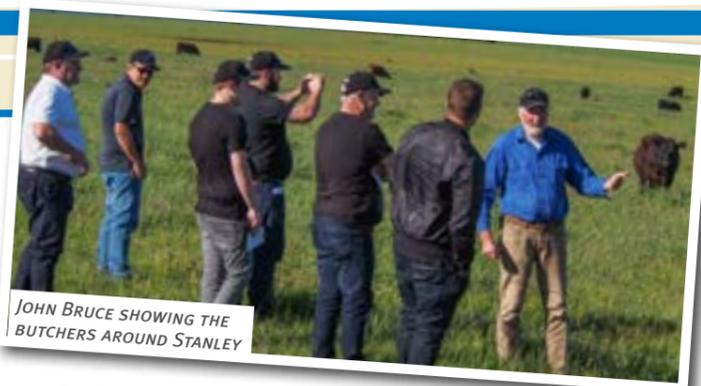




AIDEN COOMBE WITH QUEENSLAND CHEFS



JOHN BRUCE SHOWING THE BUTCHERS AROUND STANLEY



ANDREW KAY LENDS HIS QUAD BIKE TO A MOTLEY CREW

## SUNSHINE STATE VISITORS

October and November saw plenty of interstate visitors hit the north-west to learn more about beef production and processing. Suffice to say, our two groups of Queensland distributors, butchers and chefs came away with a new found respect for how passionate our producers are about growing

the best grass possible and how important on-farm decisions go into producing the highest quality meat. With thanks to producers John Bruce, Andrew Kay, John Kay, Keith Hammond, Alex Hammond and Westmore interim manager Aiden Coombe for their time.



Tasmanian

# MEATWORKS MESSENGER

SUMMER 2016

# GREENHAM



## GREENHAM LAUNCHES 2017 SCHOLARSHIP

Applications are open for the Greenham Agritas Scholarship.

Offered every year since 2003, the scholarship is open to applicants aged 17-45 years who are immediate family, sharefarmers or employees of farmers who have sold cattle to the company's Smithton meat processing plant any time this year. The number of cattle sold is not important.

The winner receives an impressive \$12,000 to help him or her under take formal study towards a career in the beef or dairy industries.

The scholarship is presented in partnership with the Agritas Trade College in Smithton of which Greenham Tasmania is a foundation partner.

Winners are expected to undertake the chosen course of study during 2017 and must complete it. The scholarship may also be used to finish a course already begun or for study which will take more than one year to complete.

Agritas college chairman Mike Buckby said we are proud to once again work closely with Greenham to encourage young Tasmanians to develop their skills and contribute further to our agricultural industry.

"This is a long term investment to build social and intellectual capital in rural Tasmanian communities. We are competing in a global marketplace and our businesses need to have the best information and people at their fingertips to drive innovation," Buckby said.

In the past, the Greenham Agritas scholarship has provided young Tasmanians with the resources to further their study either within Tasmania, interstate or internationally.

"I have no doubt that the 2017 winner will continue that legacy and leave an important imprint with their studies," Mr Buckby adds.

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

The 2014 winner Kristen Kay completed a Bachelor of Agriculture in Colorado and was then the successful applicant with CSIRO in NSW for their summer student research program. There she worked on modelling the potential economic and genetic gains associated with feed efficiency improvements in Angus cattle. Gladly, Kristen's experience has brought her to Greenham Tasmania as our 'Natural Beef Program Manager'



AGRITAS CHAIRMAN - MIKE BUCKBY



PETER GREENHAM JNR WITH 2016 WINNER WILLIAM BAXTER

This year's winner, William Baxter, 24, of Pipers River, has been able to complete a Bachelor of Business Farm Management through Marcus Oldham College in Geelong.

"The scholarship has been incredibly helpful by removing the financial burden, allowing me to not only complete my course but explore other industries on the mainland and gain an insight into their ideas and ways of operation. I am now equipped with all the skills I require to be successful in my field."

"I encourage everyone who is considering applying for the Greenham scholarship to give it a go - you've got nothing to lose and you never know where it might take you," William said.

Managing Director of Greenham Tasmania Peter Greenham said we need to be encouraging future leaders in agriculture.

"We see beef and dairy as being growing contributors to Tasmania's output but all industries need generational change and Greenham scholarship winners represent the future."

**Applications will open in December and close on Tuesday 31st January, 2017.**

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

For more information Trevor Fleming - 03 96446514

**AGRITAS SCHOLARSHIP**  
Applications for the 2017 Greenham Agritas Scholarship are now open. If you think you have what it takes, have a go - what do you have to lose? The scholarship is open to students between 17-45 years and the \$12,000 will kick start your learning and future career opportunities.

