

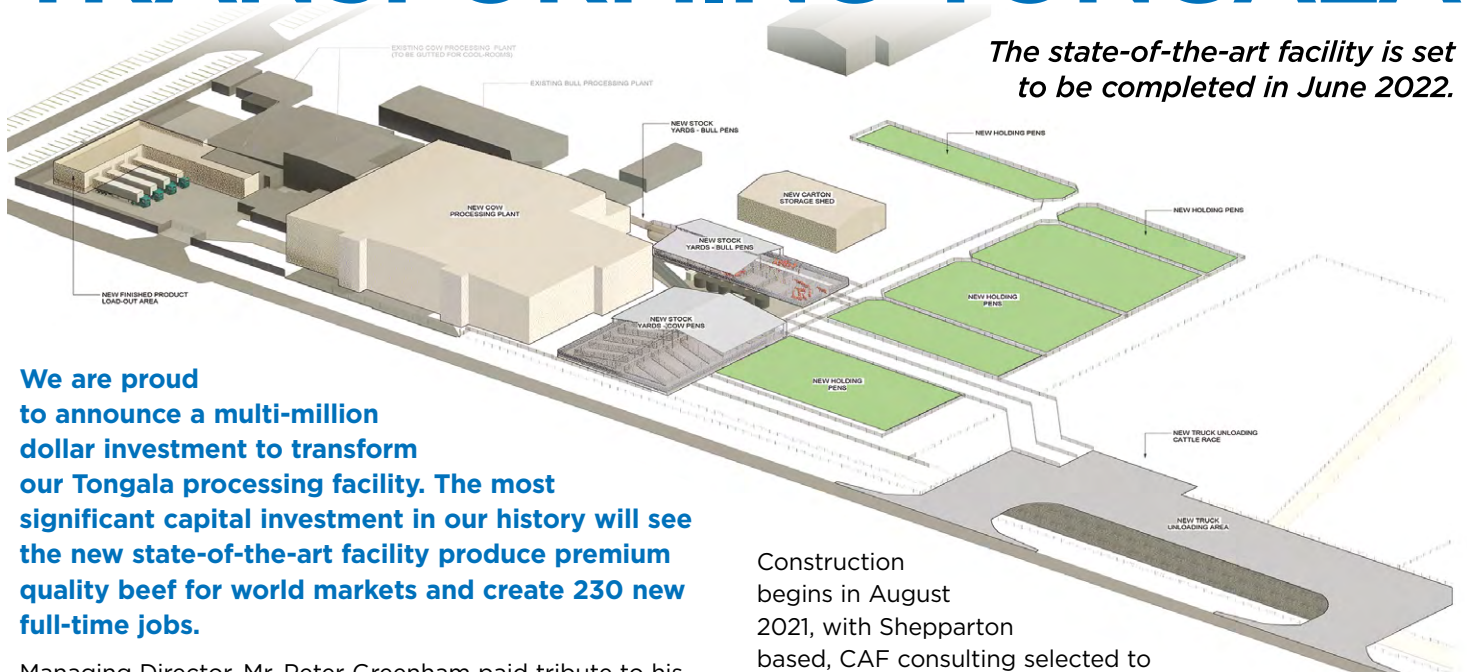
GREENHAM



WINTER 2021

MEATWORKS MESSENGER

TRANSFORMING TONGALA



The state-of-the-art facility is set to be completed in June 2022.

We are proud to announce a multi-million dollar investment to transform our Tongala processing facility. The most significant capital investment in our history will see the new state-of-the-art facility produce premium quality beef for world markets and create 230 new full-time jobs.

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.

While the Tongala facility has been focused on producing lean grinding meat for export markets, our 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 our 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 to join our supplier program."**

Our free-range barley-fed brand, Wanderer, will be processed at the facility as well as a new brand, Pure Black Barley Fed Beef, currently being launched, which will be exclusive to the Tongala site once the build is complete.

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 our Tongala processing facility's production capability from 50 tonnes a day to 200 tonnes a day and giving access to over 10 new export markets.

While the new facility is being constructed, we 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.**



Greenham CEO, Peter Greenham and Minister for Regional Development, Mary-Anne Thomas announce the development of Greenham Tongala.



Tel: 1300 548 378 www.greenham.com.au

NEWS IN BRIEF

AUSTRALIA'S BEST BEEF PRODUCERS AWARDED



From the Managing Director,
Peter Greenham...

