agricultural economics at Copenhagen University and a placement at the largest management consultancy firm in Denmark - Rambøll - working closely with many of northern Europe's largest agricultural think-tank's, consultancies and government departments.

We caught up with Josh recently and he mentioned that "the Greenham scholarship has been so helpful. The internship has been unpaid so the opportunity be supported by the funds has gone a long way to building my skills and knowledge."

"It's allowed me to remain focused on my study and learning things that can really value add to the Australian agricultural industry," Josh adds.

Managing Director of Greenham Tasmania Peter Greenham said we need always need to be encouraging the next generation of agriculture specialists.

"Beef and dairy are growing contributors to Tasmania's economic output and Greenham scholarship winners represent the future of our industry," Peter said.

Applications will open in December and close on Tuesday 30th January, 2018.

Application forms and information sheets are available by e-mailing scholarships@greenham.com.au or visiting

www.greenham.com.au

For more information
Trevor Fleming - 03 96446514

already begun or for study which will take more than one year to complete.

In the past, the Greenham Agritas scholarship has provided young Tasmanians with the resources to further their study either within Tasmania, interstate or internationally.

"The Greenham scholarship has been so helpful. The internship has been unpaid so the opportunity be supported by the funds has gone a long way to building my skills and knowledge."



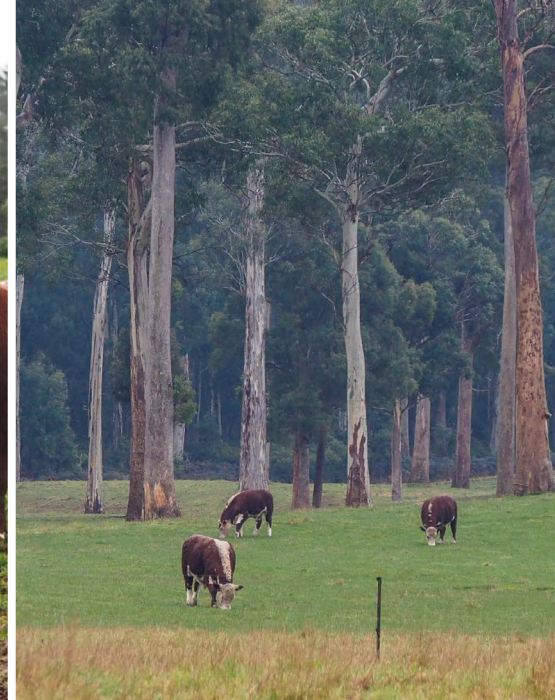
2018 Winner Josh Brown has been studying in Copenhagen

The scholarship is presented in partnership with the Agritas Trade College in Smithton of which Greenham Tasmania is a foundation partner.

Agritas college chairman Mike Buckby said, "we are proud to once again work closely with Greenham to encourage young



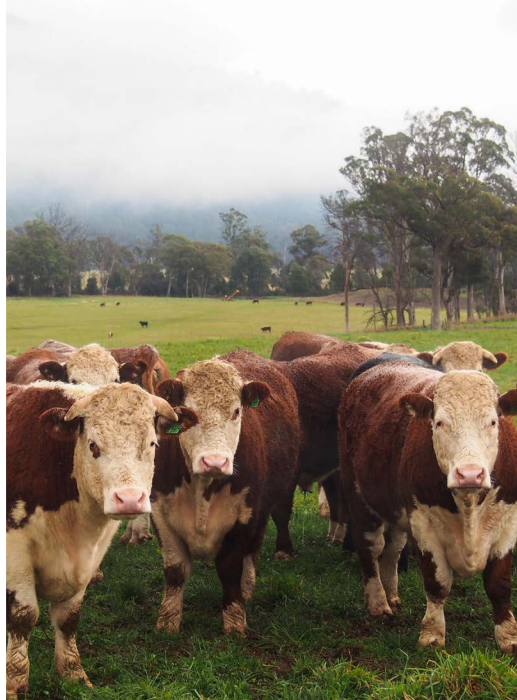
Bernie Howe fattens prime Herefords at Mole Creek



The property retains magnificent Gums throughout



Bernie keeps the feed up to them with excellent results



Curious and quiet - these Herefords have an excellent temperament

TIMBER AND BEEF: A TASMANIAN STORY

It's fair to say much of Tasmania's heritage was born of industries like timber and beef. *Meatworks Messenger* met Bernie Howe of Mole Creek and had a good look at this heritage first hand.

"I was born only about twenty km from here actually," says Bernie. This block was owned by a few people before us but we originally purchased it to begin logging. In fact, it was pretty heavily forested back then."

