

# CAPE GRIM GETS THE NON-GMO PROJECT TICK

USA customers are searching out Non-GMO products from home and abroad.

Back in late September, we were informed that our application for use of a special certification was approved for the Cape Grim Beef brand. The USA based 'Non-GMO Project' has gained significant consumer recognition since it began verifying products in 2010. By early 2014, more than 16,500 products had been Verified, and sales of Non-GMO Project Verified products grew to more than USD \$6 billion. The Cape Grim Beef brand is the first Australian brand to receive the certification and we can be proud that we are in the market swiftly to promote the benefits of Tasmanian beef.

The Non-GMO Project offers North America's only independent verification for products made according to rigorous best practices for GMO avoidance. The

Tasmanian moratorium on GMOs had already created a standard so it made the application reasonably straight forward however it was crucial that everything was covered in terms of chemicals, pesticides or therapeutic treatments administered to cattle. Managing Director, Peter Greenham said that "the American market will become increasingly important for our beef and we need to focus on our obvious strengths in providing a consistent supply of natural beef products".

According to Non-GMO Project, GMOs are now present in more than 80% of conventional processed food (in the USA), "choosing Non-GMO Project Verified is the most reliable way for your family to avoid GMOs." Luckily we don't have the same degree of use of GMOs in Australia but the growth in these types of certifications identifies that there are millions of consumers in the USA that are actively seeking out 'Natural' products



and that are deeply concerned about the presence of GMOs in their food supply.

Customers in the USA will start to see Cape Grim Beef packaging featuring the NON-GMO project logo before Christmas and we hope to have some customer feedback soon thereafter.

## NEIL PERRY DELIVERS BURGER PROJECT

Great news for Sydney lovers of the classic burger is that Neil Perry has opened a new venue called Burger Project. Many of you would know that Neil has been using Cape Grim Beef products in his Rockpool Bar & Grill restaurants around Australia for 7 years and he again requested Cape Grim branded beef for his new venture. From all accounts they are doing very well and social media like twitter has been abuzz with photos and commentary about the great flavour.



## CHRISTMAS TRADING HOURS

### SMITHTON PLANT CLOSURE

The final day for over the hooks delivery will be Tuesday 23rd December and re-opening on Monday 5th January.

**LIVEWEIGHT SCALES** The final day of scales for Smithton, Ringarooma, Osmaston & Brighton is Monday 15th December resuming on Monday 5th January.

**THE HOWTH SCALES'** finish on the 16th December and will recommence on the 6th January.



Tasmanian

# MEATWORKS MESSENGER

DECEMBER 2014

GREENHAM



## GREENHAM AGRITAS SCHOLARSHIP 2015

### 2015 AGRITAS SCHOLARSHIP

Applications for the Greenham AgriTas Scholarship are now open. We are proud to offer this opportunity to an individual who really stands out with potential to make a major contribution to the Tasmanian Beef or Dairy industry.

Remember you don't have to be in the younger student demographic to win the \$12,000 award. Even mature age students (to the age of 45) who want to embark on some study should consider applying.

### JACK MOORE HANGS UP BOOTS

After more than eight years of managing marketing and communications for both Greenham plants, Jack Moore of Rivergum Marketing has decided to call time on his work with media, advertisements and of course the Meatworks Messenger. We are indebted to Jack for the consistent and high quality work he has produced over the time and wish him all the best for the future.

### RETAIL READY ON THE RISE

Good news for the value added room in Smithton is that several major customers have come on board with the Cape Grim Beef and Pure Black Retail Ready programs. Tasmanian customers at thirty Woolworths stores can purchase a range of Pure Black Angus Beef products whilst a growing number of IGA stores in Victoria and fourteen Harris Farm supermarkets in NSW are now ranging Cape Grim Beef 'Cook At Home' products.

### 2015 ON THE HORIZON

On behalf of all the team here at Greenham Tasmania I thank you for your support over the past 12 months and wish you and your families a very safe Christmas, and a bright and prosperous 2015. Domestic sales remain solid, our prospects in the US market are taking shape and new markets like Brazil are coming online. Next year is shaping as a good one for the Tasmanian cattle industry.