ON-FARM PICKUP TRUCK SERVICE LAUNCHING

We are launching a free on-farm pickup truck service that will drive to your property to pick up your cattle and deliver them to the processing facility. The semi-trailer has the capacity for about 30 cows and has a set of scales on the back to weigh cattle and pay you on the spot. The truck will service all of the western districts and will be ready by spring.

For more information contact Andrew Wilson on 0408 315 927.

CATTLE PRODUCERS SET FOR A BUMPER SPRING

Cattle producers are expected to experience the best spring in recent memory, according to Meat & Livestock Australia's latest cattle industry projections. With a favourable three-month weather outlook signaling a strong spring, average adult carcass weights are set to rise significantly leading to higher weight gain. Carcass weights have been revised 11kg higher to average 311.7kg and slaughter will remain depressed with the 2021 volume expected to hit 6.3 million head. Total production is being forecast to 1.96 million tonnes cwt. The national herd is estimated to reach 26 million head this year, 5% above 2020 levels. The EYCI is expected to sit at 874c/kg at the end of the year.

GET LPA AND MSA VENDOR DECS IN ONE PLACE

Great news that MLA has launched a new online catalogue of its products and services, including LPA NVDs, MSA vendor dec books, and LPA accreditation/reaccreditation fees. The catalogue brings these products and services together in one place and can be accessed via myMLA.

Log in at www.mla.com.au

Held every three years, the Beef Australia Carcass Competition provides a unique opportunity for beef producers to benchmark their cattle at a national level.



CLASS 1: Pasture fed - Pen of three medium trade chiller steers or heifers - 180-260kg

- 1. Nick Paton, Flinders VIC

CLASS 2: Pasture fed - Pen of three heavy trade chiller steers or heifers 260.1-340kg

- 6. Barry Hollonds, Sale VIC

CLASS 3: Pasture fed - Pen of three export chiller bullocks

- 1. Leon and Diana Gee, Penguin TAS
- 2. Waverley Station, King Island TAS
- 3. RM & KT Popowski, Smithton TAS
- 4. Joe Elphinstone, Lileah TAS
- 5. Barry Hollonds, Sale VIC
- 6. Leon and Diana Gee, Penguin TAS

CLASS 7: Open Class (unrestricted feeding) - Pen of three heavy trade chiller steers or heifers 260.1-360kg

- 6. JSN Livestock, Pine Lodge VIC

For the full list of results visit www.beefaustralia.com.au



Congratulations to all Greenham entrants.

GET PAID DIRECT SEND IN YOUR EFT PAYMENT DETAILS

Greenham is phasing out cheque payments at live weight centres over the coming months. To ensure fast payment for your next consignment confirm that Greenham has your most up-to-date EFT payment details by contacting your relevant plant contact below:

Smithton

Greenham Tasmania Pty Ltd
Lea Burr
lburr@greenham.com.au
PO Box 452, Smithton TAS 7330
Telephone: (03) 6452 2701
Fax: (03) 6452 1479

Moe

Greenham Gippsland Pty Ltd
Samantha Farbus
sfarbus@greenham.com.au
PO Box 1114, Moe VIC 3825
Telephone: (03) 5127 4000
Fax: (03) 5127 4440

Tongala

HW Greenham & Sons Pty Ltd
Bernadette Tinning
btinning@greenham.com.au
PO Box 111, Tongala VIC 3621
Telephone: (03) 5859 0912
Fax: (03) 5859 0306



PROMPT PAYMENT ALWAYS AT GREENHAM

GRAEME'S TOP TIPS FOR FILLING OUT AN NVD

To assist Greenham suppliers save time and get the most out of each consignment, Greenham Group Livestock Manager, Graeme Pretty answers your questions about completing Livestock Production Assurance (LPA) National Vendor Declarations (NVD).

LPA NVDs communicate the food safety and treatment status of every animal every time it moves along the value chain – between properties, to saleyards, or to processors.

Graeme said complete and accurate NVDs are critical to ensuring the integrity and safety of the end product.

“NVDs are a legal document. It's your pledge that the meat from your farm has been produced safely, ethically and meets biosecurity requirements,” he said.

Q: who is responsible for completing and signing an NVD?

A: NVDs are a legal document and must be completed by the owner of the cattle or the person responsible for the animal husbandry e.g. property manager or livestock manager. NVDs cannot be completed by agents or cattle buyers on behalf of the producer.

