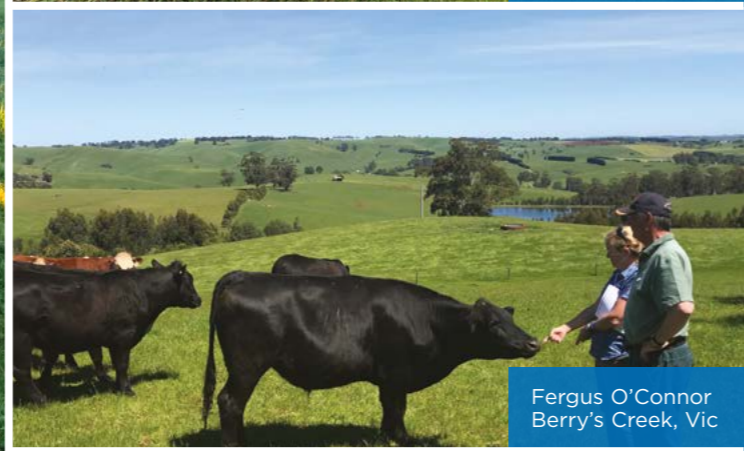


David Hall
Springfield,
Tas



Clayton House,
Forest, Tas



Fergus O'Connor
Berry's Creek, Vic



Tim Wilson,
Labertouche, Vic



SUMMER 2019 MEATWORKS MESSENGER

Quality
cattle in the
program



NEVER EVER COMES OF AGE



The writing was on the wall back in 2012 when we started the Greenham Never Ever Beef Program. With customer preferences pushing towards animal proteins that were as 'natural' as possible, we had to build a supply chain program to source, certify and promote premium quality natural grass-fed beef from breeders and finishers.

Fast forward to today and our company has developed a strong supply chain across Tasmania, King & Flinders Island as well as acquiring a new meatworks in Gippsland and building the program throughout southern Australia.

We can proudly say that over 3,000 beef producers are now making the most of market opportunities, with increased interest in our program over the past two years. Under Never Ever, finished cattle receive competitive and consistent pricing 52 weeks a year with alternate season requirements from the northern and southern hemisphere customers providing year-round demand.

Marketed under brands known for consistently high eat quality, the pricing structure for finishers incentivises high MSA Indexes with additional premiums. The program not only includes yearlings but also provides good premiums for quality finished beef cows. Farmers say that they like the wide grid (from 220kg to 440kg dressed).

Breeders also benefit from the support provided across the largest lifetime traceable Program in southern Australia. With the season across NW Tasmania and along the Bass Strait looking good, there is strong demand for accredited store cattle.

Annie and Paul Chisolm of Archies Creek in Gippsland said, "We got a great price for little yearlings, light-weight stores at a sale in Koonwarra in September and we believe the program has helped us get that price and demand."

Aside from price, farmers are increasingly interested in building ethical and sustainable management practices and improving the welfare of livestock via the Certified Humane accreditation.

Greenham continues to work hard to maintain its reputation in supplier relationships it has formed in Tasmania whilst across Victoria and South Australia, the uptake on the Never Ever Program has been very positive. Buyer Sean Kallady regularly hears comments like "selling to Greenham is more than just money in the bank but a totally new version of the producer & processor relationship." This is really pleasing and we thank all our buyers for their work in building and maintaining these crucial relationships.

Joint Managing Director, Peter Greenham Jnr is optimistic, "We see a big future in our Never Ever Beef Program. It gives producers the market to sell their superior southern Australian beef to some of the best restaurants and largest natural retailers and distributors throughout the world."

Greenham Never Ever store cattle are increasingly being featured at major livestock sales and on Auctions Plus. Keep an eye for the weekly email promoting accredited cattle on offer.

For further information regarding the Never Ever Program, please contact Nikki Gilder - 0427 838 535

CATTLE ON FILM

We asked and our producers came through with the goods. Please text your best shots through to **0411 754 909** and we will aim to put them into the next edition.

SEEKING YOUR WAGYU

Greenham, trusted processors of premium brands, have an opportunity for Wagyu suppliers to value-add their cattle on grass. We have launched an exciting new brand called Altair Grassfed Wagyu.

For highly competitive pricing and flexible grid, please contact our expert team:

VIC/SA	Adam Pretty	0417 300 799
NSW/QLD	Graeme Pretty	0418 505 347
TAS	Gavin Coombe	0418 639 735

Altair

GRASSFED WAGYU

UPDATE YOUR DETAILS

Did you notice anything incorrect on your paperwork? Have you moved or do your details need updating?

