

PROMPT PAYMENT ALWAYS

At Greenham, we pride ourselves on not only doing a great job of beef processing but also making sure our suppliers receive money for their stock quickly. Compare this to the multiple weeks it can take to receive money from saleyards, agents or our competitors – the Greenham supplier is the clear winner. Do you know anyone who wants to sell to Greenham and get paid quickly? Tell them to call 1300 548 378 for more info.



GREENHAM SPONSORS F1 IN SCHOOLS TEAM

HW Greenham & Sons doesn't only sponsor local footy but also supports school based initiatives. One of these is the F1 in Schools program where our team 'Power Surge' from Kyabram P-12 College managed to place 3rd in their class at the state finals with an invitation to nationals. Of course, it's not just about speed on the zometre straight track but how well the team is managed and puts their car together. They also received gongs for 'Best Managed Enterprise', 'Outstanding Industry Collaboration' and 'Best Manufactured Car'. Well done to all!



STAFF PROFILE

Our staff is our greatest asset and they all contribute to the success of the company.

TROY SNELSON

Where are you from originally?
Wallan

How long have you been working at Greenham for?
Since November 2001 – Fourteen years or so

What's the best thing about your job?
The blokes I work with everyday

What footy team do you follow and do they have a chance in 2016?
Melbourne and probably not...But I follow Nathalia and I think they will beat Tonny this year!

When you're not at work, what do you like to do?
I love football and also hunting

Favourite cut of beef?
Scotch, Medium Rare



TROY SNELSON - FREEZER AND LOADOUT SUPERVISOR - KEEPING LOGISTICS FLOWING.



AUTUMN 2016

Victorian

MEATWORKS MESSENGER

GREENHAM



DELIGHTED TO MEET STEPH RYAN

We were delighted that State Member for Euroa, was able to present to this year's Dairy Scholarship.

She may be comparatively young but her support for and knowledge around agriculture issues in the electorate is highly regarded and we thank her for the time.

The presentation lunch was held at Heathcote Harvest where they put on a superb meal for us and I even managed to take home a locally reared Berkshire ham. It's a location well worth keeping in mind if you happen to be organising a similar event.

Finley, NSW student Alexandra Williams is a very impressive young woman and a worthy winner of our annual Scholarship. You can read about her background and what she intends to do with the funds in the adjacent story.

PROCESSING UNDER PRESSURE

In addition to shutdowns multiple northern facilities, a number of plants in Victoria have dropped days and are obviously under pressure. I can see two things that will make the processing sector extremely unprofitable. Firstly, not only are we short of livestock across the state and country but the falling value of the US\$ has had a dramatic effect on the return for our products.

In addition, demand for hamburger material in the USA continues to fall – red meat protein has simply got too high. Talking to our major customer recently, he thinks the bottom has been reached for our USA items but while the Aussie dollar remains strong, our net returns are not good at all. I would encourage all our loyal suppliers to keep supporting our 100% Australian owned family business into the future. In addition we want to maintain full employment at the plant – local economies depend on it.

PETER GREENHAM

SCHOLARSHIP WINNER TO SERVE THE REGION AS GP

Alexandra Williams, 18, of Finley NSW, is this year's winner of the Greenham Dairy Scholarship, valued at \$12,000.

The award was presented by the Member for Euroa and Deputy Leader of the Victorian Nationals, The Hon. Steph Ryan M.P, at a function held at Heathcote Harvest restaurant.

Currently in her first year of a double degree in Medical Science and Arts at the Australian National University, Alexandra plans to use the money to fund her studies over the next four years.

Alexandra shows maturity beyond her years by observing the challenges rural communities, including dairy producers, have to deal with in accessing healthcare and medical advice.

"My primary goal is to give back to the rural farming communities that have tirelessly supported my family through the years. Those who work in the agricultural industry are the lifeblood of the region; however, there is a gross discrepancy in the quality and quantity of healthcare available to them compared to those living in city centres."

Alexandra grew up on a sixty acre crop farm and her father Ian manages another combined cropping and stock farm of almost 500 acres. "She has always had an excellent understanding of breeding and handling both horses and cattle and her interest in medicine has been stimulated by the prevention and treatment of disease within cattle herds," says Ian Williams.

"I guess my ultimate aim is to provide reliable and high quality healthcare



2016 SCHOLARSHIP WINNER ALEXANDRA WILLIAMS WITH EXECUTIVE CHAIRMAN PETER GREENHAM AND MP STEPH RYAN

to residents of farming communities. Doctors are regarded as community leaders and it's so important they are able to engage with and understand rural issues and considerations."

"I was absolutely ecstatic to hear I was going to receive the scholarship and went in to my next lecture grinning from ear to ear!"

"The funds will certainly allow me to undertake the medical degree as well as assisting with transport costs for the on-farm work experience as well," Alexandra adds.

Executive chairman of HW Greenham & Sons Peter Greenham said the company offered the scholarship to encourage future leaders.

"This is the first time we have awarded the prize to someone outside of the direct field of dairy but the judges have seen something very special in Alexandra."

"The applications are assessed by a panel of three independent judges from industry and education sectors and they all agreed that Alexandra was a stand out in 2016," Mr Greenham said.



JULIAN AND LOUISE BRENNAN ARE ONE OF THE CLOSEST SUPPLIERS TO THE TONGALA FACILITY

KEEPING IT LOCAL

Julian Brennan is a local as they come and represents all that is genuine about farmers in northern Victoria. This issue *Meatworks Messenger* travelled with Greenham livestock controller Stu Fleming to catch up and hear the story of a Tongala stalwart.