Q: what is a withholding period?

A: a withholding period (WHP) is the time that must pass between chemical application, including through the feeding of treated feed, and the slaughter, collection, harvesting or use of the animal commodity for human consumption. These are mandatory for the domestic market and are on the

label of all registered products. WHPs can apply to veterinary chemicals such as parasite treatments as well as agricultural chemicals such as herbicides.

Q: why is it important to accurately record withholding periods on NVDs?

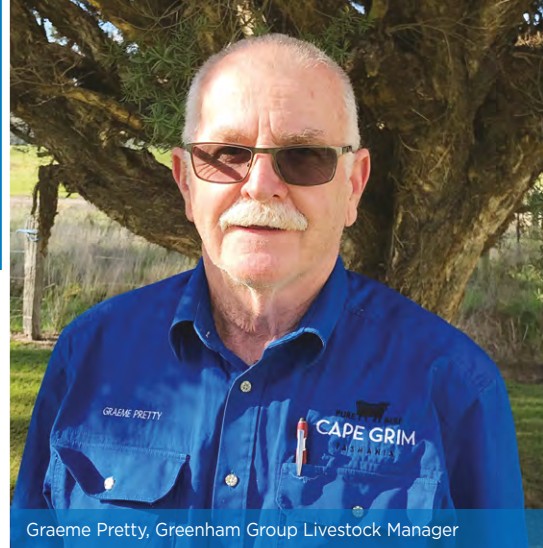
A: strict adherence to withholding periods is critical to ensure Australia delivers safe meat to global consumers and to safeguard market access for Australian beef. Withholding periods are set to ensure chemical residues do not exceed the legal limits for food consumption. As a general rule, animals should not be treated with a veterinary drug if the withholding period exceeds the expected date of departure from a property.

Q: how do you know if your cattle are still within a withholding period or have consumed any material that was still within a withholding period when harvested or first grazed?

A: when treating cattle or applying chemicals to pasture it is important to review the withholding periods (WHP) and export slaughter intervals (ESI) of any products intended for use. If treatment occurs, be sure to maintain records so that relevant animals are not consigned during this period. Export slaughter intervals can change. For the latest list, refer to www.apvma.gov.au/esi

Q: how do you know if your PIC has had an Extended Residue Program (ERP) status in the past six months?

A: a PIC can acquire an ERP status when placed under quarantine or



Graeme Pretty, Greenham Group Livestock Manager

detention by a state authority or if cattle with a 'T' status are brought onto the property. If you are unsure you must answer 'YES' to this question.

Q: what happens when an NVD is inaccurate or incomplete?

A: Greenham cannot accept cattle accompanied by incomplete or inaccurate NVDs. If inaccuracies in supplied NVDs are not identified until after slaughter this can result in significant volumes of product being condemned at the plant. If cattle need to be held for extended periods of time while paperwork is amended, this may result in ineligibility for MSA and associated premiums.

Q: what other documentation do producers need to send with their NVD when consigning cattle?

A: for MSA eligible cattle, producers also need to send an MSA declaration. These can be sourced from MSA directly or can be completed with your eNVD at www.lpa.nlis.com.au Producers consigning cattle under the NEVER EVER, GAP or Barley Beef programs will also need to send their relevant program declarations. These can be sourced from your local Greenham cattle buyer.



GETTING TO KNOW

JESS LOUGHLAND STAFF PROFILE

Livestock Supply Chain Manager, Port Melbourne

When did you start working at Greenham?

December 2020.

What's the best thing about your job?

Getting to see so much of the beautiful countryside in southern Australia.

What about your job are you most proud of?

Producing great beef brands backed by great eating quality.

What footy team do you follow?

Western Bulldogs – I've been indoctrinated.

When you're not at work, what do you like to do?

Spending time outdoors with my horse and dogs.

What's your favourite cut of beef? And how do you like it cooked?

A well-marbled smoked brisket.

From the Managing Director, Peter Greenham...

TONGALA FACILITY SET TO TRANSFORM BY JUNE 2022

We are excited to announce a multi-million dollar investment to transform our Tongala processing facility. We are seeing increasing demand for high-quality Australian beef from our customers, and this expansion will allow our business to grow with that demand. The new facility will create 230 new full-time jobs and increase Tongala's production capacity from 50t/day to 200t/day, opening up access to more than 10 new export markets.