Call **1300 548 378** and select the site you normally deal with or your local buyer.



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TONGALA NEWS

CHINA IMPORTS ON THE MARCH

As I mentioned in the last Greenham corner, the number one topic of discussion in global meat circles over the past couple of months has been the ongoing spread and impact of African Swine Fever (ASF) across China. They are now the largest importer of Australian meat, outstripping even the USA. It will be an interesting topic to watch going forward.

YOUR LOCAL PROCESSOR

To all our suppliers, I thank you for your support throughout the year. Cattle prices have been buoyant but price aside, our aim is to provide great service, fair prices and of course, prompt payment. Wherever you are, we hope the summer season is good to you and you get that fresh autumn break as well.

MERRY CHRISTMAS

On behalf of the team at Greenham, I hope you and your families enjoy a safe and happy Christmas. We look forward to serving you again in 2020.

Peter Greenham Snr

CO-GEN AND RENDERING PLANTS READY FOR ACTION

Since we reported this time last year, the Co-Generation plant has been constructed and our effluent ponds covered. Using Siemens technology, the cogeneration units are set to deliver both power and hot water to our works. The systems have a maximum output of around 2000kW of heat during our operating hours and are predicted to effectively reduce emissions of the plant by approximately 15,000 Tonnes per year, which is equivalent to taking over 3,000 cars off the road per year.

In addition, our new rendering facility is scheduled for commissioning on January 1. The new state of the art plant will process animal by-products currently trucked offsite, increasing the sustainability of our business and reducing road traffic.

The rendering plant will be enclosed, with odour captured at the source and directed to a biofilter

What is rendering? It's the process that involves crushing and 'cooking' animal materials into stable, useable products such as tallow and bone meal that is used in the manufacture of soaps and stock feeds. All stages of processing will strictly comply with EPA Victoria standards and we have installed the most modern machinery.



The Co-Gen plant is expected to be up and running by Christmas

Christmas Holiday Trading

Receivals of over the hooks cattle to Tongala will cease on Thursday 19th December at noon and resume at 7am Thursday 2nd January 2020. Liveweight buying trading hours over the period will be as follows: There will be no scales in operation between Monday 23rd December and Friday 27th December.

For information on the South west scales holiday closures, please call Andrew Wilson on 0408 315 927

For more information please call Les Mitchell 0409 079 541, Andrew Maddison 0448 379 146 or Graeme Pretty 0418 505 347

★ SPONSORSHIP CORNER ★

Whether its football, netball, a local art project or a new basketball ring, Greenham is proud to support numerous community projects and clubs.



The local murals are attracting people from far and wide

TONGALA STREET ART

Greenham has been proud to support a local Street Art project in Tongala to assist with rental of the studio and painting materials. The studio provides visitor information as well being a great interaction venue between artists and visitors. The result has been very positive with visitors not only viewing the paintings but spending money at local businesses.

Scales Re-opening days:

- TONGALA SCALES** will return on Thursday 2nd January
- INVERGORDON SCALES** will operate - Tuesday 10th & 17th December and returning on TUESDAY 7th Jan 2020 and then every fortnight. LES MITCHELL - 0409 079 541
- PICOLA/WAAIA SCALES** will trade on the 31st December and then as normal from Wednesday 8th January. LES MITCHELL - 0409 079 541
- SANDMOUNT SCALES** will trade on 19th December and then as normal from Thursday 2nd January. LES MITCHELL - 0409 079 541
- BAMAWM SCALES** will trade on Monday 30th December and then as normal from Monday 6th January. LES MITCHELL - 0409 079 541



Coolabah Turf was the deserved winner of the award in 2019. Congratulations to the team.

CAMPASPE BUSINESS AWARDS

Greenham was pleased to be a sponsor of the GMCU Allianz Campaspe Murray Business Awards in the category of BEST AGRICULTURE BUSINESS where Echuca business Coolabah Turf took out the prize.

The Echuca West based business was established in 1999 to primarily service professional landscape and commercial markets, public open space areas and DIY projects for homeowners throughout regional Victoria.

STAFF PROFILES

MEET SOME OF THE TEAM FROM THE TONGALA WORKS

KENT HORROCKS

SHIFT SUPERVISOR

How long have you been working at Tongala for? Have worked at Greenhams for 9 Years

You have seen lots change at the site - Tell us about it?

