



Tasmanian

GREENHAM

MEATWORKS MESSENGER



Autumn 2015

GREENHAM ACQUIRES 'WESTMORE' PROPERTY

The Greenham Group has announced its acquisition of the 'Westmore' property in north western Tasmania.

'Westmore' is situated approximately 50km west of Smithton and 7km south of Marawah towards the Arthur River crossing. It comprises a total of 2,809 hectares and the property is currently under use predominantly as a breeding operation with 2,200 hectares developed and sown to a variety of pastures.

Greenhams operate one of the two export abattoirs in Tasmania having purchased the Smithton works in 2001 and establishing the successful Cape Grim Beef brand.

Managing Director, Peter Greenham Jnr, said "the company is

pleased to have purchased the property. It's obviously not our core business but we view it as an opportunity to augment the meatworks' supply of quality cattle for beef orders into export markets – especially during the winter months when supply can be tight".

"As a company, we have taken a long term view of how overseas markets are evolving and see the demand for grass fed beef growing even further. The northwest gets very good average rainfall and on a property like Westmore, we can fatten some decent numbers. I think it shows that we have faith in the entire Tasmanian beef industry going forward", Mr Greenham said.

"Our focus for the plant is to run it as efficiently as possible and as such we need to process yearling beef. Supply from Westmore will help us run the plant at capacity during the colder months and keep more people employed at Smithton".

When asked about how the operation would acquire feeder cattle, Mr Greenham said "the plan is to avoid competing with our current suppliers. We have spent over ten years developing relationships with our loyal suppliers so we acknowledge the importance of operating the Westmore property in such a way as not to be in competition with beef producers in Circular Head".

CAPE GRIM SPONSORS KI YACHTING TEAM

Greenham and Cape Grim Beef were proud to sponsor a team in the 86th Stonehaven Cup run by the King Island Boat Club on January 3-10 this year.

Held in the Outer Grassy Harbour, dinghies from Victoria and King Island keenly contested the racing over a seven race series. The Stonehaven Cup was named after Lord Stonehaven, Governor General of Australia in 1927.



LOOKING TO UPSKILL, AGRITAS HAS IT COVERED

Agriculture has long been a cornerstone of Tasmania's economy and all indicators show the industry rapidly growing in value and importance to the state, be it in beef, aquaculture, dairy, horticulture

or much more besides. In response, Agritas has been established as a dedicated agricultural training organisation, offering commercially relevant courses, state wide.

Agritas training programs are purposefully designed to develop skilled agricultural managers and workers, on farm and beyond the farm gate. Diplomas and short courses are hands on, practical and industry relevant and Agritas tutors



have vast experience in their areas of expertise.

Agritas also offers a range of VET training courses. The college will also develop customised training programs to meet specific business or sector requirements. If you or someone you know is interested in training for a new career in agriculture or wants to enhance an existing skill set give the people at Agritas a call on 03 64154100 or visit their website at www.agritas.org.au

SCHOLARSHIP AWARDED TO LONGFORD STUDENT

Emily Jones of Longford is another worthy winner of this year's scholarship. She is an impressive young lady who clearly shows great enthusiasm for a career in beef. I'm sure she is one to watch as she develops further.

As you will read, the funds will assist Emily in her final year of studies in a double degree Bachelor of Agricultural Science / Bachelor of Business degree.

I wish to thank Don McLaren CEO of Agritas along with the board and staff for not only partnering with Greenham but also putting on a great presentation event at the Agritas venue. It was also the graduation for the first group of Agritas students. I also want to thank the Hon. Brett Whitely MP, Federal Member for Braddon who took time out to present the award and speak to the audience. We were honoured and grateful to have him attend.

GROWING THE GAP

The number of accredited suppliers to the 'Never Ever' and GAP programs is increasing and farmers are enjoying the premiums on offer. We now have two coordinators for the programs, Craig Milner is the In-Field Coordinator and responsible for auditing whilst Rene Hulbert is based at the Smithton works. Please call Rene for more information on becoming a supplier today on 64522701.

GREENHAM AT KING ISLAND SHOW

Daryl Heazlewood, our North East buyer and president of the Angus Society was a guest judge at the recent King Island Show. The 'Greenham Cape Grim Trophy' was awarded to both the Champion steer and Champion heifer, judged on the hoof. "There was a quality line-up of cattle and the winners would have been right up there in any competition", Daryl said. Greenham is a frequent supporter of the King Island Show Society.