GREENHAM PRODUCT HOLDS STRONG IN AMERICA

As life in the United States of America (USA) returns to normal, people are flooding back into restaurants, driving demand and setting records for USA domestic beef pricing. While this additional demand is largely being filled by USA product remaining in the domestic market, our ability to consistently supply high-quality grassfed product has helped to maintain volumes into the USA through this period and leverage price increases. The 90cl market has been relatively strong due to a lack of supply over the past three months. Australian production is down and our main competitor, New Zealand, given their trade advantage into China, has been sending most of their product there, which has kept our traditional market in the US short.

This year Rosemary Archer, from Finley, NSW was awarded the Greenham Agricultural Scholarship.

Formed in partnership with Marcus Oldham in 2000, the annual \$20,000 scholarship prize is available to Marcus Oldham students in their final year of studying a Bachelor of Agribusiness.

Rosemary's passion for agriculture started from a young age, growing up at her family's cattle and cropping operation in the Riverina.

"I did ag all throughout high school and was a part of the beef team, dairy team, sheep team, and showed cattle," said Rosemary.

"After high school, I went to the Northern Territory and did 10 months of jillarooing at Elkedra Station." Rosemary continued.

Rosemary also worked at a cattle, sheep, and cropping station in Euroa for 12 months before commencing her studies at Marcus Oldham.

With more than 20 applicants, Rosemary impressed with her write-up answering the question: How do you believe the beef and dairy industry will be challenged over the next 15 years & what motivates you to be involved?

Rosemary delved into environmental impacts, consumer perceptions, and the growing population's demand for protein.

"The hugely complex idea of the ecological footprint of everything we do has to be matched against the demand of food



Peter Greenham presents Rosemary Archer with her Scholarship.

for a growing population, food miles, carbon dioxide absorption requirements, greenhouse gas emissions, and water savings," wrote Rosemary.

The scholarship provides an opportunity of placement at Greenham and Rosemary is excited to complete her two weeks placement with Greenham in August this year. "The placement will help me get an idea of different roles and career paths within an agribusiness that I might enjoy pursuing once I complete my degree," Rosemary said.

With thanks to the scholarship panel, Max Gubbins, Greenham supplier of western Victoria, and Neen McKenzie of Marcus Oldham College.

To find out more about the Greenham scholarship contact Jelena Radisic. email: jradisic@greenham.com.au mob: 0431 395 286

★ SPONSORSHIP CORNER ★

Whether it's football, netball, a local art project or a new basketball ring, Greenham is proud to support your community project and club.

COHUNA BOWLS CLUB AUTUMN TOURNAMENT

Greenham are proud to support the Cohuna Bowls Club and their yearly Autumn Tournament which was a raging success this year.

With a beautiful day, the 120 contestants were treated to a delicious lunch of Bass Strait Beef Roasted Rump.

The contestants at the tournament came from all parts of Victoria, with a few interstate visitors as well as locals. Competition was fierce, with teams battling it out over two days and five games.

This was followed by play-offs between the section winners, before the final was played.



PROMPT PAYMENT ALWAYS AT GREENHAM

GREENHAM LAUNCHES NEW DAIRY BEEF PROGRAM

In partnership with key domestic and international customers, Greenham has launched a dairy beef program, focusing on producing high-quality beef cattle from dairy herds.

The program, which is being piloted with a number of Tasmanian dairy businesses, will produce dairy-cross beef cattle that meet stringent quality requirements and address key consumer purchase drivers.

The supply chain will provide a valuable alternative pathway for dairy-cross calves and eligible finished cattle, and will contribute to maintaining year-round supply for Greenham's premium programs.

Greenham Livestock Supply Chain

Manager, Jessica Loughland said intake for the new program was expected to extend to all southern Australian states by the end of 2022.

"We're excited to work with Tasmanian dairy businesses to build a program that is mutually beneficial and sustainable in the long-term," she said.

Dr Sarah Bolton, of Dairy Australia's animal health and welfare team said that Dairy Australia looked forward to seeing opportunities offered by the new program come to fruition.

"Moving into the future, it is vital that the dairy industry can access sustainable options for managing surplus calves that not only align with community expectations, but also benefit the farm business and animal welfare," she said.

