



SPRING/SUMMER 2016

MESSAGE FROM PETER GREENHAM

On behalf of everyone at Greenham, I wish you and your families a very safe and happy Christmas and hope that 2017 is profitable for all. The cattle situation looks challenging again

next year but with the support of our loyal suppliers, we intend to maintain employment and support local communities as best we can.
Peter Greenham, Executive Chairman



LUNCH TIME AT THE SORRENTO SHARKS

HARNESS RACING PRIZES IN THE MIX

COMMUNITY ENGAGEMENT THROUGH SPORT

As well all know, sporting clubs in regional towns often form the backbone of social interaction and cohesion. HW Greenham & Sons has always been a big supporter of local football, netball and cricket clubs across the Goulburn valley, but also in places like Sorrento on the Mornington Peninsula and even the AFL Western Bulldogs. The company recognises the importance of these partnerships and wishes them the best as they prepare for another tilt at the ultimate success in 2017.



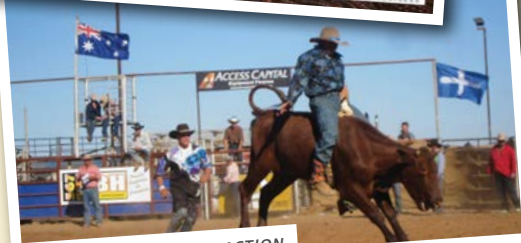
THE TONGALA BLUES RECEIVE MAJOR SUPPORT

OUTBACK DINNERS & RODEOS

Throughout the year, Greenham also supports events in far flung places like Tibooburra and even in the Alice! Some of our Tasmanian beef was enjoyed at the June Centralian Beef Breeders Ball and the Greenham name and branding was featured at the 2016 Tibooburra Rodeo earlier this month. We may be thousands of kms away but the sponsorships are recognised and appreciated by many.



THE CENTRALIAN BEEF BREEDERS BALL



TIBOOBURRA RODEO IN ACTION

APPRECIATE THE FEEDBACK

To the Management of Greenhams

We write to express our appreciation for the service provided by your company. As dairy farmers we are reliant on being able to sell our choppers efficiently, locally and economically. As such we have been dealing with you for a number of years.

We appreciate that you are able to consistently out price your competitors to our benefit, and that we are able to deal with you without complication or hassles, but rather with good service.

It is important to have a company such as yours in the local area, providing employment, keeping freight costs low and having an understanding of the needs of farmers.

Dairy Farmer, Schuca

It's always pleasing to hear from a supplier who has taken the time to write to us and explain what the Greenham service means to them. We pride ourselves on these relationships and aim to maintain quality and service in all that we do.

H.W. GREENHAM & SONS LIVESTOCK CHRISTMAS TRADING HOURS

OVER THE HOOKS:

RECEIVAL OF OVER THE HOOKS CATTLE TO TONGALA WILL CEASE ON THURSDAY 22ND DECEMBER 12 NOON AND RESUME AT 7AM TUESDAY 3RD JANUARY 2017.

LIVEWEIGHT BUYING TRADING HOURS OVER THIS CHRISTMAS AND NEW YEAR BREAK WILL BE AS FOLLOWS:

NO SCALES

Friday 23rd December

Monday 26th December

Tuesday 27th December

Wednesday 28th December

Thursday 29th December

Friday 30th December and

Monday 2nd January

ON FARM BUYING LIVEWEIGHT

PETER SHELLIE - 0428 579 087

COHUNA & LEITCHVILLE

COLIN IBBS - 0427 349 648

GUNBOWER, COHUNA, LEITCHVILLE

THOMAS MACKENZIE - 0408 500 311

For more information on selling cattle liveweight other than times stated - Please contact:

Stu Fleming - 0427 050 825

Les Mitchell - 0409 079 541

HW Greenham Office - 5859 0912

SCALES OPEN DAYS

TONGALA SCALES will be as normal on TUESDAY 3rd Jan 2017

INVERGORDEN SCALES will be as normal on TUESDAY 3rd Jan 2017
LES MITCHELL - 0409 079 541

PICOLA/WAAIA SCALES will be as normal on WEDNESDAY 4th Jan 2017
LES MITCHELL - 0409 079 541

SANDMOUNT SCALES will be as normal on THURSDAY 5th Jan 2017
LES MITCHELL - 0409 079 541

BAMAWM SCALES will be as normal on MONDAY 9th Jan 2017
LES MITCHELL - 0409 079 541



DIFFICULT TIMES

The whole of the East coast of Australia is dramatically short of cattle. Cattle are far too dear and we have been stretching our resources to keep supplying the plant. Unfortunately, we have had to make some serious decisions and as you may have heard, the kill has been reduced. We are endeavouring to avoid drastic redundancies and to keep as many of our locals in employment. Currently it's very challenging as the typical areas we can approach for cattle have ALL had rain. My message is clear - when you are selling cull cattle, please don't forget Greenham - we want to keep all our people in work.

