

Rowbottom in Ringarooma



King Island Road Rules

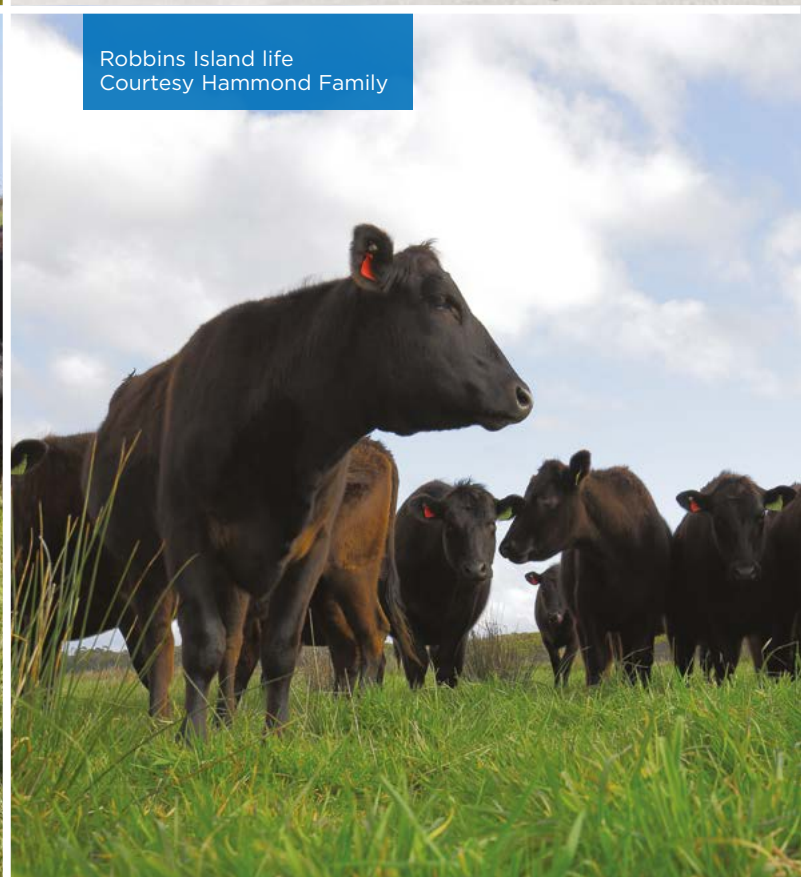


# WINTER 2019 MEATWORKS MESSENGER

Jamie Roebuck Waverley Station



Robbins Island life Courtesy Hammond Family



## FORBES BOYDELL: GREENHAM AGRICULTURAL SCHOLARSHIP

This year a new partnership between Greenham and Marcus Oldham College saw undergraduate, Forbes Boydell, 22 year-old from Attunga, NSW, receive the \$20,000 scholarship to complete his studies.

With a pedigree in beef that extends back to the family farm and experience on Waterloo Station in the Kimberley, he is passionate about being a future leader and innovator in the industry.

“Back at home we finish Angus X Wagyu beef, trade fat lambs and also breed cattle in the Yarrowitch Valley, which is on the eastern fall of Walcha,” explains Forbes.

It was actually Greenham employee and Marcus Oldham graduate, Nikki Gilder who first encouraged Forbes to apply. The applicants were challenged to answer the question of: how do you believe the Australian beef or dairy industry will be challenged over the next fifteen years and what motivates you to be involved?

Forbes elected to explore the issue of social media and how social licence is impacting the beef industry.

“With the ease of being able to gain information or misinformation at the click of a button, it is something the entire agriculture industry will battle with. In particular, there is a lot of controversy surrounding ‘social licence to operate’ and whether producers should be giving up best practice to please people who are uneducated in these matters.”

His love for the industry and insights into the topic clearly struck a chord with the judges and he was named the winner in March.

“Being awarded this honour has been a huge privilege for me and has meant the stress of the current climate situation has been eased a little bit for me and my family. I hope to use this opportunity to unlock my full potential as a future member of the beef industry,” says Forbes.

Forbes Boydell is the inaugural winner of the Greenham Agricultural Scholarship



Forbes is very clear on where his future lies after Marcus Oldham. “I hope to learn the ins and outs of business management but then return home and further build our farm with an emphasis on holistic grazing and land management. I also want to help industry with research and development so our industry can thrive,” Forbes says.



Peter Greenham Jr with Forbes at the Marcus Oldham Cocktail evening

The future is in good hands with scholarship winners like Forbes Boydell.

With thanks to the scholarship panel, Anne-Marie Barrow of Merlewood Angus and Katherine Snell (Greenham Dairy Scholarship Winner 2012) of Maffra Vet Clinic.

## CATTLE ON FILM

We asked our producers to come 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.