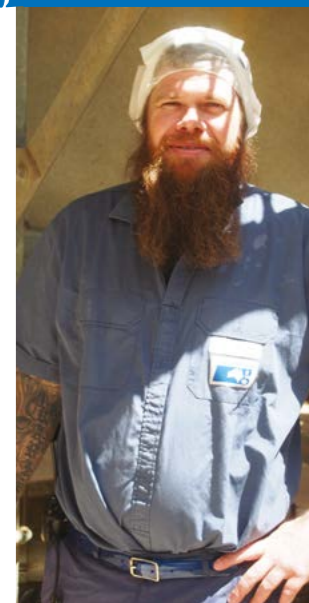
Biggest change that I've seen would be the changes currently taking place in the building of the rendering facility, the Co-Gen plant and the new Value Added room.

What are you most proud of about what you do?

The proudest part of my job is being able to help develop employees into potential leaders.

What's the best thing about your job?

The best part of the job is being part of the team at Tonny. A lot of good mateships have come out of working for the company.



What footy team do you follow?

I love the Hawks.

When you're not at work, what do you like to do?

I love to fish/camp and smoke up a brisket as well.

Your favourite cut of beef?

Slow cooked/smoked brisket

DEAN PARKER

PURCHASING & SHIPPING MANAGER

How long have you been working at Tongala for? July 1999

You have seen lots change at the site - Tell us about it?

I came into the business just as the bull plant came online to work under Don McDonald. There was a lot to do in centralising purchasing and shipping.

What's the best thing about your job?

Working for the Greenham family and the people I work with everyday.

What footy team do you follow?

Melbourne Demons - Our turn will come one day ;)



When you're not at work, what do you like to do?

Spending time with my wife and also fishing. I'm always looking for that quiet spot to drop in a line.

Your favourite cut of beef?

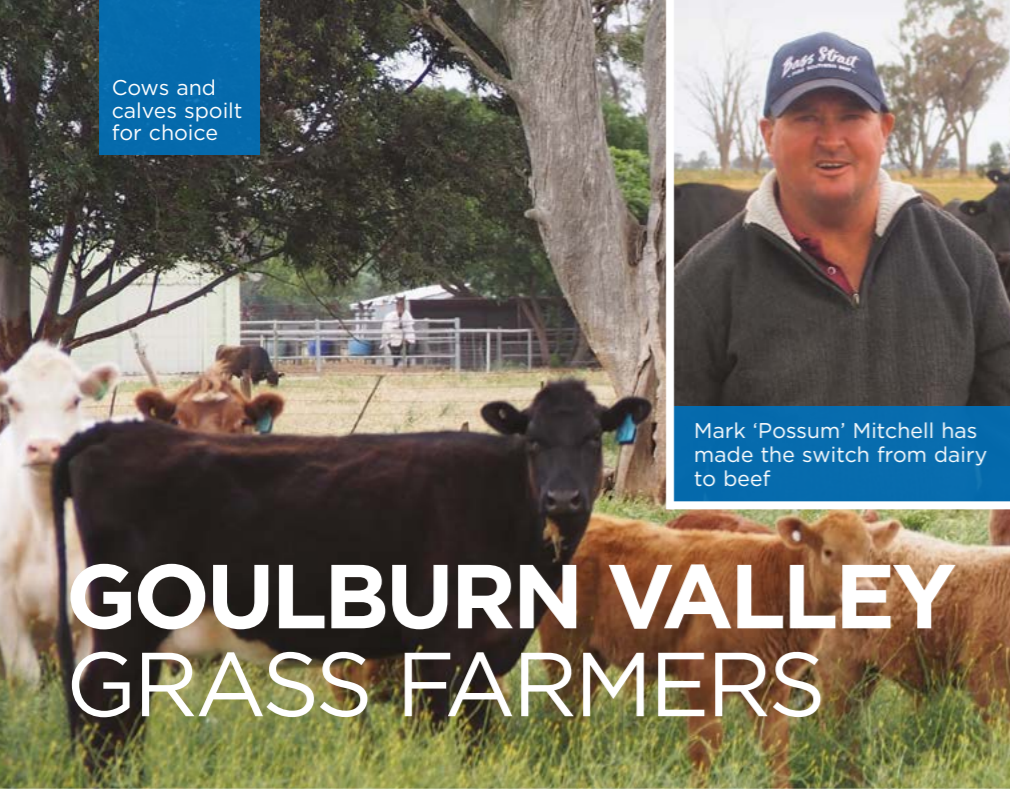
I generally like a medium cooked T-Bone



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Cows and calves spoil for choice



Mark 'Possum' Mitchell has made the switch from dairy to beef



Possum and Greenham's Andrew Maddison talk about the season

GOULBURN VALLEY GRASS FARMERS

"Roughly 80% of the dairies around here have gone," Mark 'Possum' Mitchell laments. With multiple challenges including water allocation, the milk price and increasing power prices, herd dispersals have been a common theme in the Goulburn Valley. Fortunately however, there are pockets of confidence around the valley as some operators look to 'Natural Beef' as an opportunity worth exploring.