RAIN SETS UP THE SEASON

What a start to spring in the valley! Who has seen it better? Water is as cheap as I can remember, there will be a huge amount of grass cut and grain should be plentiful this season as well. The milk price is showing some signs of recovery and the cost of production coming down a bit, I'm very happy for the dairy cockies that have had it so tough recently and hope they can hang in there. Let's rally as a community and support one another as best we can.

BULLDOGS TAKE OUT THE DOUBLE

We're very pleased to be associated with the Western Bulldogs as a platinum sponsor of the team as they celebrate their fantastic AFL & VFL premierships wins. It was such an emotional day at the MCG and I am so proud of the players and club. 62 years was a long time to wait but I'm hoping it's not the last one I see!

PETER GREENHAM

DAIRY SCHOLARSHIP RELAUNCHED WITH GOTAFE

HW Greenham & Sons management are pleased to announce the annual dairy scholarship has been rejuvenated and a key partnership has been established with GOTAFE and the National Centre for Dairy Education (NCDE), Shepparton.

The scholarship, now in its seventeenth year, provides an opportunity for enthusiastic students across a broad age range to apply for the substantial \$12,000 prize to help them undertake further education related to any sector of the dairy and related industries.

This partnership will see GOTAFE become a major supporter of the Greenham Dairy Scholarship in 2017 and henceforth be known as the 'GREENHAM GOTAFE DAIRY SCHOLARSHIP' and marketed comprehensively across dairy producing regions of Victoria and Southern NSW.

Executive chairman, Peter Greenham, said that partnership reflects the company's long-standing commitment to education, innovation and the Australian dairy industry.

"The farmers have obviously had it tough recently but it's important that younger people see a future for the industry. We have built our business on servicing the dairy sector and we want to see it prosper to help build strong regional communities and local economies," Mr Greenham said.

The GOTAFE National Centre for Dairy Education (NCDE) is the Dairy Industry's own provider of education and training in Victoria. Through training in dairy farming and dairy processing, GOTAFE | NCDE offers innovative solutions to industry training requirements. They are dedicated to expert instruction in a wide variety of dairy technology, products and processes, as well



2016 WINNER ALEXANDRA WILLIAMS WITH PETER GREENHAM AND EUROGA MP STEPH RYAN

as aspects of quality, food safety and engineering.

GOTAFE delivers programs and short courses for dairy organisations, individual farmers and people in the dairy service industry so that they can develop future leaders and innovators in the sector.

In addition to the Greenham GOTAFE Dairy Scholarship, HW Greenham & Sons will partner with GOTAFE | NCDE to provide annual funding towards development and delivery of new annual specialist training programs in areas including leadership and animal health and welfare.

"We are excited to join forces with Greenham in providing this important scholarship program. The scholarship provides a unique opportunity for young people to help develop their skills and knowledge and contribute to the future of the industry. We encourage our current and former students to get involved," said GOTAFE | NCDE Commercial Manager, Neil Aird.



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"We are keen to continue working with Greenham, developing industry relevant opportunities for our students. We are proud of our close connections with industry and welcome Greenham on board."

Created and funded by HW Greenham and Sons, the scholarship is open to family, sharefarmers and employees of farmers who supply cattle to the company's Tongala meat processing plant. Applicants need to be between the ages of 17 and 45.

"We originally designed it to identify students and younger people with the potential to make a significant contribution to the dairy industry, but who may find it difficult without financial support," Mr Greenham adds.

Past winners of the Greenham Dairy Scholarship have pursued their interests in large herd veterinary issues, soil and pasture management, business and environmental management, animal

sciences, dairy technology and even local medical practice.

The winner from 2016, Alexandra Williams, from Finley, NSW is currently in her first year of a double degree in Medical Science and Arts at the Australian National University.

"My aim is to provide reliable and high quality healthcare to residents of dairy and other 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."

"The most recent drought had a real impact on the Finley region and it seemed like the towns didn't have the resources to cope. Doctors were coming and going," Alexandra said.

The scholarship is awarded on a range of criteria including:

- How the applicant will use the money to improve his or her skills and knowledge
- The scholarship's importance in helping him or her realise life ambitions
- Potential benefits to the dairy industry or farm enterprise and related industries
- Previous academic, industry and/or personal achievements.

The winner will be selected by an independent panel, comprising representatives from education, community and the dairy industry.