**AND THEN THE RAIN CAME**  
Things swung around on the weather front this year and the season is shaping up to be great, albeit a bit late. Unfortunately, we lost thousands of store cattle to the mainland along the way and it certainly hasn't been easy but we sincerely thank all the producers that have stuck by us. We hope we can depend on your loyalty so domestic and export customers can keep buying our branded beef products.

**FEBRUARY PRODUCER INFO DAYS**  
Please keep an eye out for the upcoming producer days in February. Our aim is to make these sessions the most successful yet with updates from Peter Greenham and presentations by industry leaders across a range of topics.

**MARKETING SURVEY**  
Did you log on and fill out our marketing survey? You will have received an email about it recently. We are working on ways to better communicate with our suppliers so please paste: <https://www.surveymonkey.com/r/Greenhamsurvey> into your web browser.

**MERRY CHRISTMAS**  
On behalf of all the team at Greenham Tasmania I thank you for your support over the past twelve months and wish you and your families a very safe Christmas. We are looking forward to 2017 hope it brings productivity, profit and growth for everyone in the supply chain.

Peter Greenham

## STAFF PROFILE

### TROY DIXON

**What is your role?**  
LOADOUT SUPERVISOR AT GREENHAM TASMANIA

**Where are you from originally?**  
BORN IN SMITHTON AND LIVED HERE MY WHOLE LIFE

**How long have you been working at Greenham for?**  
Since MARCH 2007

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

INTERACTING WITH CUSTOMERS AND GENERAL EVERYDAY RUNNING OF THE LOADOUT BAY

**What footy team do you follow and do they have a chance in 2017?**  
CARLTON, NO CHANCE OF A FLAG BUT AS LONG AS THEY BEAT COLLINGWOOD I'LL BE HAPPY!



TROY DIXON

**When you're not at work, what do you like to do?**  
SPENDING TIME WITH THE FAMILY, GOLFING, FISHING AND CAMPING

**Favourite cut of beef and how do you like it cooked?**  
GOOD OLD SCOTCH FILLET, MEDIUM WITH MUSHROOM SAUCE AND CHIPS.

## THE FIRST REG AWARD

We are pleased to report that Greenham Livestock buyer Aiden Coombe has taken out the inaugural REG award. Named after one of the founders of the Greenham Company, the award is a handed to a staff member who has gone above and beyond during the year. Well done Aiden!



EXECUTIVE CHAIRMAN, PETER GREENHAM WITH AIDEN COOMBE

## VALE NEIL KINGSTON

Our tightknit company was very shocked and saddened to hear that Neil Kingston passed away on the 20th November. Neil was a dedicated contractor over many years who understood the challenges of maintaining & innovating processing at Greenham Tasmania. His experience, ingenuity, character and friendship will be sadly missed and we extend our deepest condolences to his family, co-workers and friends.

## CHRISTMAS TRADING HOURS

To all our suppliers, thank you for your support throughout the year. We wish you and your families all the best for a safe and happy Christmas period and a profitable 2017. Graeme Pretty - Livestock Manager

### SMITHTON PLANT CLOSURE

The final day for over the hooks delivery will be Thursday 22nd December and re-opening on Tuesday 3rd January.

### LIVEWEIGHT SCALES

The last day for the Keren/Osmaston and Scottsdale scales will be Monday 19th December. The last day for Brighton will be Tuesday 20th December.

All scales will resume on Tuesday January 3rd and returning to the normal schedule the week following.

**KEREN/OSMASTON:** Craig Milner - 0427 719 472  
**SCOTSDALE:** Daryl Heazlewood - 0419 131 458  
**BRIGHTON:** Danny Sinclair - 0409 437 950





KEVIN & SARINA LAIDLER HAVE BEEN ON 'BROADWOODS' SINCE 1988

## CLOSED LOOP ON KING

"How did it look on the way in – green as green I'm sure?" asked Greenham buyer Ron Crack as we arrive at King Island airport. Flying in, it was clear to see how the winter and spring rain had set the island up for a big season ahead. We were on our way to meet some of the island's best breeder finisher operators.

Kevin and Sarina Laidler live on the lush 'Broadwoods' property situated in the South West of the island. As they explain, Sarina's father, Barry Smith worked for the Ag. Bank of Tasmania starting in Smithton in 1959, moving to the Ag. Dept in 1966, and purchased the property with Barbara in 1972.

"I was a district Ag officer for the soldier settlement scheme in those days – helping to set up single unit farms in places like Smithton, Ulverstone and also on King," explains Barry.

In fact 'Broadwoods' was originally part of a small settlement parcel to which more land

was purchased and cleared. "Gee there was a lot of work to do over the years - clearing the local tee-tree, scrub and gum was a massive effort but it was so fulfilling to see the improvements. There was, and still is, a ton of potential on King," Barry continues.

"There are plenty of fond memories of driving on tractors, helping dad with the clearing and picking up branches and sticks while we all grew up," Sarina adds with a smile.

