



PRODUCER INFORMATION DAYS

Presenters will include:

- Peter Greenham - Market Update
- Meat & Livestock Australia
- University of Tasmania
- Gallagher
- RM Consulting Group
- Olssons

Circular Head	Agritas Smithton, 11am	8th October
Flinders Island	F.I. Golf club, 11am	15th October
Scottsdale	Scottsdale Football club, 11am	16th October
Penguin	Penguin Football club, 11am	19th October
Deloraine	Deloraine Football club, 11am	20th October
Huonville	Huonville Golf club, 11am	5th November
Oatlands	Oatlands Golf club, 5pm	5th November
King Island	K.I. club, 1pm	9th November

BBQ & refreshments provided. Please RSVP to your local rep at least one week prior to the event.

Join us to hear the latest information, talk to your local Greenham reps and Natural Beef Program auditors as well as catch up with your fellow producers.

For enquiries ring Darryl Pearce on 0413 286 998 or email dpearce@greenham.com.au

CHARITY GOLF DAY – OATLANDS

Our southern livestock rep Cade Ebdon is helping put together a charity golf day for the Oatlands school as they raise funds for new equipment. Last year, they were able to raise important funds to send a student to Melbourne for treatment for a heart condition. It will be held on November 20th at Oatlands Golf Club. Please RSVP to Cade on 0409 437 950 by the week prior. All welcome.

DID YOU KNOW??

We have a NEW phone number for livestock enquiries?

It's one of those phone words that spells out a number:

1300 LIVESTOCK = 1300 548 378

You will be prompted to choose Tasmania or Tongala and then choose which person at HW Greenham & Sons you want to speak with.

All of the existing mobile numbers will continue to be active.

Put it in your phone for easy reference.



SPRING 2015

Tasmanian

MEATWORKS MESSENGER

GREENHAM



GETTING PREPARED FOR THE SEASON

Everyone should be gearing up for the peak fattening season but we could still do with some more rain. Regarding processing space, we're always looking at ways to do things better so this year we are asking GAP & Never Ever suppliers to provide us with projections for their numbers coming forward. You may have received an email about it but if not, please call the office (6452-2701) and provide them with your email details. We will be giving priority space to those who send their projections back to us. Don't leave it to the last minute to book in your cattle this year.

PRODUCER INFO DAYS

On the back page of this Messenger, you will read about the upcoming information days around the state. We have numerous quality speakers and I'm sure that you will take away some valuable information. Don't forget to RSVP to your local Greenham livestock representative one week before.

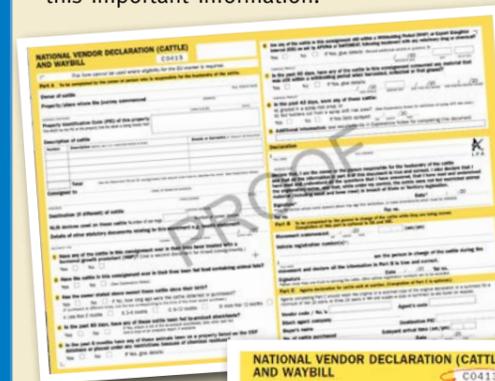
PETER GREENHAM

IMPORTANT CHANGES TO NVD USAGE

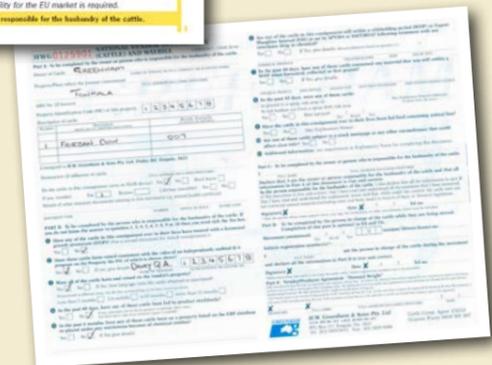
Many of our suppliers will already know that there are some important changes to NVD usage. However, as the commencement date of the new protocol is approaching, please read this important information.

latest version of the Greenham NVD is Version 5, June 2014. Please make sure you are using this version.