Twenty kms from the Greenham Tongala works is Undera, well known for its many dairy properties. Mark's parents bought their original 104 acre block in 1956 and went on to acquire and lease more local land. Mark, his brother Barry and other siblings all worked on the farm to help out and by the late nineties, Mark and Barry were business partners with hopes of building a great family enterprise.

It wasn't too long before the infamous millennium drought took hold in the region however, and things got really tough for the entire industry.

"During that six or seven years, all we did was shuffle money about, we never actually made anything. There was one year when we paid for 100% of the water and received 27%," Mark explains.

Farmers were forced to innovate and experiment with different feed regimes to produce milk.

"We bought in a lot of high priced and high quality milker hay at up to \$260t and even tried to feed out palm kernels with limited success. No doubt we were lucky we weren't in big debt but it was a really difficult time and plenty of cows ended up at Greenham via the old Ardmona scales."

At their height, the brothers were milking 300 cows and were completely self-sufficient in fodder requirements but in 2013, resolved to

go their separate ways. Mark milked 190 cows for a few years but became unstuck with the pressures of the business.

"Look, I was done with dairying. I had pretty bad depression and couldn't get out of bed and lost a lot of weight - something had to give," Mark explains.

"Things were just getting tougher and tougher. I was in a foul mood at home and it was definitely affecting our family life. Even my kids were pleading with me to get out and offering their support."

After twenty years in the dairy, Mark didn't want to let the farm go and thought, he can still grow grass, so why not produce beef animals instead?

With funds from the dairy herd dispersal, Mark began buying in beef cattle, specifically heifers to join and was also able to help out others with relief cow milking.

"If I'm not farm sitting, I'm cutting and baling hay or fencing contracting, as I have all the gear. To be honest, I haven't really stopped with all the phone calls coming in from other farmers needing help."

"Of course my farming business comes first but if the cattle are in grass up to their knees and I get a call to put in 30 fence posts, I can do it."

We ask about how the current season is looking in terms of water allocation.

"We have a decent water right but here's hoping they get some rain in the catchment so we can get our full allocation this year," says Mark.

"I've actually just irrigated for the last time so that will take us up to the end of November. Following that I begin the hand feeding program with 400 bales of clover silage and 300-400 rolls of hay which I'm hoping will get me through to March or April at least.

Mark then plans to start up irrigating again in March with 150 mega litres of water to finish his cattle through the winter. He grows mainly Italian ryegrass with a companion Shaftal Persian clover planted in February, which then dies off the following summer before resewing.

Greenham buyer Andrew Maddison is emphatic, "Farmers in this region produce some of the best grass in the country so why not utilise that knowledge and skill set? They're used to cell and rotational grazing so it just comes naturally."

"It's also a much easier process during the audit process as they already understand welfare and treatment records associated with milk programs. We have been tickled pink with the results from our region too. Plenty of polished cattle hanging up with good fat cover - they're doing a great job."

We asked Mark what his message to other dairy farmers would be.

"Look, we have the knowledge in growing grass so why not play to our strengths plus you don't have to move cattle every day so it's more of a relaxed pace. Farmers can then work ON the business instead of continually being IN it and running around."

With hopes of turning off 200 head per year for the Never Ever Program, Mark has been impressed with what Greenham have done with their Tasmanian program and noted it's great to be part of the Bass Strait Beef brand as well. "It doesn't matter what we do, we're all proud farmers."

Andrew Maddison adds, "We need to buy the best quality product from farmers to build our program. Everyone's learning all the time and we need to keep the communications going. The reward for me is developing the relationship with the farmer and seeing them build up their numbers and businesses. It's a Win-Win."

Mark agrees, "Feeling like you're part of something is really important these days and I like the new way we do things. Every time I think I miss the dairy cows, I just go and milk at someone else's place and that sends me straight!"

With thanks to Possum for his time.

TASMANIA NEWS

REFLECTING ON THE YEAR

I was so pleased we could contribute to drought relief efforts and also see so many producers donate fodder earlier in the year. Of course, there are plenty of areas in Tassie that are struggling with failed rains with the east in particular showing major deficits. Pleasingly, the plant has been operating at capacity and I thank the livestock buying team for their efforts throughout the course of the year. In terms of beef sales, African swine fever in China has created a huge protein deficit and has pulled beef away from more established markets like USA, Japan and Korea. We watch with interest to see how it will play out.