"Opportunities where players along the supply chain can work together helps improve confidence in return on investment, allowing for optimised production and ultimately ensures the quality of the end product."

ALL CATTLE CONSIGNED UNDER THE PROGRAM MUST BE:

RAISING CLAIM	KEY REQUIREMENT
100% grassfed	Not fed grain or grain by-products. Grain-free calf starter rations are available in the market today.
Lifetime traceable	Cattle must be individually traceable for their whole lives. Traceability can be recorded using NLIS tags and further strengthened by farm management tags and on-farm record keeping.
Lifetime antibiotic-free	Including rumensin lick blocks and antibiotics in milk replacers or feed rations, but not drenches. Animals that need to be treated for illness must be tagged and recorded, and will not be discounted at processing. Antibiotic-free milk replacers are available for purchase. Probiotics can also be used.
No added hormones	Livestock must be HGP-free and not fed finishing diets that include therapeutic antibiotics or steroids.
GMO-free	Supplementary feed cannot contain genetically modified cotton or canola.
Free range	Never confined to a feedlot. Once weaned, calves should have continuous access to pasture.
Certified Humane™	Mandatory use of pain relief for castration, disbudding and dehorning. On-farm euthanasia of healthy calves is prohibited.
Dairy beef-cross genetics	Cattle must be at least 50% British, Euro or Wagyu beef breeds with bull selection aimed at achieving a balance of desired traits for both dairy and beef enterprises.
Meat Standards Australia (MSA) eligible	Cattle must come from an MSA-registered property and meet the minimum standards for MSA grading, including a pH of less than 5.71 and at least 3mm of rib fat.

GREENHAM LAUNCHED THE DAIRY BEEF PROGRAM at a series of producer information and consultation sessions held across Tasmania in July. To obtain a copy of the program standards or to discuss opportunities for your business contact your local Greenham cattle buyer or complete an online expression of interest form at:



SCAN ME

Greenham can offer a set price for accredited calves where bull genetics are either supplied or approved by Greenham.

Important traits to focus on for dairy beef bull selection include:

Success at the dairy

- calving ease
- gestation days.

Success for the calf rearer/backgrounder

- 200 day weight
- 400 day weight.

Success for the finisher

- 600 day weight
- eating quality
- meat yield.

LETS MEET...



GLENN WEBSTER Assistant Maintenance Manager, Tongala

When did you start working at Greenham? I started at Greenham in August 2020. I had worked here previously about 15 years ago before I moved to Darwin.

What's the best thing about your job? I really enjoy working with our maintenance team, they are always willing to help each other to ensure everything runs smoothly.

What about your job are you most proud of? When I go around the factory I see a lot of projects that I was involved in many years ago still working that have stood the test of time, which is great to see.

What footy team do you follow? Go the mighty Demons.

When you're not at work, what do you like to do? After work I enjoy

fishing and hunting, but the kids take up most of my time.

What's your top maintenance tip? My top maintenance tip would be to "do it right the first time" and try not to over-complicate things.

What's your favourite cut of beef? I like Cape Grim scotch but I would enjoy any good steak really.

WORKING WITH THE LAND AND FAMILY



Pictured: Susie, Jess, James & Grace Downie

Earlier this year, the Meatworks Messenger took a scenic drive to the central highlands of Tasmania to visit Dungrove Station. Located near the historic township of Bothwell, Dungrove Station is a mixed cattle and sheep operation run by James Downie, his wife Jess, and two young children Grace and Susie.

Since James's forefathers emigrated from Scotland, the property has been in the family, with soil first turned over in 1830. James is the sixth generation to be running the station but what's unique about the operation is that he works in conjunction with his sisters Bec Downie and Emma Boon.

"We run it as a family, but each has separate properties where we manage the livestock. We help each other out sharing staff, genetics and stock," said James.

"How our system is set up is we have this property, and we've got another two properties up near the great lakes in the highlands at an altitude of about 600-900m," he continued.

James and the Downie family are passionate about the health of the land and caring for the environment.

"We have a philosophy of really looking after our country. We've set up really efficient production systems while considering the health of the landscape and the welfare of the animals and the people."

Rotational grazing, managing stock numbers, educating cattle, and responding to seasonal variations in rainfall are some of the practices used by the family to put this philosophy into practice.

The Downies use their property locations strategically to benefit the land and animals.

"At the beginning of summer, we start taking the stock up to the high country, and they spend summer and autumn there. It gives this property a rest, which strengthens the land in the long term," James explains.