## 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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# AGRICULTURE ENERGY INVESTMENT PLAN

**ARE YOU A PRIMARY PRODUCER AND WANT TO REDUCE YOUR ENERGY COSTS - WHO DOESN'T? YOU MAY BE ELIGIBLE FOR A FREE ON-FARM ENERGY ASSESSMENT.**

## Process



The on-farm energy assessments will analyse on-farm energy use (electricity, gas and diesel) and identify opportunities to make energy savings; improve output volumes per energy unit; and convert to renewable energy sources. The assessments will make recommendations tailored to the type and size of farms. According to recent research,

audits of dairy facilities and cattle grazing farms have identified energy savings of >22% from a range of measures, including some which can be implemented at little or no cost. For example for three dairy facilities with over 500 head of cattle, recent energy audits have recommended: installation of efficient high temperature heat pumps, VSD installation on

vacuum pumps, improvement of plate cooler performance and plate maintenance. The energy savings from these projects have been estimated to deliver savings of \$1,000 to over \$6,000 per annum. These energy audits have subsequently supported farmers to apply for grants for energy efficiency equipment and solar. Visit [www.agriculture.vic.gov.au/agenergy](http://www.agriculture.vic.gov.au/agenergy) for more information

## STEPH AND ELLIE SAY THANKS!

Steph Cowley of South Forest, Circular Head, took out the 2018 Greenham Tasmania scholarship. Since then the third year Ag Science student at Charles Sturt has been busy studying but also travelling to Japan to experience the local beef industry.

"I had the best time in Japan! It was a very busy fortnight touring Tokyo and surrounds to speak and interact with Japanese students and farmers. We had opportunities to try traditional Japanese meals - the food over there is incredible."

### ELLIE HODGE

Since receiving the final Greenham Gotafe Scholarship in 2018, I have completed my first year of the Doctorate of Veterinary medicine at the University of Melbourne. Moving into second year, there has been a greatly increasing university workload and the GoTafe scholarship has relieved much of the financial burden of living costs in Melbourne and allowed me to really focus on my studies.

Thanks to the scholarship, I have been able to pay for accommodation and travel costs so I can complete my extra placement.

The study group also travelled to Obihiro to tour a university, robotic dairy and AI tech centre where they learnt about customised automated feeding systems for individual cattle (using collars) and barns for housing mobs through winter periods.

**"To the team at Greenham - I can't thank you all enough for helping to support this trip. I am very excited to go back to Japan and see everything else I didn't get to see; two weeks wasn't enough!"**

The highlights so far include working with penguins at the Phillip Island Wildlife Rehabilitation clinic, the Kia Ora Piggery in Yarrawalla, and in early 2020 I will be travelling overseas to complete clinical placement in the United Kingdom working with dairy cattle. This is an opportunity which would not have been an option for me without the generosity of Greenham and am very grateful and know that the experiences I will have will certainly better my skills as a future veterinarian.



Steph Cowley was ecstatic to win the prize.



Peter Greenham Sr congratulates Ellie on her 2018 award

# CHANGES COMING TO MSA WHAT DO THEY MEAN FOR CATTLE PRODUCERS?

As you may be aware, from June 2019, Meat Standards Australia (MSA) will be rolling out several changes to its model, the MSA Vendor Declaration Form and myMSA.

Some of the changes relevant to MSA registered cattle producers include:

- Hump height will be used as a direct predictor of eating quality;
- A revised MSA Vendor Declaration form: the form will simplify how producers record tropical breed content and whether cattle are 'Male' or 'Female' - not only Steers or Heifers. (You don't need to use the new MSA Vendor Declaration Form straight away. Earlier versions of the MSA Vendor Declaration will be accepted until you run out.) If you are selling MSA cows on the old forms, please use the comments box to note the number of head.
- New myMSA features and look: An Opportunity Index on cattle that did not meet minimum MSA grading requirements, giving producers an indication of the potential value of those carcasses if they addressed the reasons for non-compliance.

To read the MLA producer pack, please go to: <https://bit.ly/2ZEUFY>

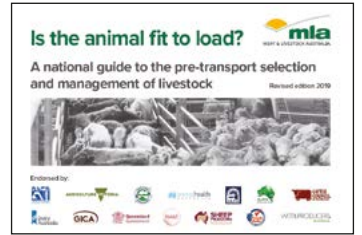
## FOREIGN WORKERS SEEKING A ROLE

Via our websites and social media, we have many people from places like France, Germany, Mexico and USA wanting to learn more about premium beef production either for work experience or paid positions. Are you interested in talking with these kind of workers? If so, please email: **Trevor Fleming** on [tfleming@greenham.com.au](mailto:tfleming@greenham.com.au) and we will put you in touch.

NB - All necessary Visas, paperwork, occupational health and safety and insurance will be the responsibility of your business.

## NEW 'FIT TO LOAD' GUIDE RELEASED

An updated guide to help producers, agents, buyers and transporters decide if an animal is fit to be loaded for transport by road or rail has been released by MLA.



The 2019 edition of the national guide, *Is the animal fit to load?*, includes new content to ensure best practice animal welfare when preparing, loading and delivering cattle, sheep and goats.

The guide contains new information about loading densities for livestock, managing effluent, and the chain of responsibility for all involved. The roles and responsibilities of consignors and transporters are clearly defined in the guide, along with checklists to help assess whether an animal is fit to load.