The 550 acre property, which sits about 12km West of Mole Creek is nestled amongst undulating hills and river flats of the Mersey River. Overlooking the farm, Mt Roland, Dogs Head Hill and the Gog Range all create an epic backdrop - and a darn good view for the cattle!

"When I got here there were only 70 acres or so of the flats cleared and we have since done a fair bit," Bernie says, pointing to the original river banks and upper paddocks. "It was hard yakka back then, felling trees and pulling stumps but we made it happen."

On asking about transitioning the land to pasture, Bernie remembers how difficult it was with the amount of rocks and stones he had to move.

"The flats were slightly easier as there was a lot of river stones but as you move up to the next layer, the rocks are more difficult to deal with and harder again the higher you go."

The block comprises 320 acres under pasture butting up against state forest. This of course comes with the threat of incursion by wallabies so Bernie invested in nearly 5km of game proof fencing along most of the perimeter.

"We actually did it about twenty years ago and it's proved to be a good investment; we just couldn't keep up with their numbers."

"There was actually more fencing right up to the river but the floods of June 2016 took most of it."

As Bernie explains, "It was a major flood event and we ended up with a lot of logs from upstream strewn around. The fences were just ripped

up and wrapped around trees and I'm still finding steel strainers on the river flats."

To mitigate for future flooding they have resorted to shifting new fences to higher ground. "If those ones go, nothing will be here anyway," Bernie quips.

Touring around the property, Bernie explains his strategy on logging and clearing.

"We had all the machinery to clear land and pull stumps but I always had one eye on keeping areas of shelter for cattle as well." The property still maintains grand gum trees in grazing paddocks however numerous gums and other trees have been struck by rural tree decline and disease across the property.

"The minute you see the branch heads start to turn, within a month the bark begins to fall off and large cracks can start appearing - it's really horrible and they're only ok for firewood after that."

"You get your paddocks nice and level but once you start felling trees and taking stumps out, it's not level anymore and you got to work it up again," Bernie continues.

On the whole however, Bernie says the ground is pretty good in this area with alluvial soils providing drainage for the 1,200+ml of average annual rainfall. On a side note, Bernie tells

us that his father recorded three epic years of 1,750ml+ rainfall during the seventies.

"It can get pretty cold and wet around here in the winter you see. We sit at about 300m elevation so we do get frosts and they are hard to escape but come mid-October, the grass growth is away and then if we get a good Autumn break, we can see some nice growth happen as well."

Pastures have been sown with a combination of perennial ryegrasses, wild white and red clover as well as cocksfoot. "There's for and against cocksfoot of course - it's good in the winter time but can get away from you pretty quick if you don't eat it off. I find it to be good in hay as it bulks it up a bit."

The mobs of Herefords we meet are still in winter mode but in excellent condition. "We didn't always go for this breed and used to run the blacks a bit more but we have been lucky to be able to buy from the same breeders for the last six or seven years," says Bernie.

Typically buying from The Fingal Valley, Bernie would normally take cattle around September or October and hold them for 8-10 months but with a challenging winter in the East, Bernie agreed to take some early this year as he had capacity to run some extras.

"We cut all our own hay and silage and have never had a failure here.

Last year, we were able to cut 740 silage and filled our barns with hay and even in the drier years, we always get over 400 silage. We usually complete the hay and silage by Mid November and sometimes we'll cut twice.

Turning off between 200-220 (0-2 teeth) steers every year, Bernie's MSA compliance runs at an impressive 98%.

"Of course, you always get the odd cranky animal but the ones I get from the Fingal Valley are always really quiet. I think the industry is improving on the whole in terms of handling. Once upon a time, you used to dog your cattle but things have changed now."

"The other good thing about buying direct from breeders is that they have been weaned and will be easier to deal with than buying from saleyards straight off their mums." Bernie is emphatic, "You know darn well they'll lose 10-15kg as soon as they get to you."

We got onto the topic of current pricing in the beef industry and agreed the extra money producers are receiving enables people to make some improvements, buy machinery, keep the fertilizers up and renovate pastures.

"In the past, there were things you just couldn't do on your farm; it was a similar story everywhere you went," Bernie adds.

"Greenham has been good though - they have always been good to deal with and especially with the floods coming through, helped take an extra two loads of stock that we literally had nowhere to feed; that was appreciated."

At 77, we asked if Bernie had any words of wisdom for younger folk in the industry. With decades of farmer heritage in his blood, he was clear - "Don't try to follow trends, your turn will come. Nobody controls the market and although we'd always like to buy our stores cheaper, you buy on the going market and its best to concentrate on things you can control."

Well said Bernie.

With thanks to Bernie Howe for his time.



Game proof fences have been a saviour