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

Greenham Dairy Scholarship application forms and information sheets are available by e-mailing scholarships@greenham.com.au or visiting www.greenham.com.au

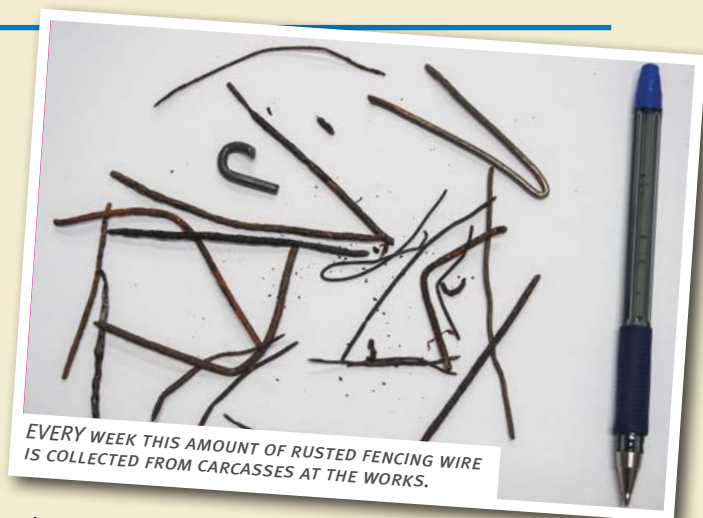
Further information:
Trevor Fleming 03 96446514

THE TROUBLE WITH FENCING WIRE

One of the issues we encounter weekly at the plant is the amount of fencing wire found during the slaughter process. Due to their method of grazing and anatomy, cattle find it difficult to spit out the hardware that has been left behind by farmers or fencing contractors. The high tensile wire rusts down in their reticulum (which sits only 2-3cm from the heart, and can potentially pierce vital organs during the normal contractions of the rumen. The condition is called 'traumatic

pericarditis' and in many cases can lead to acute infections, abscesses or ultimately condemning the carcass.

With good on-farm management of fence installation and repair, we can all aim to avoid these losses and maintain better animal welfare outcomes.



EVERY WEEK THIS AMOUNT OF RUSTED FENCING WIRE IS COLLECTED FROM CARCASSES AT THE WORKS.

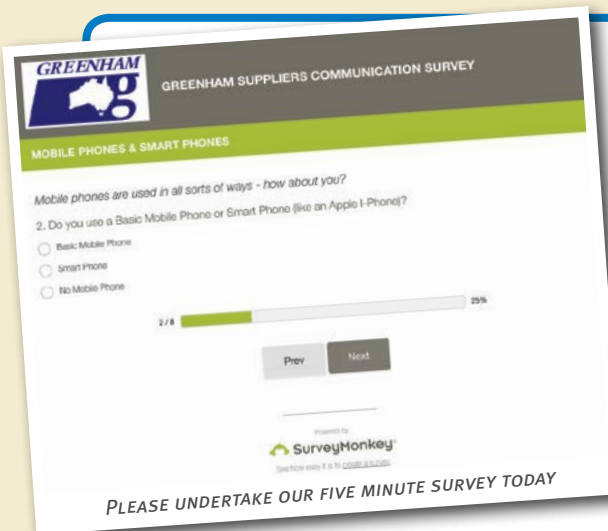
KEYS TO COMMUNICATION – WE NEED YOUR HELP!

Technology has changed many aspects of how we all do business not least the way businesses communicate with their customers and their suppliers.

In light of these changes, we are conducting a simple online survey of our suppliers to understand how they currently use technology to receive information across media of all kinds. The bottom line

is this – How can we do better in getting our information out to you in the most EFFICIENT and USEFUL way? Please copy this link into your WEB BROWSER - <https://www.surveymonkey.com/r/Greenhamsurvey>

It will only take five minutes and can be answered anonymously. Your support in this is appreciated.



ON FARM PICK UP TWENTY YEARS STRONG

PETER SHELLIE HAS OPERATED HIS LIVE WEIGHT PICK UP SERVICE FOR TWENTY YEARS

2016 marks the twentieth year that Peter Shellie has been operating his scales and pick up service for the Greenham Tongala facility. We recently had the opportunity to catch up with both Peter and local dairy producer, Dylan Toohill, to find out more about how the on-farm pick up service works and how it benefits hundreds of local farmers every year.

"Gee it's been very wet since May - I mean, we've got plenty of grass but it's been hard to get on and graze it," says Dylan, as Peter loads up eighteen cows and two bulls at the Nanneella property.

"I came out to Australia from New Zealand with my dad in 1997. Basically, the prices for land were a whole lot more favorable than back home. We built up the herd and the business together and now I've bought into the property myself."

"We have 500 cows on about 300ha and moving towards perennial pastures like lucern and fescue," adds Dylan. We asked what the current situation was like given the challenges in the milk price.

"Right now the combination of lower feed costs, lower water costs, and reduced grain

price is helping but we have been forced to again trim the cost of production to counteract the low milk price and hopefully we can cut another .05c off the price this year," says Dylan.