For more information, log into your MLA account and view/download the guide.

[www.mla.com.au/isitfittoload](http://www.mla.com.au/isitfittoload)

## PREPARING FOR AND MANAGING TRESPASSERS

It's been a pretty hot topic recently and the National Farmers Federation and the red meat industry are deeply concerned that the details of farm operations across Australia are being published online. As Meat & Livestock Australia states on their site, "Trespassing on farms or entry without prior permission presents a substantial biosecurity risk that could be detrimental to the health and well-being of livestock. It also presents a safety risk for farming families and their employees."

In light of this, we urge you to have internal discussions about what you would do in the event of a trespasser entering your property and develop an action plan. Meat & Livestock Australia in partnership with the red meat industry and National Farmers Federation (NFF), continues to provide information and support to red meat producers.

For more information, please see <https://farmers.org.au/news/activist-trespass-response-tips-for-farmers/>

## VISITORS

**PLEASE RESPECT FARM BIOSECURITY**

Please contact the manager before entering.



Do not enter property without prior approval. Keep to roadways and laneways.



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# TONGALA NEWS

## ★ 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.

### BIG EFFORT FROM THE TEAM

It's true that we have processed large number of cattle recently and our staff have been working hard. We would like to take the opportunity to say thanks to Ricki Walsh and the entire team at the Tongala works for their efforts in producing a consistent and quality product every day.

### SUPPORT YOUR LOCAL

With dry conditions around the country, the liquidation of cows has been a talking point but now things are tightening up. We hope you can support your local Aussie owned processor to keep employment up in our community and keep re-investing in infrastructure and community projects.

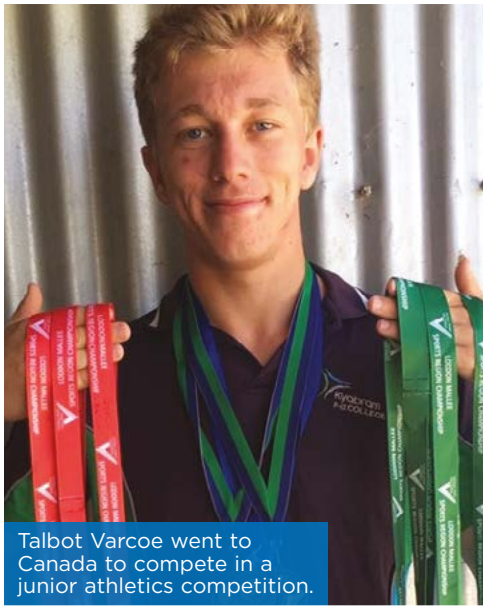
### RENDERING FACILITY IN THE WORKS

You might have read in the news that we have put in an application to establish a new rendering plant at Finlay Rd. Using new advanced high temperature methods, we aim to achieve less contaminated wastewater and lower the environmental impact through reduction of transport. We will also have the option to integrate the new facility with our new Bio-Gas project for closed-loop energy recovery.

### GV PRODUCER INFO DAYS

We have three info days coming up on August 6th/7th/8th in Kutunga, Undera and Cohuna. Please check the Country News for more details or call Andrew Maddison, Les Mitchell or Graeme Pretty.

Peter Greenham Snr



Talbot Varcoe went to Canada to compete in a junior athletics competition.

## ATHLETE IN THE MAKING

Greenham heard from Goulburn Valley local Talbot Varcoe earlier this year. As a talented footballer for Tongala FC and regional athletic star, he had been offered the 'once in a life time chance' opportunity to compete at the Canadian Athletics tour competition in July. Overseas trips don't come cheap and Greenham was happy to chip in to help Talbot get over there. We look forward to hearing more about his results. Well done Talbot.



Winners of the Northern Victorian Classic Fours at Cohuna Bowls Club

## COHUNA BOWLS CLUB

The highlight for many participants was the catering for this event, and, in particular, the beautiful cut of meat supplied by Greenham - part of their sponsorship included Bass Strait Beef Angus Sirloins, which were whole roasted and then cut for the main meal on Saturday.



## STAFF PROFILE KIRRALY LAWRENCE

This edition we have the chance to meet a new staff member, Kirraly Lawrence - Lab Technician

### How long have you been working at Tongala for?

8 months, and they've all been excellent

### You have seen some change at the site - what was the biggest development?

Our lab has been physically expanded, giving everyone

more space to complete tasks. You'd never believe anyone if they told you how excited you could get about a new work bench but honestly it was thrilling for me when I saw it for the first time.

### What are you most proud of about what you do?

Probably the fact that I start work so early, it gives me personal pride in my strength of character. In addition, my job is used for accountability and helping others to do their best, there is a lot of good to be said for accountability in all aspects of life.

### What's the best thing about your job?

As cliché as it sounds I really love the people, everyone has always been welcoming and friendly toward me and my mood is

always improved by jovial colleagues.

### What footy team do you follow?

While I'm pretty adamant that football is for chumps, I own all the appropriate attire to blend in with hardcore Essendon supporters.