SCHOLARSHIP WINNER KEEN TO BOOST EFFICIENCY

Emily Jones is ready to get stuck into a career in the beef industry.

Emily, 22, of Longford, was recently presented with the 2015 Greenham Agritas Scholarship, valued at \$12,000.

Already deeply involved in the three-year double degree Bachelor of Agricultural Science / Bachelor of Business

course at La Trobe University in Melbourne, she will also be entering the next Intercollegiate Meat Judging Competition (ICMJ).

Winning the scholarship will be a massive help to me – without that funding, she says the final year of study in Melbourne along with the ICMJ course would have been out of reach.

Emily was raised on the family farm in Campbell Town with 2,700ha with beef, sheep and crops at a second property of 400ha at Elizabeth Town which runs mostly beef.

Both properties have been in the family for 4 generations and are run by Emily's father and uncle with beef breeding being the predominant activity.

Emily said she was honoured to have been chosen. "It's still soaking in – it's just great".

Emily's career ambitions are to "become an analyst and look at the



PETER GREENHAM WITH SCHOLARSHIP WINNER EMILY JONES AND AGRITAS CEO DON MCLAREN

conversion of plant matter into meat protein or for dairy outputs. Ultimately, I would like to be able to breed plant material that is specific to the animal's nutritional needs".

"I'd also like to be able to help farmers achieve goals in feed conversion through research on pasture renovation and development," she said.

"I strongly believe we are going to need to make better use of our pastures as population growth increases and agricultural land decreases – feed conversion will need to be better".

Her personal interests include horseriding and playing Polocrosse for the Midland Spurs.

Managing director Peter Greenham said the company was thrilled to be able to support Emily in her study and research.



LONG-TERM APPROACH GROWS SUSTAINABLE SUCCESS

OURS IS A LONG-TERM STRATEGY THAT IS FOCUSED ON SUSTAINABILITY OF BOTH THE BUSINESS AND THE RESOURCES THAT SUPPORT IT.

Under the watch of St Patrick's head, lies the town of St Marys sitting at the head of the Fingal Valley above the winding drop down to the east coast of Tasmania, where Meatworks Messenger recently caught up with Greenham supplier Alison Napier.

Rainfall along the eastern end of the valley, from Fingal to St Marys, increases an inch a mile and while it is far cry from the much lauded coastal beef production in the state's North West, the pristine environment of the Fingal Valley produces fantastic beef - especially for the US market.

Driving East through the Valley from the Midlands Highway, the landscape changes from irrigated cropping and sheep to glossy black Angus grazing on lush rainfed pastures. It is at the far end of this journey, at Harefield, that we meet with Alison and her livestock manager Darcy Williams.

Alison has been running the 1000 breeding cow beef operation, which spans three separate properties along the eastern end of the Valley, for the past five years.

"My late husband's family have been here for the past two generations.

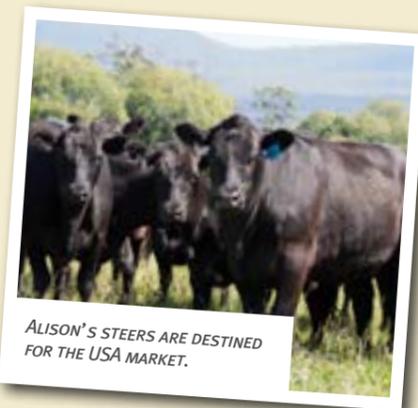
Traditionally their focus was a mix between sheep and cattle. Over the past decade or so we made a conscious shift towards a focus on beef production," Alison explained.

"This is an ideal environment to grow grass and produce beef," said Alison. "Although it certainly comes with it's own challenges."

The three separate farming blocks - Harefield, Sunnybanks and Millbrook - incorporate about 3000ha, of which 2000ha are grazed, with the remainder under forestry and native bush. The blocks do not share boundaries and sit along a narrow band that spans about 12km along the eastern-most end of the Valley. Running through all three properties is the Break O'Day River; legendary among the fly fishing community, which is prone to periodic heavy flooding.

"Although we keep a close eye on the weather forecast, given we are at the head of the Valley, we get very little notice when a flood is on its way," Alison explained.

Darcy who was born and bred in St Marys and has a lifetime of experience of managing floods, livestock and pastures



ALISON'S STEERS ARE DESTINED FOR THE USA MARKET.

under these challenging conditions adds; "It's not uncommon to get 10 inches of rain in a day around here. Gray, which is only 6kms away gets the most intensive rainfall in Tasmania".