MSA AWARDS

I was thrilled to see multiple Greenham suppliers do so well in the September MSA awards. It goes to show the state is a real leader in premium beef production with excellent results in compliance and MSA indexes. See the article in this Messenger to read more.

MERRY CHRISTMAS

On behalf of all the team at Greenham Tasmania, thank you for your support over the past year and wish you and your families a very happy and safe Christmas. We hope 2020 brings good rain and growth for everyone in our supply chain.

Peter Greenham Jnr

AGRI-TOURISM: A NEW FRONTIER FOR BRANDS

Many in the Greenham supplier collective have hosted customer visits where chefs, butchers or distributors visit and learn more about the on-farm process of creating a premium product. As brand owners, we find that these visits are an extremely valuable method of building both brand allegiance and more often than not, we experience a sales spike immediately following the visits.

Working with Agri-tourism platform - Off the table, we have begun development of multiple Cape Grim Beef experiences. The premise revolves around Cape Grim Beef being a truly Tasmanian story, with producers located across the state plus King and Flinders Island. Food service professionals, butchers or self-drive tourists can now go behind the scenes via signature brand experiences. We know it works with our existing customers and we expect to build an increased assembly of brand advocates for Tasmanian beef.

The first experience to launch will be Cape Grim Beef | Provenance Kitchen at the beautiful Highfield Estate in Stanley in December. Local vet (cattle whisperer) and cook, Emma Bruce will team up with her father John Bruce to present a truly local paddock-to-plate experience. Lucky punters may also get to try some farmed Abalone from down the road too!

Christmas Holiday Trading

SMITHTON PLANT CLOSURE

The final day for over the hooks delivery will be Sunday 22nd December and re-opening on Wednesday 1st January 2020.

LIVEWEIGHT SCALES

The last day for all of the Tasmanian scales will be Monday 16th December. All scales will resume on Monday January 6th, 2020.

Enquiries, please phone 03 6452 2701

DISCOVER THE SOURCE OF CAPE GRIM BEEF

PROVENANCE KITCHEN COOKING SCHOOL

TASMANIA



SCAN ME



For more information, please visit offthetable.io/capegrimbeef

We are looking for some Cape Grim Beef producers in the Hobart and surrounds or Huon Valley region. If you would be interested in presenting a farm experience for the brand, please call Trevor Fleming on 0411 754 909.



Animal lover, animal fixer and fantastic cook - Emma Bruce



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Kallan Steel on the Winnaleah property

KALLAN STEEL CULTIVATING RURAL EXCELLENCE

This year Greenham Tasmania sponsored young farmer Kallan Steel, fourth generation farmer from Winnaleah, to participate in Rural Business Tasmania's exciting new program Cultivating Rural Excellence.

Kallan is from a beef operation breeding and finishing Angus cattle as part of the supply chain for Cape Grim Beef as well as supplying to the Tasmania Feedlot. The farm has over 300 Angus breeders and the herd is self-replacing.

"The Cultivating Rural Excellence program has given me additional business and financial management skills for managing the farm. Plus I've met a bunch of like-minded people during the course. Thanks to Greenham Tasmania for providing the opportunity," says Kallan.

Susan Renton from RLT said, "We've seen a real growth in Kallan and his confidence. He even managed to take out the 'TP Jones - Cultivating Rural Excellence Award' - for most outstanding participant."

The program is aimed at farmers who are/have the:

- Capacity for personal and business growth
- Vulnerable to external factors
- Open to maximising their potential
- A plan ready to grow or ready to develop a plan

Are you a Tasmanian farmer and keen to develop your skills across agriculture and business? We are looking for a participant in the 2020 program. Please email: gcoombe@greenham.com.au and register your interest.

STAFF PROFILES

SHAZ KENZIE QA MANAGER



How long have you been working at Smithton?

I started work at Greenham Smithton on the 1st October 2018.

What are you most proud of about what you do?

I never give up, "If first you do not succeed, try and try again"! I come to work to do a job - 'QA Compliance' - This is not an easy role to fill but I believe I am making a difference and this makes me proud. I like to see others succeed and as a result I have put in place some certified training with MSA and AUS-MEAT which we are now starting to see significant progress and is exciting for the personnel involved.

What's the best thing about your job?

My role covers a diverse range of areas and as a result I get to meet people from all areas with different backgrounds. I love working with our QA dept, managers,

MSA AWARD CONGRATULATIONS!