LPA and SAFEMEAT has taken the decision to phase-out all old versions of their NVD, and as of November 16th, 2015 only the current 0413 version will be accepted under the LPA program. (see picture). All of our suppliers will need to ensure they have the current Livestock Production Assurance National Vendor Declaration (LPA NVD) as all older forms will not be accepted.



For those suppliers using the GREENHAM NVD (Cattle) AND WAYBILL, please note that it is fully compliant with the new protocols. However please be reminded that in section 2 – regarding audited QA programs – suppliers must start noting the name of their QA program (ie, Dairy QA) and the accreditation number in the boxes provided. (see picture inset). The



PURE BLACK HITS THE MAINLAND

Many of you will know that our Pure Black Beef brand, has been available at Woolworths stores around Tasmania for the last year or so but we have now stepped things up.

With the demand for grass fed and natural beef products on the rise, Woolworths Victoria came to us earlier this year looking to source primal cuts for their thirty stores with meat serveries. They are returning

to the traditional butcher offering of extra service, meat preparation as well as specialist advice. Customers will be able to request their favorite steaks to be cut at their desired thickness or even truss up a roasting piece for a special occasion.

Sales have been very encouraging so far and we have even engaged a professional sampling company

to carry out in-store tastings to push sales along. Peter Greenham, said "I'm sure customers in Victoria will love the product. It's got a rich and full flavour and most importantly, it will be consistent throughout the year due to the excellent grazing conditions and skill of our beef producers".

Check out the website: www.pureblackbeef.com.au



CRAIG DWYER AND NEIL LEIGHTON, OWNERS OF THE SMITHTON VET PRACTICE

Spring has sprung and *Meatworks Messenger* took the opportunity to venture down to Tasmania and talk to the guys at Smithton Vet Service, Craig Dwyer and Neil Leighton. In an indirect way, Greenham Tasmania relies heavily on the knowledge and services that vets offer. Without them, farmers may lose on production and volumes through our plant being reduced. What luck we were able to grab some time between farm visits and preg-testing cows – such is the busy schedule of a regional vet!

“It’s always been a pretty busy industry, especially in the home of Tasmanian beef and dairy production”, says Craig. Although it has definitely changed a lot since he started, “There used to be many more smaller farms which translated to sometimes doing over 10 jobs in a day whereas now the farms are a lot bigger and they may do more like two main jobs in a day”.

“I came down here straight out of university sixteen years ago and didn’t end up leaving except for a year working in the UK. Back then, you would get more of what we call ‘fire brigade’ stuff like downed cows and issues with calving but both the science and technology has really evolved since then”, Craig says.

These days a vet needs to assist in making a farmer profitable. As Craig notes, “having a relationship that leads to producing more beef, breeding better calves or producing milk is ultimately what it’s all about”.

“There will always be sick animals that need to be treated but there’s a lot more money to be made by producers having a plan where they make sure their cattle are being fed correctly, making sure their vaccinations are up to date and their drenching and trace element programs are suitable”, says Craig.

“Vets and producers need to be on the same page about why they do need to or don’t need to do certain things and that there is good science behind it...and if you want to use ‘these’ products, then let’s look at a cost benefit analysis on how it will work on your farm”.

We asked what sort of problems come with a lack of an on farm plan. Craig was stark in his response, “There is so much money wasted by producers going and buying a drench when they don’t really need it, over using trace elements when they don’t need to use them and incorrect timing of vaccinations this all affects profitable production”.



ULTRASOUND IMAGES ARE SENT TO A SCREEN FOR REVIEW.

With the increase in consumer awareness about it, we got onto the subject of animal welfare issues across dairy and beef. As Craig explains, “On one hand there’s a disconnect between people’s understanding of where their meat and dairy products are coming from and then on the other, there is a lot of misinformation peddled out there about how animals are treated”.

“When you strip it all back, we are vets, our absolute aim is to maintain animal welfare standards and keep animals healthy otherwise production will be jeopardized and the industry suffers”, Craig says.

Craig will take up the role of president of the Australian Cattle Vets in 2016 and has just delivered a symposium on dairy

welfare that included participants from major supermarkets and industry groups. In fact the Smithton Vet Service has been very active in rolling out educational courses like ‘Lame Cows’ and ‘Responsible Usage of Veterinary Medications’, some of which have been purchased by Dairy Australia. The diversification of the vet practice continues to evolve.