The Toohills are only twenty kilometres away from the plant and have had a strong relationship with Greenham since they started the business, only ever working through Peter Shellie.

"I've been buying 120-150 cows from Dylan and his father since they came over from NZ," Peter says.

"Dairy cows are sold for a number of reasons – They might be empty, ill or non-performing but you would much prefer a healthy cow producing good amounts of milk than have to send one to the meat works."

Dylan recalls the drought in 2002/03 when he was receiving \$40 for a Jersey cow and \$150-\$200 for a reasonably framed Friesian but now we're getting \$900-\$1,200 per cow which is really helping."



PETER SHELLIE AND GREENHAM YARDMAN BILL NEWTON HAVING A CHAT

"This year, with the prices at these levels, I've heard of people shopping around a bit but they all seem to keep going back to Greenham once they do the numbers," Dylan says.

The farmers get the option of receiving a cheque on the spot or I can sort out the transfer via EFT that night so they get it the next day," says Peter.

Prompt payment has always been a key point for the Greenham Company and many farmers rely on the speed and convenience of getting paid within 36 hours.

"It's great for cash flow and I don't have to wait weeks for the money. It's there straight

away and you know what you're going to get in black and white – there are no other charges, no agent fees, yard fees or curfews," adds Dylan.

Peter is emphatic, "I see the biggest advantage for farmers like Dylan in this scenario is that they don't have to worry about curfews. We did some tests a few years ago and found that cows could lose up to 35-40kgs of weight. When you sell to the sale yards, you can see all the fees and conditions, but they never tell you about the potential weight loss in the curfew scenario."

Dylan agrees, "You hear about chopper cows making \$1,600 at the sale yards, which sounds great, but it's not actually what you get after they take out all their fees on top of the curfew loss as well. The agents are very good at talking up the top price paid for your best cow but once you average it out, it doesn't look as good. Regardless of the season or whatever, we would still keep using Peter as it's still the best price."

Born in Kyabram, Peter Shellie is a genuine local and well known for his courteous and prompt service. How did it all start?

"Initially, Greenham had their liveweight scales in places like Waaia and Invergordon but I saw an opportunity to add on to existing services for picking up calves and thought why don't I set up a service for cows as well?"

"I needed to set up some scales that could travel and still be trade-approved. They needed to be robust and able to absorb shock of course. I then got my rig customized with the equipment and away I went," Peter says.

He has dealt with many hundreds of customers through the years and will travel as far as Leitchville in the West and Berrigan in the North. "I'd reckon I would have over



PETER IN HIS 'OFFICE' - SCANNING AND WEIGHING COWS AND BULLS

one hundred clients but nowadays with so many consolidations of farms there are fewer operations but probably more to pick up each time."

"It varies a bit, and recently it has been quiet, but if I average it out over the last twenty years, I would probably bring in between 4,000-5,000 per year to the Tongala works and that works out to be almost 100,000 cattle over the years!" Peter says.

On his time involved in the Greenham fold, Peter looks back fondly at his time, "I have had a great working relationship with the Greenham Company, its staff and my regular clients through the years. Most farmers know me well and importantly, they trust me. They also understand how the system works and know how the price is structured. They still keep coming back because they know they will get looked after."

"I'd say the general perception is that Greenham have a high moral and ethical standing so when they develop their grids, I have full confidence that the price that I offer to the farmer is the best price that can be paid. And therefore, I have the confidence and credibility to do my job," Peter adds.

Peter recalls a story of a farmer who got a price he didn't like from Peter and then took the same cows to the sale yards, received less



DYLAN FILLING OUT HIS VENDOR DEC. "IT'S A REAL GOOD SERVICE, IF WE DIDN'T HAVE GREENHAMS, I DON'T KNOW WHAT WE'D DO."

"The sale yards can dress things up as much as they like, but ultimately it's about what you receive in your pocket," Peter says.

Animal welfare has also become a larger issue for farmers as Peter notes, "They've gone from the farmer who looks after those animals for their whole life to one single trip to the plant. Farmers are inherently



PETER'S WORKHORSE HAS BEEN A CONSTANT FEATURE IN THE REGION

and from then on, became one of Peter's best customers.

"At the end of the transaction, the farmer knows exactly what they're going to get for their cattle. And in actual fact, if they're not happy with that price, the cattle can be unloaded again, unlike the sale yards."

animal loving people – they work with them every day and rely on them."

"I love the job," he says. "I reckon I've got another twenty years of it in me. There's a lot of freedom that goes with being out and about. But it's also the people. Farmers are good blokes, they are level headed and great to talk to and deal with."

Meatworks Messenger thanks Peter Shellie and Dylan Toohill for their time.