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

I watch a lot of sci-fi and keep my hands busy with knitting and crochet, but my dogs also require me to take them on many a beautiful scenic walk of the countryside.

### Your favourite cut of beef?

Cube Roll. It has almost nothing to do with the cut and almost entirely to do with the name. I like that it makes no sense geometrically for it to be both a cube and a cylinder.

Grant Sims with Greenham buyer Andrew Maddison



## NO-TILL MEETS NEVER EVER

Grant Sims is a sixth generation farmer running an 8500 acre family farm with his wife Naomi and four children in Pine Grove, NW Victoria.

The Sims have a strong focus on diversity and grow a range of different companion crops and cover crops to regenerate and maintain soil health. In addition, they have introduced a herd of Angus beef cows to further augment carbon storage and profitability.

Whilst the operation is located in an area better known for dairying or crops (the Greenham Tongala facility is only 40km away), we are enthused to say that Grant has joined the NEVER EVER Program and his ethos of holistic farm management will be welcomed in our supply chain. Meatworks Messenger had a chance to catch up with Grant and Greenham buyer Andrew Maddison.

"Plants are how you develop carbon stores, the more carbon we have in our soil, the better the moisture holding capacity and ability to hold more nutrients," says Grant emphatically.

His enthusiasm for regenerative agriculture has seen many positive changes in the health of his soil on his dryland country and 250 acres of irrigated land. He is all about improving the situation for the next generation.

"Irrespective of whether you're cropping or running cattle, it all starts with the soil. A lot of our carbon has been depleted from tillage, monocultures and fertilizers and can actually burn up the carbon," says Grant.

In 2015 Grant was awarded the Coles Weekly Times Farmer of the Year and is the current president of the Victorian No-till Farmers Association.

It was on a 2016 visit to a No-till conference in the USA where his knowledge and understanding was furthered. Grant

explained his operations to the American members. "They said that all sounds good but you're missing one thing - "What's that?" Grant enquired - "Livestock - they're a critical part of the soil health system."

Back then, Grant continues, "I was experimenting with multi species cover crops and buying in chook manure and I thought - wait a minute, I'm buying in manure and I have a neighbour who was running beef cattle - and was short on feed so we ended up getting money for agistment from him - plus we get cattle manure spread around our paddocks."

But the clincher for Grant was when he went out with a shovel and had a dig. "Normally, I would turn up five or six worms per shovel but I started digging up the cow manure and there were thirty or forty worms - amazing!"

"Prior to that I was of the view that livestock were bad as they compact your soil but as I have now learnt - compaction of soil is just symptom of stocking rate, density and time - it's just a matter of keeping them moving."

Grant has been a fan of multispecies cover crops or break crops since 2012 and has noticed a significant decrease in inputs and rarely needs to fertilize.

"With a diversity of crops, every plant is doing a job, for example sunflowers have got a tap root which will make zinc and calcium available. They can get a root down 2.5 metres and tillage radishes - they're scavengers and will grab a lot of the nutrients that leech through the top soil into the subsoil."



Grant has seen some excellent results on the multi-species crop regime

"It's really been a change in philosophy. From being a traditional cropping operation where we talk about yield to the Ha - What we now have are four legged harvesters - which are appreciating assets, as opposed to having machinery sitting in the sheds for 8-10 months a year," he quips.

The ethos of natural and holistic farming extends to elimination of the use of fungicides, insecticides. "Most of the time" as Grant attests, "they undo a lot the work that fungus and insects actually carry out in soil regeneration."

"I'm more of a fan of the term regenerative agriculture. We don't necessarily want 'sustainable farming' where there is very little diversity in the paddocks and where problems persist with insects, chemical use and animal health issues."

In terms of weight gains, Grant has seen some excellent results with gains over the 2017/2018 summer period of 1.3kg per day. The herd of 85 cows and calves cattle have plenty of shade, access to fresh water and are in excellent condition. Grant is now keen to scale up to 250-300 cows and supply the progeny into Never Ever finishers.

"There's obviously more awareness about where food is coming from so I'm happy to be signed up to a natural program that can clearly show where cattle have been born and raised and then finished. It should be a no-brainer for customers," Grant says.

With thanks to Grant Sims for his time.



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# TASMANIA NEWS

## NEEDLES A POINTED PROBLEM



Producers need to be aware that foreign material like needles can cause big issues

Recently we came across a large needle in a rump primal muscle which was obviously broken during a treatment procedure on farm. Given the problems with food scares in strawberries last summer, imagine what could happen if a customer found this in their steak? Our processing standards and beef brands have an excellent reputation in the market but all it takes is one major incident to tear it down.

We ask all producers and their vets to please take care when administering injections and permanently identify any livestock that have broken needles with tags or other methods (as per LPA NVD requirements).

We can still accept the cattle and will isolate the meat to find the material or scan it through our X-ray machines. With thanks for your cooperation on this important issue.

## LIVER HEALTH

We are fielding questions about the definitions of liver fluke on our Feedback Sheets. To clarify:

**Liver - Fluke:** Non-viable and non-active. Typically seen in older animals and indicates a past incidence of fluke.

**Liver - V Fluke:** Viable and active. Indicates presence of parasitic flatworm in liver. Review management plan with vet.