Beef producers from throughout Tasmania, including Flinders Island, took out the major awards at the 2019 Meat Standards Australia (MSA) Excellence in Eating Quality Awards in September.

The Awards recognise beef producers who have achieved outstanding compliance rates to MSA specifications, as well as high eating quality performance, as represented by MSA Index results for MSA graded cattle during the 2017-18 and 2018-19 financial years.

Huge congratulations to Michael, Donna and Mitchell Kay of Smithton, Bruce and Evelyn Bond of 'Brookside' in the Huon Valley and Martin and Rosemary Walker of 'Marapana', Flinders Island for their achievements.

supervisors, leading hands and workers to make the plant the best it can be.

What footy team do you follow?

I follow Hawthorn but this year we are not performing quite so well. It's my turn to take the good with the bad!

When you're not at work, what do you like to do?

I like to walk on the beach at weekends with Charlie and our two puppies or potter in the garden. I have been known to enjoy cracking a 'coldie' and watching a game of football or listening to music. I'm liking the occasional Sunday drive in Circular Head as there are so many roads and a new discovery around each corner - it is such a beautiful part of the world.

Your favourite cut of beef?

Rib eye of course - cooked medium rare with mushroom sauce and a good red wine!

WATER ATTRACTS NSW PRODUCERS

It's a common story nowadays, Queensland or NSW producers moving south for more reliable rainfall. Meatworks Messenger met a couple fully embracing the bounty Tasmania has to offer.

"Why would you want to move to Tasmania? people would ask," says Ross Williams. For a farmer who spent his entire life in the Wagga region, making the decision to up and move to Tasmania three years ago was bold indeed.

Originally from a beef, sheep and pasture seed operation in Wagga, NSW, Ross and Jo Williams were seeing their region get hotter and hotter alongside failing winter and spring rains. "People back home would be irrigating in temps like 36-42 degrees and you can just imagine the evaporation, plus if you didn't get a decent spring, the cattle would all come onto the market at once or into feedlots and we could see 10-20c drops in a week," says Ross.

Having done some reconnaissance, looking at what was available for both production and lifestyle, they settled on a property close to St Helens. Their pragmatism toward respecting the land and infectious enthusiasm for farming has seen them make huge headway in only a short time.

Set up as a weight-gain finishing operation, Ross and Jo finish cattle for the Greenham Never Ever Program. With a laser like focus on how to best convert the old potato and dairy cow run-off farm, they have invested heavily in water reticulation for stock including fencing off and protecting natural waterways, trees, pasture improvement and erosion control.

And water was one element that drew them into the property. "Whilst St Helens is a bit drier than what we'd like, it has irrigation which has other upsides. There is 860 megalitres of water via a summer and winter allocation. If we had to buy that water on another scheme, it would be close to a million dollars so having that certainty really helps our operation," explains Ross.

In addition, Ross and Jo have backfilled the irrigator tracks with 150mt of rock and stone, some of which were 750mm deep, and upgraded pivot gates and rollover fences. With three irrigators, 550acres and an ever increasing holding capacity of 420+ head, the \$20-30k cost of power doesn't hinder the business model.

"Our game is not putting weight on in winter but just consistently growing out body structure and then by the time spring comes along, we ramp things up. There are two mobs of cattle with about 210 in each, 12 or so paddocks, and a three day rotation in spring. It just works."

The country is suited to the way we want to run it as well in terms of weaner finishing and we just love working with Greenham. "They have done a wonderful job for the industry, marketing beef like they have."

"As a producer, I certainly see the benefits in being part of a program that markets a niche product. It elevates the value of all of our farm assets and takes us out of the commodity sphere. Obviously, people are willing to pay for a 3rd party audited framework covering things like animal welfare and sustainability," Ross adds.

Outside of traditional finishing, Ross and Jo are highly aware of the importance of land stewardship. Ross immediately employed skills he picked up at a holistic resource management course in Dubbo 25 years ago.

"You can't be green unless you are making money to start with," quips Ross.

"It was important to just live it for a while and not make any rash decisions but honestly, we have been running ever since we got here!"

Following a simple three pillar philosophy of water, pasture fertility and soil health, they have fenced off waterways and lagoons, planted 5000 trees and shrubs, wick wiped pin-rushes, widened gateways and top dressed many of the paddocks with white clover, cocksfoot and phalaris.

Ross and Jo are believers that bio-diversity on farm is not only good for the environment but also for the overall asset value of the farm. There is a local population of sea eagles, ducks, swans, wedge-tail eagles and even a resident platypus in the lake.