On the beef industry, Craig has some key points that producers need to be mindful of in their operations. “On a general level, maximising pasture growth and utilisation through grazing management is the real key to making money in beef. But in addition to that, trace elements are also pretty important as some areas might be copper, cobalt or selenium deficient and where supplements may be over or underused”.

“We actually have a good system in place with Greenham to check things like this. In fact the best way to grab a snapshot of a farm’s trace element balance is to conduct testing of the liver. Doing this strategically can help assess how a farm program is going and allows changes to be made if necessary”.

According to Neil, one of the other big issues in beef is parasite control. “Not everyone knows it but we’re in the parasite capital of Australia where we don’t get really cold but we’re wet and moist all year which provides the perfect conditions for worm eggs to survive”.

“Having an on-farm program in place to control worms is really important but the key issue for the future is that drench

resistance is starting to become a problem. Some cattle producers had got into a habit of drench, drench and drench again but now we’re finding now that resistance is starting to occur”, says Neil.

“We make a point of talking with farmers and discussing things like – do we need to drench right now? If you don’t drench, you’re saving money of course but you’re also avoiding the chance of resistance developing in your herd as well. So we’re setting up programs where farmers can drop in samples so we can do fecal egg counts and then advise them of the best way forward. We’re actually able to save farmers a lot of money through our testing regimes”, says Neil.

Clearly, farmers need to have a strategic drench program for their operations and be able to modify them according to the season and ultimately reduce costs but improve production at the same time.

Neil and Craig have a holistic view on the industry. “Cattle vets need to really understand the farm so they can

interests to sustain and develop programs with producers”, says Neil.

On antibiotics, Craig and Neil agree that the policy of not penalising cattle going into Greenham that have been treated with antibiotics is a good one. “Antibiotic use is not widespread but they are important to help treat sick animals. It’s a massive benefit that we are feeding cattle on grass in Tassie and only rarely using antibiotics when they are needed to improve animal welfare and prevent suffering”.

One thing that has come out recently is that Australians are actually at more risk of bringing resistant bacteria back with them in their stomachs from travelling to overseas countries where antibiotics are misused than from Australian sources”, Craig says.

Whilst the Smithton Vet Practice has a focus on production animals, they have treated some interesting species like sampling the local Devil population for the presence of the facial tumour. Craig has even had to ultrasound a snake at

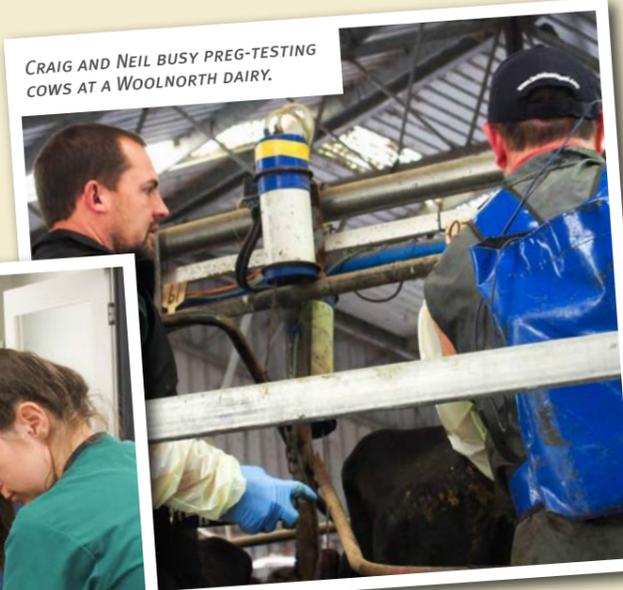
one point, “I made sure the handler had a good hold of its head!”

The Smithton Vet Service is located in their new premises at 3 Rubicon St, Smithton.

Greenham Tasmania thanks them for their time. www.smithtonvet.com



CRAIG AND NEIL BUSY PREG-TESTING COWS AT A WOOLNORTH DAIRY.



THE PRACTICE TREATS A RANGE OF SPECIES – INCLUDING SNAKES!

provide good, unbiased advice and work through the whole property. As an industry, we rely on the dairy and beef production for our survival so it’s in our best