So where did the name originate? 'Broadwoods' was given to the property by Barry to honour the name of a local family that had previously worked some nearby land and suffered greatly through WWII. Barry thought they deserved their place in history even though they had to leave the island.

These days Barry and his wife Barbara are based in Portarlington, Victoria, but still have an active role in the management of the property. Barbara handles all the accounts, while Barry still puts in several months each year working on the farm,

working out fertilizer use and looking at overall farm strategy with Kevin.

On talking about the Greenham operation, "there's actually been a strong connection to Circular Head you know? My mother and father met in Smithton and I was born there," says Sarina.

As a couple and then family, Sarina and Kevin settled on King Island in 1988 and assumed responsibility for the 3,000 acre property which comprises 1,000 acres of coastal ground, 1,200 of sandy loam country with the balance being heavier Pegarah clay soils.

"One of the real benefits of diverse types of country is that we can shift things around according to the season and rainfall. The sandy country is typically drier and better for calving whilst the land near the homestead can get very wet during the winter. But then when it gets milder, the heavier country is fantastic for finishing the heifers and steers," says Kevin.

The Laidlers currently run three mobs of 250 breeding cows and calves from June through to September. Keeping about 150 breeding heifers, they like to turn over their cows to maintain a fairly young herd and the current average age is about seven or eight years old. In addition, they hold another 100 cows and finish around 460 steers to 320kgs cwt and 390 heifers to 260cwt every year destined for the Greenham Global Animal Partnership (GAP) program.

"We are fortunate to be able to run a closed loop, it's naturally well set up for a mixed operation," adds Sarina.

"We started off with Herefords, Angus and Murray Grey but have recently been joining Red Poll bulls to the heifers as well."

Barry has been a big fan of the Red Polls, "they were originally a dual purpose breed in milk and beef. They're very docile cattle with great capacity to calve and always hang up nicely at carcase competitions," he says.

The 2016 calving has been pretty good save for a bit of magnesium deficiency in some of the older cows. Typically, as Ron Crack adds, "we only really see Grass Tetany in the fatter cows. On King for example, if there is a cold snap and they stop foraging, and they don't get enough magnesium they'll get the staggers."

"They say is that if you have older cows, you will be less prone to getting it. However, it's not just the cows that it

can affect and sometimes you see cattle that are 'starry-eyed' and that will not travel well – especially over the water for processing – the magnesium helps them to remain calm," Ron says.

The Laidlers also add a bit of Copper and Cobalt to half the property every year which

helps as well. In fact, every year with Barry they do visual audits of the pastures as well as PH testing to ascertain if they need lime sand or the like to help balance



PADDOCKS ON THE PROPERTY AVERAGE 35 ACRES EACH

the heavier country by breaking the soil down and releasing minerals.

"It's lucky that we can access lime sand fairly easily on the island," says Kevin. "We spread it roughly 3mt to the acre but of course it depends on how much calcium there is in it."

Annual rainfall is about 1,200ml and Broadwoods does receive cooler weather and more rain compared to other parts of the island although like most places, the 2015 rainfall was down about 250ml.

"You would not believe how much the rainfall can actually vary from the top end to the bottom end of the island, it's amazing really," Ron adds.

In addition, Kevin and Sarina have invested heavily into twenty km of wallaby fencing on the property. "The wallabies will graze right into the paddocks and since the fences have gone in, we've seen the pastures recover and guess we could run an extra 150 cows," Kevin adds.

On drenching, they note that weaners are prone to getting worms that first winter but



AT THE MOMENT IT'S A 30 DAY ROTATION AND WE ARE RUNNING THREE MOBS OF 250 COWS AND CALVES.

after that, they do very well and don't need drenching as often.

"Occasionally though, we have had problems with army worms coming in, eat and fouling the pastures so the cattle won't eat it. I remember we had some cattle ready to turn off at that time and it definitely made a difference to our MSA grading for that lot as they went off their food for a while," Kevin explains.

Generally though, the cattle are achieving a +93% MSA compliance and quiet for their trip over the water for processing. "Of course we also need to achieve the animal welfare standards set out by the GAP program," says Sarina.

"GAP is all about 'safe meat' and making farmers guarantee their product which everyone needs to do these days," Ron adds.

Sarina adds, "The paperwork isn't too bad actually. I come from the hospital system and doing accreditation all the time so I breeze through it. I just need to make sure the winter calving period is pretty clear – no time for holidays or paperwork then!"

**With thanks to Barry & Barbara Smith and Kevin & Sarina Laidler for their time.**



OVERALL THEY'RE VERY QUIET CATTLE - THEY GET USED TO BEING MOVED A LOT.



EVEN IN TIMES OF DRY CONDITIONS WE STILL HAVE SPRING FED SOURCES. THERE IS A TWO INCH LINE THAT RUNS DOWN THE LANEWAY AND FEEDS TROUGHS ALONG THE WAY.