In an extraordinary recent development, the Davies Waxflower - thought to be extinct for over 100 years has since been re-discovered on the farm's river gorge area. Scientists considered it most threatened plant in Tasmania but it has now been propagated in Hobart and seeds have been sent to a UK seedbank.

We drive over a hill and the gorge opens up to stunning rock pools with deep water and sandy bottoms. It is an incredible oasis and we could stay all day.

"When the sunlight gets onto those rocks and white gums in the afternoon, it's just beautiful."

Seeing is believing.

With thanks to Ross and Jo Williams for their time.



Ross & Jo Williams on their St Helens property during the golden hour



The thought to be extinct Davies Waxflower resides in a conservation area

Water is not only practical but encourages bio-diversity



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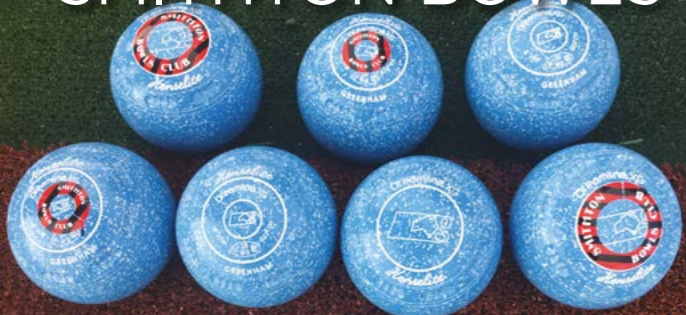
★ SPONSORSHIP CORNER ★



Greenham was proud to sponsor the recent Landcare dinner

Greenham (Cape Grim Beef) sponsored Landcare Tasmania's 25th anniversary celebrations, held in and around Hobart from Friday 25- Sunday 27 October. Over 300 people participated in the various weekend events, most of which were sold out or booked to capacity.

SMITHTON BOWLS



The new lawn bowls donated by Greenham

It's not just Football and Cricket clubs we sponsor, the local Smithton Lawn bowling club needed some new bowls for visitor use. Look out for the 'Lucky' Blue bowls when you next visit.



Christine Smith's 'Heavy Metal' took out the \$500 Greenham Award.

Greenham sponsored the UPTOWN art prize in Burnie with one hundred and twenty people attending the awards evening. The Burnie Coastal Art Group thanked Greenham for sponsoring TASART in its 41st year and contributing to its success.



KI PONY CLUB

The relative isolation of King Island means even their Pony club needs a leg up sometimes. Greenham were happy to fund the cost of vehicles and horses to compete at an event earlier this year.

RED MEAT UPDATES

Greenham Tasmania was proud to support what we consider to be the best red meat conference of the calendar. Over 350 participants and 260 suppliers enjoyed a day packed with quality speakers including Peter Greenham Jnr talking about consumer demands and on-farm production. Other highlights included many of Greenham's suppliers presenting content, Alex Muirhead (Angus Aus Emerging Leader), Virtual Farm Tour (Barnbogle with Stephen Sattler) and Steve Pilkington (Strategy and progress to a viable beef business).



The Cape Grim Beef for lunch went down very well and lucky ticket holders walked away with beef to take home and bbq.

GIPPSLAND NEWS

SEASON SET UP FOR GROWTH

Conditions in south and west Gippsland have been fantastic with great winter rains followed by decent falls in the early spring. Gladly, parts of east Gippsland have also received rain, turning the country around and putting some fodder in sheds for summer feeding. Our friends through the high country and Monaro plains have had a tough time but the cattle they continue to present are a credit to them. Numbers coming forward for Never Ever Yearlings and cows are quite strong and we are seeing MSA eating quality and marbling results on the rise as well.

BASS STRAIT IN DEMAND

I'm pleased to report that we are receiving some excellent feedback from food service and butchers on the Bass Strait Beef brand. It does take a while to establish a premium brand but with consistent supply of the right cattle as well as the right specifications and presentation, it's certainly on the right track.

MERRY CHRISTMAS

On behalf of all the team at Greenham Gippsland, thank you for your support over the past year and wish you and your families a very happy and safe Christmas. We hope 2020 brings good rain and growth for everyone in our supply chain.

Peter Greenham Jnr

BETTER BEEF CONFERENCE



210 participants and 140 beef suppliers made it to the Bairnsdale Better Beef conference in August. Greenham and brand Bass Strait Beef, were proud to be a major lunch and dinner sponsor. It's been difficult in the Bairnsdale region but the event brought out the positivity and optimism of the locals. Participants viewed our NEVER EVER Beef program video and enjoyed delicious beef from their own region.