For further info regarding health defect reports, please contact your local buyer or trusted vet.

### WINTER OF DIFFERENCE

The autumn was certainly challenging across the state with weights and grading down on average but we seem to have turned a corner on both fronts. June saw some frosts come in throughout Tasmania and unusually on King Island as well. From there, good rain has fallen in most cattle producing areas with the exception of the east coast. Remember to keep the feed up to your stock during these cold months.

### CHINA STEPS UP A GEAR

For the first time ever, Australia is approaching its extra tariff safeguard of 175,000mt on the back of increased demand for red meat due to the swine fever crisis. For the half-year to June 30, year to date, China has taken 118,030t of Australian beef - 59pc higher than the same period last year. USA is still very strong on lean meat demands and exports are up 12pc year to date, as fatter US trim supplies grow with their domestic fed cattle slaughter.

### THE VINTAGE BEEF CO.

Our newest brand is building interest amongst chefs, butchers and foodies alike. Are you a Never Ever program breeder with quality MSA cows? Please talk to your local buyer for more information and find out about the premiums on offer.

Peter Greenham Jnr

## SUSTAINABILITY ON THE AGENDA

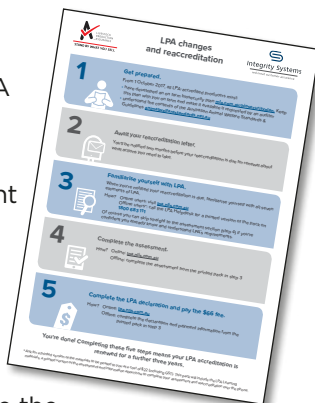
We are currently working with Meat & Livestock Australia on implementing a sustainability framework for the Cape Grim Beef supply chain. Why? Because whilst, price, taste and convenience have been traditional drivers of purchase behaviour, consumers are now looking beyond these, and focusing on product attributes such as production methods, provenance, animal welfare, environmental impacts and overall sustainability. The framework seeks to augment our natural programs which already focus on natural beef production and the highest animal welfare standards. If you would like further information, please contact Nikki Gilder:

[ngilder@greenham.com.au](mailto:ngilder@greenham.com.au)

## LPA ACCREDITATION

It has come to our attention that a number of Tasmanian producers will need to update their LPA accreditation in the coming months. Please be reminded that your MSA accreditation automatically lapses if the LPA scheme is not up to date and Greenham cannot accept your cattle.

Producers can log in to the LPA Service Centre and complete a short assessment to renew the accreditation. You will need to answer all questions correctly to have the LPA accreditation renewed and pay a fee. For more information see: <https://bit.ly/2JuTxuX>



# VALE IAN MILLEN

The Tasmanian livestock team with Ian Millen in 2016.

It is with sadness that we acknowledge the passing of our respected friend and colleague Ian Millen. Ian retired due to ill health about two years ago and with him went many decades of experience. Originally working in the southern region, Ian initially looked after the live weight scale operations at Brighton before moving to the Deloraine and Ringarooma areas.

Back in 2015, Ian recalled what he loved about the job: "The opportunity to meet so many people has been amazing and there are plenty of examples where I have dealt with three generations of the same family. Of course, there are always challenges in the livestock game and you never know what nature is going to throw at you but it's a good life if you want to give it a go." Well said Ian.

## PLASTIC REDUCTION TRIAL

Customers have been asking and we are listening. Our current packaging for retail ready product ends up in landfill so we have been searching for a solution. Greenham together with machinery manufacturer Multivac are co-developing a paperboard tray across the entire range of retail ready products which will reduce plastic use by 80%! The development of this paper tray is part of the industry wide effort to meet the 2025 National Packaging Targets and also to remove the high level of

consumer and retailer confusion over the non-recyclability of many trays in the market. We will have more on this exciting project later in the year.



The paperboard is currently being trialled in the Value-Added room.



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# ★ SPONSORSHIP CORNER ★

It's certainly been a busy year so far in terms of community engagement and Greenham have proudly supported a range of events and charities across the state including the Pony Club, Smithton Bowling Club, Smithton Rodeo, Saints Basketball, Redpa, Irishtown, Scotchtown and Forest Stanley football and netball clubs, Circular head Fun Run and Circular Head Show - just to name a few. It is part of our commitment to building strong rural communities.



It was a massive community effort led by the Smithton Lions Club & Tony Hine



## ISLAND KIDS GET TO AGFEST

### HAY DRIVE HELPING NSW FARMERS

Alongside many Circular Head farmers, Greenham were happy to help support the fodder drive for drought affected areas in NSW earlier this year. Eastern Line and Les Dick's 'Statesman' took 550 square bales from Stanley to Eden NSW where the fodder was distributed.

Bails being loaded onto the Statesman



Greenham has long supported various activities on Flinders Island and King Island but this year we decided to give some island kids the opportunity to visit AgFest to experience the long running field days. Flights on and off the islands can be prohibitively expensive but we managed to send two groups of excited kids with excellent results.