Peter Greenham Jnr

Applications are now open for the Greenham AgriTas Scholarship for 2015.

The winner will again receive \$12,000 to help him or her undertake formal study towards a career in the dairy or beef industries. Again the scholarship is presented in partnership with the AgriTas Trade College in Smithton.

The college, which began operations in 2013, aims to provide practical agricultural training, specialising in dairy, beef as well as management and business administration.

The Greenham scholarship, which has been offered every year since 2003, is open to applicants aged 17-45 years who are immediate family, sharefarmers or employees of farmers who have sold cattle to the company's Smithton meat processing plant any time this year.

The number of cattle sold is not important.

The winner will be expected to undertake the chosen course of study during 2015 and must complete it. The scholarship may also be used to finish a course already begun or for study which will take more than one year to complete.

AgriTas college chief executive officer Don McLaren said the scholarship represents a classic example of two enterprises in industry working together to encourage participants to grow and develop their skills that will return to the industry in the longer term.

"This is industry investment growing the industry at its best. Teaming up with Greenham Tasmania is just part of our strategic plan – we want to offer a whole package to the agricultural sector here."

"AgriTas doesn't see itself purely as a training college, but rather as an agricultural hub exposing farmers to new technology, best practice farming and research," Mr McLaren said.



2014 WINNER KRISTEN KAY USED THE SCHOLARSHIP TO FUND AN INTERNATIONAL EXCHANGE TO COLORADO STATE UNIVERSITY.

"Agriculture is becoming very competitive and Tasmania is playing on a global market along with everybody else – and the way to stay competitive is to keep on learning.

"This scholarship is all about helping young people achieve their dream in the agriculture sector and help grow the industry in the process"

Past scholarship winners have been involved in agribusiness, soil and pasture management and agricultural sciences.

This year's winner, Kristen Kay, of Edith Creek, was raised on the family farm on Circular Head, working there and on neighbouring properties as a farm hand both casually and full-time.

She is now in her second year of studies for a Bachelor of Agriculture at the University of Tasmania and has recently completed the Vice-Chancellors Leadership Award (VCLA) program.

"This is a remarkable opportunity to learn more specifically about beef while enhancing my perspective of global agriculture and its markets."

Applications close on Friday, January 30, 2015.

Application forms and information sheets are available by e-mailing [scholarships@greenham.com.au](mailto:scholarships@greenham.com.au) or visiting [www.greenham.com.au](http://www.greenham.com.au)

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# BUILT IN BURNIE



CHARLES ROTHWELL TURNS OFF 270 HEAD OF ANGUS, HEREFORD X AND MURRAY GREY STEERS FROM HIS 'ARMITAGE' PROPERTY NEAR BURNIE.

One of the benefits of writing stories for the *Meatworks Messenger* is meeting a great diversity of characters that make up the Greenham Tasmania supplier group. One such identity we needed to catch up with was Charles Rothwell of Burnie whom has been supplying cattle to the plant since January 2003, soon after the Blue Ribbon factory was purchased by Greenham.

The Rothwell story actually extends back to the 1890's when his grandfather emigrated from Lancashire to take up opportunities around the opening of the old Emu Bay Railway. His father was involved in beef production but Charles actually started out his career working in the local Commonwealth bank. After a time earning 7 pounds a week as a bank clerk and counting other people's money, he soon decided he wanted to be on the other side of the counter! Cutting his teeth in business accounting, Charles also worked for Dillingham dredging, the original company to reclaim the Burnie Wharf area. Following that was his first

foray into commercial real estate, owning his first property at the ripe age of twenty-eight.

However Charles had also picked up the bug of cattle production from his family connections. Like many cattle producers in the Burnie area, he could see the potential in fattening and polishing British breeds. Having purchased the family holdings in the farm outright in the late 1980's, he set out to do it alone.

Armitage is a 330 acre property situated about 5 kms South of Burnie. It lies on some classic volcanic soil which non-irrigated and set up mostly for pasturing however Charles has around thirty-five acres of potatoes. The property was originally 1,000 acres and well known back in the day as a fairly large holding but lacked modern infrastructure. Charles has since installed several dams and brought the property up to a good standard for fattening operations.