"Then we get the irrigators going here to build a big feed wedge for the winter and bring the cattle back to this property when the high country begins to get quite cold," he continued.

James has a high focus on cow efficiency and fertility, with a bloodline that can handle the cold winter while still achieving successful growth rates in offspring and fattening cattle.

Over the past five years, James has worked to improve the landscape and operation with trees and introduce irrigation, which has enabled him to increase cattle numbers by 50%. The property boasts a native forest that sells carbon credits to

Qantas and other corporations for carbon offset. James is keen to continue his work in this space, looking into soil carbon projects as well.

A windy 40km drive from Dungrove Station, reaching into the high country, is the 3,400ha Lake Echo property that James' sister Bec manages.

Here there are approximately 500 Black Baldies. Bec Downie explains, "It gets quite cold here through the winter sometimes with a foot of snow in September. The Black Baldy breed hold condition better throughout the winter."

When the Downie family purchased the property about 20 years ago, Hereford cattle were on the land.

"They didn't perform well here, so we started putting Angus bulls over Herefords and also a splash of Devon for thickness."

It's not just cattle around the property but also 48 towering wind turbines commissioned in March 2019.

On the way back into Hobart is Emma Boon's 3,400ha property, Mount Vernon in Kempton, where she manages a sheep and cattle operation.

The breeding herd at this property fluctuates from 100-150 with a mixture of Angus and South Devon cows. Some of Bec's Black Baldies can be found here too.

Emma explains, "There is a synergy between the properties, and we work together.

I background and grow out Bec's heifers on this property."

"So for us, it's about getting the real balance between breeding and having an efficient and fertile cow herd that then will breed an article that is then able to be finished at a high quality."

For the past seven years, the family has been working with Greenham selling steer calves to be finished at Greenham's Westmore property with empty cows going into the Vintage Beef Co program.



Bec Downie



Emma Boon



PROMPT PAYMENT ALWAYS AT GREENHAM

★ SPONSORSHIP CORNER ★



Smithton Auskick KICKS OFF

Greenham is a major sponsor of the 2021 Smithton Auskick with the **Greenham Smithton Auskick Centre** kicking off on 23 April. **Almost 60 little legends took to the field on the first day!**

Bass Strait Burger Kitchen sizzles up a storm at Rockhampton's Beef Australia



Andrew Ralph
Best burger 🍔 I've had in Australia! Going back for another today!!!!

Beef Australia 2021, Rockhampton, Central QLD.

Bass Strait Beef made an appearance at Beef Australia 2021, with the Bass Strait Burger Kitchen there to fuel attendees. We served over 3,000 burgers across the week with outstanding feedback from patrons who were impressed by the taste!

GETTING TO KNOW JACK SAWARD

OHS Officer, Smithton



When did you start working at Greenham?

I started in November 2020.

What's the best thing about your job?

Being able to help people.

What about your job are you most proud of?

My skill set when it comes to first aid.

What footy team do you follow?

Carlton.

When you're not at work, what do you like to do?

Play golf, spend time with my six grandchildren.

What's your top OHS tip?

Be aware of your surroundings at all times.

What's your favourite cut of beef? And how do you like it cooked? A scotch fillet, cooked medium rare.

TASMANIA NEWS

From the Managing Director, Peter Greenham...

DOMESTIC MARKET REMAINS STRONG DESPITE OVERSUPPLY

The high AUD/USD exchange rate, which has averaged \$0.77 year-to-date, peaking at \$0.79 in late February, has led to processors directing larger volumes of meat into the domestic market. This, combined with the ongoing disruptions in domestic food service due to lockdowns across the country has led to an oversupply of meat on the domestic market. While this is placing some downward pressure on prices, the market remains strong compared with historical performance.

GLOBAL MARINE FREIGHTERS FACE CHALLENGES

Globally, marine freight is an issue of late, due to the volume of consumer goods being exported, particularly to the USA. This has led to congestion in major ports slowing transit times by as much as 40 days and creating challenges for chilled exports due to limitations in shelf life.