Trying out some new equipment



Tas Junior Beef Expo - Greenham has sponsored the TJBE for three years



The winners of the Greenham Sub Intermediate Herdsman Award

### TAS JUNIOR BEEF EXPO

Back in March, Greenham was a sponsor of the Tas Junior Beef Expo with over 60 participants coming together to learn more about beef production and hone their skills. Greenham buyer Aiden Coombe presented our Never Ever program video and talked through some of the on-farm techniques that can improve MSA results at the meatworks.

King Island District High School  
 Thank-you for the opportunity to visit Agfest. Getting the chance to see exhibits such as motorbikes, tractors and Mack trucks was fantastic. We are both interested in working in agriculture in the future and being to explore this area while at school is helpful. Going to Agfest allows us to both see and purchase items that are unavailable on King Island. We both bought hunting clothes and equipment that we couldn't have got otherwise.  
 Greenham - thank-you again for your donation to our education.  
 Ryan Frosi and Evan Hill

Dear Greenham,  
 Thank you for allowing me to go to Agfest. I had a wonderful time.  
 Cheers from  
 Hamishi

### THE ISLAND KIDS HAD A GREAT TIME AT AGFEST

Flinders Island District High School  
 Josie Cox and I had the privilege of venturing off to Launceston accompanied by seven excited students, with AGFEST in the horizon. The full day was a fantastic opportunity for all students as they explored areas of interest. Plenty of time was spent looking at the amazing horse displays, gaining invaluable knowledge from experts on what could be used on the worksite or on the farm.  
 Josie Cox and I would like to thank Dylan Furdon, Marshall Clarkson, Sophia Smith, Josh Donovan, Harry Pitchford, Edward Ellwood and Bridie Dwyer for a fantastic trip and representing not only the school, but the island as a whole in such a positive manner. A HUGE thank you to Greenham for allowing our students to engage in such an unforgettable AGFEST experience.  
 Justin Graham - Secondary Teacher



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# STEAK, CHIPS & GOLF

Many people will be familiar with Barnbougale in Tasmania's North East. Richard and Sally Sattler and their children have made names for themselves in award winning golf courses and fine dining but their beef operation is also going from strength to strength. Throw in the odd potato and you have an experience fit for kings.

As Stephen Sattler, Farm Manager at Barnbougale explains, "It's a pretty special place, however we're always looking at ways to improve."

He is currently overseeing a 4-5 year program of development work on 2,500 acres of dryland country consisting of native pastures, tea-tree based scrub and swamp areas.

"After we have cleaned things up plus disking and harrowing, we will put in a one-year grass in the autumn which kicks off the fertilizer regime then go in again the following autumn, work it up and then sew it back down again with a two-year grass which continues to help build up the soil fertility."

Following that as Stephen explains, they put in a further two annual grasses followed by a direct-drill of the final sew down so it can be rolled out for a good finish.

"It's really just about getting the mineral balance right to start with before the permanent pasture goes down and then we go to work on adding nitrogen to promote growth," adds Stephen.

So what's the end-game we ask? "We're focused on increasing the carrying capacity from 1,500 cows to 2,000 cows and then turning off 1,000-1,300 finished cattle. We know we have the country to do it and a great team, but it's just a matter of making it happen."

For the last twenty years, the Sattlers have mainly focused on irrigation and water based developments adding seventeen centre pivot units that service 1,000 acres on their flatter areas.

"The highly productive river flats are where we will put our younger cattle so they can grow and fatten through the bottom area of the farm."

On their 'Front of home run' paddock, we are looking at a mob of 180 polished steers which are almost ready for the Greenham winter contract intake. "Our aim is that the cattle we turn off only ever go through one winter. If we can't sell them before then, it decreases our overall capacity."

Originally the Sattlers ran Herefords so we see the odd Baldy in the mob, but they now focus on black cattle. In terms of genetics, they have been buying bulls from various studs Cluden Newry, Landfall and more recently from Rennyalea in NSW. The bulls actually live out most of the year in the paddocks near the entrance to the golf links. "They must be the most photographed bulls in Tasmania I reckon," Stephen quips.

On MSA compliance, they have been achieving good results with around 3% normally missing the cut but this can edge upwards during the warmer months. "Actually we find that the cooler weather yields better MSA compliance more generally. We had 5 dark cutters back in January from 72 head but in May we sent 120 that all made MSA so maybe the heat was causing problems back then," says Stephen.

"Whatever the case, we're always trying to improve things like changes to the yard set ups, low stress handling techniques and we also feed silage quite late in the piece."

"And did I mention we grow 6,000mt of potatoes across 260 acres every year? They're actually a good crop to break up the pasture rotation and freshen things up every five years," says Stephen.

He offers to take us to the potato shed where a 2,000mt mountain of potatoes awaits collection of the processor. What a sight! It was a mountain of french fries in the waiting.

"You know what,? Stephen asks. 'The other night I grabbed a couple of our potatoes,

cooked a piece of Cape Grim Beef. It was the best steak and chips I've ever eaten."