"I guess thirty-six years is enough for me to be called a local," quips Julian.

"Actually, our family originally moved to Tongala from Arthur's Creek in 1979 in search of new prospects. I think Dad viewed the irrigation schemes in northern Victoria as a whole lot more reliable than the ups and downs of natural rainfall. We were the fifth generation of farmers in that area but bit the bullet and made a move."

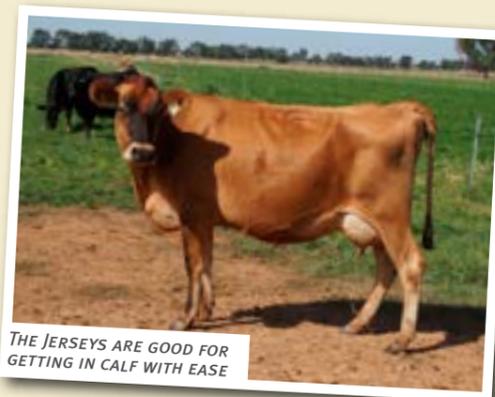
At the time, their 'walk in/walk out' operation of 200 acres was purchased for about \$235,000 complete with cows, heifers and a hefty water allocation.

How times have changed. At \$3,000 per megalitre, the permanent water allocation on the original property would be worth \$1.3million dollars alone.

For what is considered such a precious resource these days as Stu Fleming comments, "back in the eighties, there was water everywhere, it never stopped raining." Julian too, remembers it as a particularly wet period, "winters were really wet and boggy and it was tough to move stock around sometimes."

Fast forward to his late 30's and Julian knew it was time to go out on his own. He had been farming on his parent's property on the north side of Tongala since he left school and the moment was right. Julian and his wife Louise were on holiday in New Zealand and talked seriously about where the next challenge was for them. The rest is now history.

Their property 5km south of the Greenham facility sits on 148 acres. Julian started with 113 cows but has since increased his herd to 130 in 2015 and will milk 145 this season with excess calves being sold to local producers.



THE JERSEYS ARE GOOD FOR GETTING IN CALF WITH EASE

Impressively, Julian started the dairy herd out with new cows that had never been milked before. "It was alright, you take a deep breath and just go through the motions of teaching them the best you can."

Coming from a dairy farm himself, Stu Fleming agreed it's was a tough job Julian took on, "he has gone out and broken in every one of those heifers as they've calved – in the dairy – and taught them how to milk."



JULIAN AND GREENHAM'S STU FLEMING DISCUSSING MILK PRODUCTION

"I wanted to go that way from the start. Better that than buying someone else's trouble and giving me grief later on," Julian adds.

On his preferred breeds, Julian notes that whilst the Holstein Friesians do better for production, the Jerseys do better getting in calf following his yearly AI program.

"I use a bit of 'sexed semen' which gives me a 90% chance of getting the heifer calf outcome. It costs about double what normal straws will set you back but it's worth it," says Julian.

"And.. if any heifers slip through, we put some Friesian bulls over them to complete the program."

Julian has no ambition to milk a lot of cows and is happy to keep the operation ticking along with steady numbers. He has more of a focus on production efficiencies he can control within the herd. "I'd rather have 140 good cows than 200 average ones," he says.

On the feed situation that faces local farmers, Julian notes that he was able to cut 600-700 bales of hay before he even started milking on the property which put him ahead of the game. "For the first few years I didn't have to buy anything in but this year I've brought some feed in for the first time."

"We use COPRICE pellets in the dairy and aim for about 4-6kg per cow per day depending on how much feed is available in the paddocks."

Average rainfall in the area is about 16 inches and Julian has access to an 8 Megalitre permanent water allocation. In terms of input costs, "the killer is the temporary water price. The cost has virtually doubled every year I've been here and it's really eating into the bottom line."

"Like everybody, we're hoping we can return to getting some decent rainfall through Autumn and Winter and take the pressure off the cost of water to our business."

Julian is very happy with his twelve a side double up herringbone dairy as it's easy for one person to operate.



QUALITY DRY FEED SITTING READY TO GO



HEIFER CALVES IN THEIR STALLS

"It's got a nice wide pit and pendulum gates in the dairy – I'm able to get everything done in less than two hours which is great."

Why do you love it we ask him? "I've always loved cows and like that I'm my own boss as well. Dairying is not for everyone but it's a lifestyle choice for me and affords me time with my kids as well," Julian adds.

"Louise is a busy physiotherapist so between us, we try to strike a balance between work and family."

Julian has plenty of connections to Greenham via the Tongala football club and even made an appearance at the plant in the yards and the boning room for six months in the 90's.

A tall defender who played 340 games across the 2nds and seniors, Julian has been big advocate for the way Greenham has supported not only Tongala but many clubs in the region.

"They've been great for the football club and the local community. Greenham's support definitely doesn't go unnoticed."

Recently the football club has been a place where Julian is not just an ex player but also a leader. In fact, he employs a young man whom he met at the club and showed interest in learning about dairying and is now on a school based apprenticeship.

"Funnily enough he came to me via the footy club and said 'I want to learn how to milk', and since then has learnt the processes and is my relief milker if I go away or can't be at the dairy," Julian explains.

"He does one day a week and is a real help. I think it's a great start for young people if they are keen to enter the industry. Everyone deserves a go don't they?"

Meatworks Messenger thanks the Brennan family for their time.