"I'm strictly into fattening and finishing steers", Charles says. In fact his property

and cattle reflect some good pasture and cattle management with recent figures showing average gross returns of \$2360 per ha and 1230kg per ha. The operation turns off 270 head per year and they dress out at about 350kg.



CHARLES IS ANOTHER FARMER PROUD TO DISPLAY THE CAPE GRIM SUPPLIER SIGN

"There are always challenges though; keeping the boys well fed is tough if the rains don't come as expected. The 2014 season has been reasonably good but our average rainfall sits at 1050mm and



A PICTURESQUE VIEW ON THE ARMITAGE PROPERTY.

it's now November and we might struggle to get 900mm". As all fatteners understand, "setbacks in nutrition can cause issues and can be avoided by having plenty of feed in front of them", Charles says.

On working with Greenham Tasmania and signing up to the Never Ever and GAP

Now he has changed his model and is buying older animals that can be turned over in one year and so runs less cattle but sees improvements in conversion rates and conditioning, "I'm very big on not overstocking, I want to give my mobs the best chance to succeed," Charles says.



HEREFORD X AND ANGUS STEERS NICELY POLISHED.

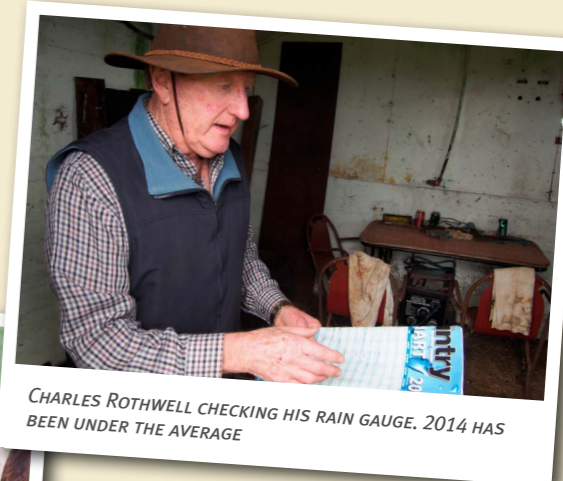
programs, he said, "you know what? I'm keen on the fact that Greenham has been able to diversify their customer base and sell Tasmanian beef to many markets, particularly those that are looking for 'natural beef' ...I mean it's all natural around here". He adds that it was always a bit risky to be only producing Jap Ox for only the Japanese and that spreading things out and opening up new markets is the way to go.

Likewise Charles has revised the way he runs his operation. In the past he would purchase cattle at 8-9 months old and likely need to take them through multiple winters to achieve his target weights.

In collaboration with Head of Livestock Graeme Pretty, Charles buys his 15-16 month old feeder steers mostly from Flinders Island. Preference goes to Angus, Hereford X and a sprinkling of Murray Greys, "although the Angus do incredibly well here, I still

maintain that the best of the Murray Greys can take it right up to them", he generally looks for the obvious qualities in weight gain but has a real focus on temperament. This is of course important for handling in the paddock but also in terms of how the carcasses grade for MSA eating quality. *Meatworks Messenger* was interested to hear that Charles' cattle last season graded at 100% which is of course a win-win for Greenham and the supplier.

Charles adds "one of the other benefits of working with Greenham is the new EFT system that can assure payment for the cattle within a couple of days, there's no use having a cheque sitting in your mailbox and not in your bank!", he said. This new system has been particularly good for producers that are not located close to towns and find it hard to get to a bank.



CHARLES ROTHWELL CHECKING HIS RAIN GAUGE. 2014 HAS BEEN UNDER THE AVERAGE

Typical of our suppliers to Greenham, Charles has some hidden talents has been known to hit the tiles and dance to some old country rock and loves songs. He is also partial to a Cape Grim porterhouse – thick cut and cooked medium rare of course. He is one of the very another of the very loyal suppliers who are selling 100% of their cattle to Greenham.



CHARLES ROTHWELL SHOWS GREENHAM BUYER DARRYL PEARCE AROUND THE PROPERTY.