With thanks to Stephen Sattler and the team for their time.



"Potatoes are still one of the better paying crops."



Stephen Sattler: farm manager and handy golfer we hear

## MEET MORE OF THE GREENHAM TASMANIA TEAM

### JHODIE BLAKE

**How long have you been working at Smithton for?**

I first started in 2013 & 2016 as relief and then came on board permanently in 2018 as Natural Program Administrator.

**What has been the biggest change?**

The all new livestock program on the Salesforce platform

**What are you most proud of about what you do?**

Watching the Never Ever program grow and flourish has been amazing! I find the relationships with producers the most rewarding, following their relationship from farm to plant.



**What's the best thing about your job?**

I've always worked in people based employment. I'm a people person and always love meeting new and unique characters. Everyone has a story to tell.

### GRAEME DUNSTAN

As production manager, 'Dunno' has a crucial job in the Smithton boning room

**How long have you been working at Greenham?**

Smithton: 12 years & Tongala: 7 years

**You have seen lots of change - What was the biggest change or development?**

The three main changes for me are: 1. Moving to Tassie after having a look down here Peter Snr asked Tara my wife if she liked the idea and when she said YES he said to me "Dunno you're going to Tassie". 2nd: Being involved with the construction of the new boning room and watching the production grow to nearly double the weight from when I first started. 3rd: To assist with the setup of production in Moe and still working with Neil Watson in Gippsland to help them grow.

**What are you most proud of about what you do?**

Being a part of the supply of Cape Grim Beef which is



marketed in Australia and worldwide.

**What's the best thing about your job?**

Seeing the look of surprise on any visitors & customers that come to the plant with both the standard of beef & the flow of the product through the rooms.

**What footy team do you follow?**

HAWKS.

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

Mowing lawns, gardening, fishing and hunting for wild turkeys (in the fridge).

**Your favourite cut of beef?**

Cape Grim Scotch fillet or Eye Fillet.



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# GIPPSLAND NEWS

## MOE PLANT EARNS PRAISE

Our Gippsland plant is really starting to come on in terms of both numbers and team cohesion. The crew have demonstrated they can handle large numbers of cattle and the quality of meat is very good. Big thanks go to Brett Scoble and the entire team at Moe for their work in building up the works.

## LOCAL SUPPORT

Notwithstanding a summer and autumn that didn't see much rain, there has been an extended flush of quality grass-fed cattle through the Moe plant. We have had excellent support from all areas of Gippsland and even good numbers coming from coastal south east NSW. There have been some great MSA index results and special mention goes to the producers in south Gippsland for leading the way with high averages. A reminder to everyone to keep the feed up to their stock during the colder months.

**Peter Greenham Jnr**



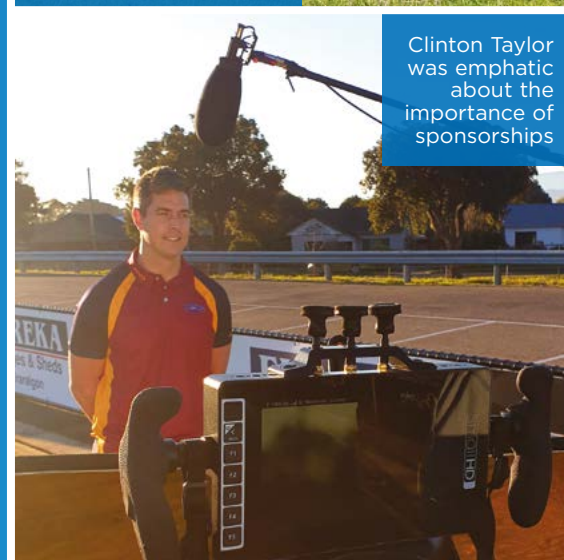
# ON LOCATION IN MOE

Greg Ireland gets a taste of a movie set

The Gippsland meatworks and surrounds were locations for shooting a series of corporate videos at the end of June. Starting with local bullock producer, Greg Ireland in Trafalgar East, the day started with a brisk frost but developed into a brilliant sunny morning. Greg is certainly one of the really special producers in the region and does an excellent job taking his cattle through to heavy weights. In the afternoon, we had the opportunity to meet Tim Wilson in Labertouche, a breeder/finisher who is also building a fantastic cattle business and was kind enough to give Greenham and crew his time to tell the 'producer' story for our video series. Finally, the team ventured to Ted Summerton Reserve to interview Clinton Taylor from the Moe Lions to talk about the importance of community engagement in rural communities.



Quality steers on the Trafalgar East property



Clinton Taylor was emphatic about the importance of sponsorships



# JUNIORS GET A TASTE OF AFL

The Bulldogs' team all agreed that Roaming Cooper has got what it takes for a career in sports journalism!

It's often said that local sporting clubs and community organisations are the heart and soul of regional communities and it is no different at Moe Lions FC and the Hill End Grove Rovers. Both have proud histories in the region and have been responsible for steering thousands of young people through the junior ranks and into their senior teams.