Christmas Holiday Trading

LIVEWEIGHT SCALES

Fish Creek final day will be Wednesday 18th of December recommencing on Wednesday 15th of January.

Gippsland Farm (Chris Cameron) final day will be Thursday 19th of December recommencing on Thursday 9th of January.

Heyfield scales (Landmark) final day will be Tuesday 17th of December recommencing on Tuesday 7th of January.

GIPPSLAND PLANT CLOSURE

The final day for over the hooks delivery will be Sunday 22nd December and re-opening on Sunday 5th January. Please call Sean Kallady ahead of time to book your cattle in: 0437 918 870

Enquiries, please phone 03 5127 4000



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Peter Treasure
on the
irrigated flats

BETTER RESULTS WITH PAIN RELIEF



As brand owners, we are observing increased discussion on how supply chains and food products should be meeting changing community expectations. It was one of the reasons we implemented the additional requirements of Certified Humane in our Never Ever Program framework.

Recently, we had the opportunity to visit Peter, Ken & Lynn Treasure of Grassvale Farms, Lindenow, Victoria. Currently running about 130 Murray Grey breeders, they have transitioned to the use of pain relief at calf marking, with very positive results.

"We've always known that keeping the adrenaline down for cattle is important so we practise low stress handling, but we can always improve the way we do things," says Peter.

"The whole calf marking process can be hard while it's away from mum and being handled for the first time. But after discussing it with our vet, we now use Buccalgesic with the oral gun and see it as a more humane way of getting it done."

Greenham Natural Supply Chain Manager, Nikki Gilder agrees, "We certainly encourage producers to speak with their vets and see what the best option is for particular operations. For example, Tri-Solfen is a topical local anaesthetic and great for open wounds of surgical castration and horn removal while Buccalgesic and Metacam provide anti-inflammatory relief to the area of pain when using rings."

Peter notices that calves now seem more comfortable walking back to the paddocks and mothering-up and also display less signs of pain like vocalisation and sitting down. He has already visually seen an improvement in calf productivity this year (using Buccalgesic) and is looking

"The new treatments are definitely making a difference and it's what we need to do to stay ahead and maintain a premium product. That's all there is to it!"

forward to confirming when calves are weighed at weaning. With sixty years in the business Ken says he's focused on getting the best out of all the cattle that he has.

"It's surprising how many say they can't be bothered to go through the process. I've been castrating calves my whole life and the older generations used to always say you need to allow extra time to get the calf back on to its mother and take it easy back to the paddock."

"The new treatments are definitely making a difference and it's what we need to do to stay ahead and maintain a premium product. That's all there is to it!," Ken adds.

On the Never Ever program, Peter has been impressed, "Unless the farmers have had some kind of connection with the program, they probably don't even realise these products are now available. The awareness is definitely increasing which is good for the animal and good for the image of our industry."

With thanks to the Treasures for their time. For further information regarding pain relief, please contact Nikki Gilder on ngilder@greenham.com.au



Buccalgesic is a good option for those using rings

Olsen butchers
shows off
some Bass Strait
Beef Short Ribs

PERTH SHOWCASE



David Clark from DR. Johnston addresses the crowd at the brand showcase

We have been busy this year with launching and promoting both the Bass Strait Beef and Vintage Beef Co. brands. In September, we crossed the Nullarbor to put on a 'Brand Showcase' with our distributors DR. Johnston for 45 attendees from both food service and butcher retail. It was a massively successful event and resulted in a 300% uplift in sales for the brands. We thank everyone in the Perth market for their support.

BRANDS AT THE RACES



The Bass Strait Beef Steaks featured at not one but two race meetings during the Spring Carnival at Caulfield Guineas Day and also Moe Cup Day.

STAFF PROFILES



MARIO MELNYCZENKO
SLAUGHTER FLOOR SUPERVISOR

How long have you been working at Greenham Gippsland for?

Since the first Day Greenham took over but have worked here previously under various owners.

You have seen lots change at the site - what was the biggest change?

So many changes they have invested a lot of money in all areas.

What are you most proud of about what you do?

Producing a quality brand. GO Bass Strait Beef!

What's the best thing about your job? Working in a great team of people.

What footy team do you follow?

The mighty Hawks.

When you're not at work, what do you like to do?

Work on my speedway car that Greenham sponsors.

Your favourite cut of beef?

Bass Strait Beef porterhouse of course.



Mario has a 'lifetime' commitment to Greenham!



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