PROMISING SPRING OUTLOOK FOR TASMANIA

Supply has tightened through winter as turn-off of dairy and beef cows has finished. The season has been challenging because it's been extremely wet but those that have been supplementary feeding are being rewarded for their efforts. Spring is looking promising as it's shaping up to be wet and early. However, it looks as though supply is going to be tight for quite some time. With cattle being held longer due to the high price of store cattle, the quality of cattle coming through the plants has been excellent. Heavier carcase weights and greater fat coverage have led to fewer darkcutters, improved marbling, and higher MSA Index results.



FASTMONEY
GREENHAM'S 36 HOUR PAYMENT

NEW CAPE GRIM CORNED BEEF

Made from the lean but flavorsome silverside cut, our special salt-curing process results in added tenderness and a unique taste.

Corned beef is a warming classic, perfect for winter months and a family favourite.

Ask your local butcher for Cape Grim Corned Beef!



INGREDIENTS:

1.5kg Cape Grim Corned Beef, fat trimmed & rinsed
2 tbsp brown sugar
2 tbsp white wine vinegar
2 bay leaves
6 cloves
12 whole peppercorns
6 shallots, or pickling onions
5 carrots, cut in half lengthways.
Small red cabbage, cut into wedges
Steamed green beans, to serve.

MUSTARD SAUCE

1 tbsp olive oil
50g butter, cubed
2 tbsp plain flour
60ml pouring cream
2 tbsp wholegrain mustard

METHOD:

STEP ONE Place corned beef, sugar, vinegar, bay leaves, cloves, peppercorns and onions into a large pot. Season with salt and cover with cold water until beef is completely submerged.

STEP TWO Bring to the boil, and then reduce heat and simmer over low heat, partially covered, for 1 ½ - 2 hours or until beef is firm to touch.

STEP THREE After 30-45 minutes of simmering, add potatoes to the pot to boil for the remaining cooking time.

STEP FOUR While beef is cooking, preheat the oven to 180°C (160° fan-forced) and place cabbage wedges and carrots on a lined baking tray, drizzle over olive oil and salt to taste and roast for 20-25 minutes, or until tender.

STEP FIVE Once Beef is firm to touch, remove from pot and set aside until cool enough to handle, straining liquid into a bowl and reserving onions and potatoes.

STEP SIX Take the onions and potatoes, removing the bay leaves, peppercorns and cloves, and place into a frying pan. Gently fry with a knob of butter until the excess liquid is absorbed and potatoes are lightly golden.

STEP SEVEN The Mustard Sauce. Heat butter in a medium saucepan over medium-low heat. Once bubbling, stir in flour, remove from heat and then gradually stir in 2 cups cooking liquid. Return to heat and stir until sauce boils and thickens. Add cream and return to the boil, for a few moments to thicken again. Stir in mustard and season to taste.

SERVE Slice beef thinly against the grain. Serve with mustard sauce, and sides.

MAKING YOUR FARM A SAFE WORKPLACE

According to Safe Work Australia (SWA), the agricultural industry has the highest fatality rate in Australia with 14.8 fatalities per 100,000 workers. SWA called agriculture “one of the most dangerous industries to work in” due to the combination of hazards including plant, chemicals, noise, dust, sun exposure, working with animals and the often isolated and remote locations.

To make your farm a safe workplace there are several government initiatives available.

VICTORIA

In partnership with the Victorian government, the Victorian Farmers Federation initiated the Making Our Farm Safer project. The project is committed to improving safety and skills outcomes for Victorian farmers.

Free assistance is now available to all Victorian farmers to help establish simple safety processes on-farm, including:

1. A farm safe consult
2. Farm safety walk and talk
3. Health and safety management systems review
4. Template farm safety handbook.

Visit www.vff.org.au for more information or phone 1300 882 833.

TASMANIA

A joint initiative between WorkSafe Tasmania and the Department of Primary Industries, Parks, Water and the Environment (DPIPWE), the Safe Farming Tasmania Program aims to reduce farm-work related death, injury and disease, and improve the health and safety of farmworkers by:

- raising awareness of farm safety issues, including packing and processing
- working with industry stakeholders to provide training and education on farm safety issues.

Get practical tools and support to improve health and safety in your business. **It's free and confidential.** A representative can:

- hold a discussion or information session with your workers on safety topics specific to your needs and farm
- work with you to identify safety issues
- provide you with practical resources including induction and hazard checklists, safe work procedures and safety awareness videos.