While this type of rainfall may spark envy in many beef producers, like anywhere, the seasons are variable and the growing season at the eastern-most Harefield end of the farm is up to one month shorter than Millbrook, which lies at the western-most end.

"During summer we get the sea breeze coming over the hills and the winter can deliver breathtaking conditions including between 30-60 frosts, many of which can last most of the day," Alison said.



GREENHAM BUYER DARYL HEAZLEWOOD DISCUSSES THE MERITS OF THE 'BUD BOX' WITH DARCY AND ALISON.

"During winter we keep our stocking rate down and we put the cows in the bush for some cover".

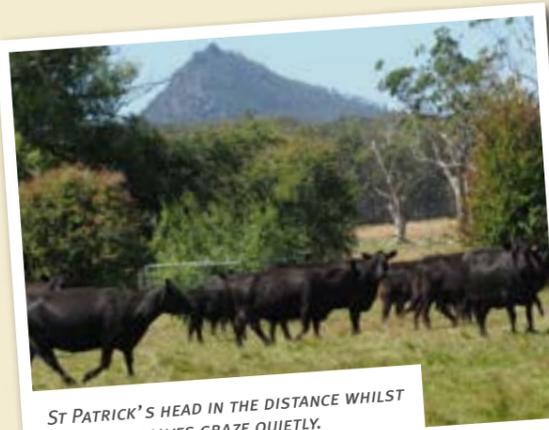
Over the past five years Alison and Darcy have been focused on building stock numbers, with a long-term strategy to sustainably increase stocking rates and per hectare productivity.

"It's been a balancing act but we are starting to see some results I think. We've certainly got a lot more potential yet, but it's more about taking it steadily so we don't have any disasters on the way".

At the core of this program has been a dedicated pasture renovation program to support the increasing stock numbers and productivity.

"Our pastures at the eastern end of the farm (where rainfall is highest) consist of phalaris, tall fescue and perennial ryegrass. At the drier end of the farm we have sown more robust varieties, such as cocksfoot," Alison said.

As pastures have been improving in terms of quality and productivity, and market



ST PATRICK'S HEAD IN THE DISTANCE WHILST COWS AND CALVES GRAZE QUIETLY.

opportunities have appeared, Alison has ventured into the trading game.

"Breeding to increase our numbers is still our core focus," Alison explained. "But we are positioned well to take advantage of trading opportunities when they arise.

"One of the things I like about Greenham's GAP program is the proactive approach to sourcing stock and tapping into export markets," Alison said.

"We have always had a rigorous system of paddock and animal records so we didn't have to do much extra work to satisfy GAP - our operation naturally ticked all the boxes." "Our accurate records mean the audit process is simple", Alison said.

Alison has been selling to Greenham for the past couple of years; "although we have more recently been focused on building stock numbers - this is the first year we have sold our heifers - we are now at a point where we can cement a relationship with a processor and ensure a solid supply of cattle".

In addition to a rigorous approach to pasture monitoring and management, Alison and Darcy's commitment to low stress livestock handling principles has seen them reach almost perfect MSA gradings for their consignments.

"Our cattle are pretty quiet as they are handled often and calmly in well-designed facilities - we recently installed a 'BUD BOX' in our yards, based on the design of Bud Williams from the US," Alison said.

The psychology of the box is regarded as simple in that cattle always want to leave by the way they came in. Darcy says; "it really works because they think they have won. We use it regularly and it's been great".

As with all things, one of the strengths of Alison's business is the relationships within the business, but also outside the business, such as those with Daryl Heazlewood and Greenhams. "We're all passionate Tasmanians and like to see the state doing well," said Alison.

"For us the business is about managing our people, our grass, our livestock and our budget. But at the end of all that, it's nice to know that our high-quality Tasmanian product is reaching export and domestic markets."



SPRING STEERS - WE ARE BLESSED WITH AN ENVIRONMENT THAT UNDER THE RIGHT MANAGEMENT CAN PRODUCE SOME OF THE BEST GRASSFED BEEF IN THE WORLD.

"We regularly monitor our feed throughout the season and our feed budgeting allows us to identify opportunities to take advantage of feed gluts through strategic trading."

"It will really depend on the season and how much feed we have in front of us to make a go of it", Darcy said.

In an average year, the business turns off a 1000 head. Greenham's GAP program has a minimum carcass weight of 220kg, so Alison is currently focused on turning things over to meet these weights.

"In 2013 we had a big spring so we could take animals through to heavier weights, but it's mostly about just 'understanding the season' and making strategic decisions based on seasonal feed supply and livestock demand," Alison said.