Earlier in May, twenty juniors from Hill End and Moe FC had the opportunity to attend an exclusive clinic at the home of the AFL Western Bulldogs, Whitten Oval in Footscray. The trip was facilitated by Greenham Gippsland, long-time supporters of the Doggies and operators of the reinvigorated Moe Meatworks.

Greenham have always been significant supporters of local football, netball and cricket clubs across the regions they service. The company recognises the importance of these partnerships in supporting communities at that same time as providing employment to regional areas and growing rural economies.

Mark Walsh of Moe FC was keen to acknowledge Greenham, "the work they have put into the Moe abattoir business to become the largest employer of local people is admirable, but to also sponsor local sporting clubs and provide opportunities for kids is amazing."

The excitement was palpable as the boys and their coaches toured the facilities, received a history lesson including seeing the 2016 premiership cup and learnt about the many moving parts of an AFL club. Following that was most exciting part of the afternoon when Bulldogs star players, Jason Johannisen, Tom Liberatore and ex-Yarram local Josh Dunkley held a training session for the juniors.

The boys trained with gusto, calling out, presenting for marks and going in hard for competitive ground balls. During training, Moe Lions junior and Bulldogs tragic, Cooper Walsh did his own version of Friday Night Footy's Roaming Brian - becoming 'Roaming Cooper' and asking the players about their junior backgrounds and how they made it to the top level. Watch this space for a video later in the year.

The final drill was to kick a ball into a bin for the opportunity to be a mascot for the Bulldogs on a game day later in the year. Congratulations to Harry Gallagher who won this fantastic prize. Following was a Q&A session with the players where further insight was gained into what it takes to play AFL and the attitude and commitment required to be consistent. Finally, the kids were treated to some delicious steak sandwiches before heading back home happy and pumped for their collective experience.

The Whitten oval clinics are not offered frequently and the Bulldogs personnel were very impressed by the juniors. "The kids from the Moe Lions and Hill End Grove Rovers were absolutely wonderful. They were a polite, appreciative and respectful group of boys and a testament to the coaches and community that surround these teams. We see a lot of kids come through the door and this group was definitely one of the best."

Mark Walsh from Moe FC echoed the sentiment saying, "The afternoon provided an amazing experience for all and one the kids will never forget. Thank you again to Greenham who made it possible."



Dunks and Libba overseeing some skills training



The juniors getting some history of the club



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# ★ SPONSORSHIP & EVENTS ★



Greenham Gippsland is a proud sponsor of the Hill End Grove Rovers FCNC.

Greenham also supported the 3rd Annual Lifeline Gippsland charity golf day at Traralgon GC.

50 Chefs from Melbourne joined us to learn about the new brands

Sales Manager Michael White takes the group through eating quality parameters

Vintage Beef Co. sponsored a Steak Cook Off competition

## RACING SEASON AROUND THE CORNER

This spring racing carnival you will see the Bass Strait beef brand front and centre at Caulfield throughout the period. As well as our own race on Guineas Day (some say the best day on the calendar), we will also be the 'Official Beef Supplier to the MRC' and also involved at the MOE racing club and the newly renovated Wangaratta Turf Club.



Melbourne Racing Club - The Bass Strait Beef brand is up for serious exposure this year and beyond.



## BRANDS ACROSS THE NATION

Our sales and marketing team have been busy launching the Vintage Beef Co. and Bass Strait Beef brands at events and sponsorships in QLD, VIC AND WA recently. Each product has its own identity so they need to be pitched at the correct end user - whether they be chefs, butchers, supermarkets or meat lovers alike.



Bass Strait Beef is a partner sponsor of the BBQ School who hold 500 classes every year



**STAFF PROFILE**  
**NEIL WATSON**  
Production Manager

### How long have you been working for Greenham?

I have been at the Gippsland plant since December 2017

### You have seen lots change at the site - what has been the biggest change so far?

We have gone from a plant with 50 employees processing 80 bodies a day to 150 employees processing on average 350 carcasses.

### What are you most proud of about what you do?

Getting the best out of the people we work with and each day improving on quality and quantity. I think we are become more of a team now we have settled in.

### What's the best thing about your job?

Job security, learning new things every day and teaching others how and why we do things a certain way.

### What footy team do you follow?

I am originally from NSW so I follow the Parramatta Eels. I haven't got an AFL team and don't quite understand the rules of the game yet!

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

Spending time with family, fishing and travelling

### Your favourite cut of beef?

Bass Strait Striploin or Cube Roll of course.



**STAFF PROFILE**  
**GREG GREENSHIELDS**  
Assistant Plant Manager

### How long have you been working at Gippsland for?

I started at the Gippsland plant on the 2nd January 2018

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

The whole site has changed dramatically since we have started operating (outside and in) with the new boning room and how we have grown in productivity and the number of employees. And more major developments happening soon (stay tuned).

### What are you most proud of about what you do?

Being a part of the team in the development of the plant and to get it to its full capacity.

### What footy team do you follow?

The mighty CATS

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

Fishing and returning to Tongala to catch up with my kids and my grandchildren.

### Your favourite cut of beef?

Bass strait striploin cooked in the Weber.



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