



H.W. Greenham & Sons Pty Ltd

ACN 054 461 415
ABN 26 054 461 415

www.greenham.com.au

MEDIA RELEASE For release 27th May 2021

**Greenham announces multi-million dollar transformation of its
Tongala Beef Processing site**

Partnered with Shepparton based CAF Consulting, the state-of-the-art facility is set to be completed in June 2022

Tongala, Victoria, May 27, 2021— HW Greenham & Sons, 100% Australian-owned beef processor, today announced a multi-million dollar investment to transform its Tongala processing facility. The most significant capital investment in the company's history will see the new state-of-the-art facility produce premium quality beef for world markets and create 230 new full-time jobs.

The Company's Managing Director, Mr. Peter Greenham paid tribute to his late father, who built an enviable legacy since commencing the Tongala operations in 1993.

"Tongala was our first home, and we're pleased to invest in the facility as we see an exciting opportunity for the Goulburn Valley region within the Australian Beef industry," Mr Greenham said

Whilst the Tongala facility has been focused on producing lean grinding meat for export markets, Greenham's more recently acquired facilities, Greenham Tasmania and Greenham Gippsland, have built an enviable reputation for producing high-quality beef brands, including Cape Grim, Bass Strait, and Altair Wagyu. These brands are strongly supported by Australian cattle producers who are part of Greenham's lifetime traceable programs, which give access to key retail and foodservice customers around the world.

"We are seeing increasing demand for high-quality Australian Beef from our customers, and this expansion at Tongala will allow our business to grow with that demand," said Mr. Greenham

Peter continues, "It also provides new opportunities for beef producers in the Goulburn Valley who join our supplier program."

Greenham's free-range barley-fed brand, Wanderer will be processed at the facility as well as a new brand currently in development that will be exclusive to the Tongala site.

Construction begins in August 2021, with Shepparton based, CAF consulting selected to manage the build. The new facility will be custom designed with the latest processing equipment, increasing Greenham Tongala's production capability from 50 tonnes a day to 200 tonnes a day and giving access to over ten new export markets.

While the new facility is being constructed, Greenham will continue operations, accepting all cows and bulls as business as usual.

The company appreciates the support of the Victorian Government through its Regional Jobs Fund, which will make a meaningful contribution to the project.

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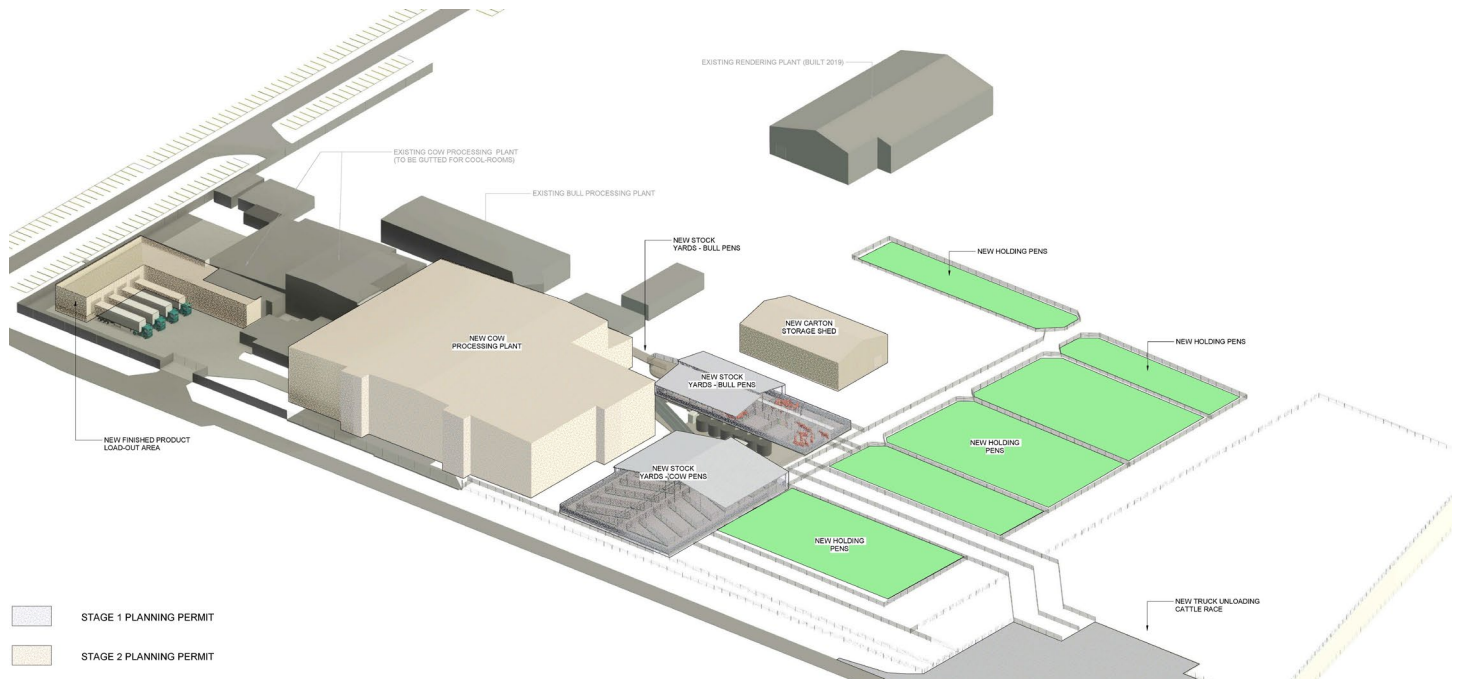
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A closer look at Greenham's journey:

- Greenham Tongala was established in 1993 to meet growing export demands for quality Australian lean grinding beef and was the first hot boning plant in Australia
- In 2001, Greenham purchased its Smithton, Tasmania facility which expanded Greenham's capability to process premium grass-fed beef.
- Greenham began to brand its premium graded beef and in 2007, the world renowned Cape Grim Beef was born
- To keep up with the growing demand for premium beef, Greenham Gippsland was incorporated and a further four premium beef brands were launched
- Today, Greenham announces a multi-million dollar transformation of its Tongala facility which will enable the site to process premium beef in addition to the manufacturing beef

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To enquire about being a part of Greenham's "Never Ever Program"-
https://www.greenham.com.au/why_sell_to_greenham_vic.html

To register your interest to work at Greenham, visit-
<https://www.greenham.com.au/contact.html>

About Greenham

HW Greenham & Sons is a 100% Australian family owned company, providing the most convenient and fair option for farmers to sell their livestock. Greenham's Tongala, Tasmania and Gippsland operations buy livestock from over 9,000 mainland and Tasmanian suppliers through live weight buying centres or 'over the hooks' trading.

Greenham is proud to offer a suite of beef products under the Cape Grim Beef, Bass Strait Beef, Pure Black Angus Beef, Vintage Beef Co, Greenham Natural Beef and Robbins Island Wagyu brands. Greenham's quality brands and products are found on the menus of Australia's leading restaurants and exported to over 25 countries including the USA, Japan, China, Korea, Taiwan, Maldives, New Zealand, Hong Kong and Singapore. For more information, please visit www.greenham.com.au

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