Visit www.worksafe.tas.gov.au or to book a visit, contact:

Phill - 0407 015 400

phillip.john@dpiuwe.tas.gov.au

Stuart - 0400 140 146

stuart.beams@justive.tas.gov.au



PROMPT PAYMENT ALWAYS AT GREENHAM

FOCUS ON SUSTAINABILITY BOOSTS ON-FARM PRODUCTIVITY

Aiden Coombe, Property Manager, Westmore TASMANIA

Sustainable farm management goes hand-in-hand with improving productivity and profitability at Greenham's Tasmanian grassfed beef property, Westmore.

The 3,400ha property in north-western Tasmania is run by manager, Aiden Coombe and his team of four full-time staff.

Westmore finishes around 6,500 cattle a year including 3,000 F1 Wagyu and 3,500 British breed cattle, as well as a breeding herd of 250 self-replacing cows.

Cattle are drawn from right across southern Australia, sourcing steers and heifers weighing around 380kg. Finished steers are turned off around 600kg and heifers are finished at about 500-550kg live weight.

"Everything we do is about improving the land and increasing productivity so at the end of the day we're producing better beef and more of it," Aiden said.

Improving soil health

Due to the region's high annual rainfall, Westmore's soils are prone to high levels of acidity.

Most plants and micro-organisms have defined ranges of pH for optimal growth. The optimal range for plants is between 5.5 and 8. In acid soils:

- aluminium becomes toxic to many plants
- microbial activity decreases

Key points

- Goal to increase stocking rates over next five years from 6,500 to 7,500
- Lime sand application trials have improved soil pH by an average of 0.5 and increased pasture length up to 70%
- Induction process addressing mineral deficiencies has improved live weight gains and temperament
- Summer fodder crops planted as part of pasture renovation program and sown back down in autumn to more permanent ryegrass and clover pastures has improved pasture resilience to rust and autumn ill-thrift
- Bores have replaced dams to improve cattle drinking water quality, increasing live weight gains and compliance to MSA.

- nodulation and nitrogen fixation are decreased in legumes
- plant nutrients can become deficient, particularly phosphorus, nitrogen and sulphur, as well as micro-nutrients.

To improve soil acidity and ground cover, a three-year trial was conducted where 12t/ha of lime sand was applied to test plots.

"We saw an average pH increase of 0.5. Our goal is to reach a healthy range of 5.7-6," Aiden said.

"If we aim for around pH 6 it gives us room to move as our high annual rainfall means our soils are susceptible to waterlogging and increased acidity."

To achieve this goal, Aiden said lime sand application would continue at 12t/ha with one-third of the farm receiving treatment each year for the next three years.

"Westmore is a grass-driven enterprise; healthier soils means better ground cover and improved pasture quality, which will help increase our stocking rates," he said.

"Our goal is to go from finishing around 6,500 to 7,500 head within the next five years."

Lime sand trials revealed a 70% increase in pasture length, and dry matter production increased by an estimated 1,200kg/ha compared to no treatment.

Rotational grazing and securing access to clean water

Cattle are rotationally grazed in mobs of around 280-300 head and moved to fresh pastures every three days.

To ensure constant access to clean drinking water, bores now feed troughs in every paddock.

"We've fenced off our dam and dug three underground bores with another being dug now so all farm water will be fed by reticulated bore water," Aiden said.

Addressing mineral deficiencies

Soil and early liver testing trials in early 2020 revealed a "dramatic lack" of minerals, particularly copper and selenium, in the Westmore herd.

Deficiencies in minerals such as copper and selenium can cause:

Copper deficiency: rough and faded coat, poor growth and diarrhea.

SNAPSHOT

Property	Westmore
Area	3,400ha
Enterprise	Grassfed beef
Livestock	Finishing 6,500 head annually including 3,000 F1 Wagyu and 3,500 British breed cattle plus 250 breeders
Pasture	Ryegrass and clover
Soil	Sandy peat and loam
Rainfall	1,200mm/year

Selenium deficiency: stiff-legged gait, poor growth and sudden death.

"The mineral deficiencies were largely caused by our soil types [at Westmore] and how prone they are to waterlogging as minerals aren't carried through the soil," Aiden said.

To combat these deficiencies, Aiden said a trial induction process was developed in consultation with their local veterinarian, which all incoming cattle receive within their first two weeks at Westmore.

The induction includes three boluses, an oral liver fluke drench and a seven-in-one vaccination, followed by a drench and shot of B12 after three months.

"We've seen a dramatic improvement in the trace elements being held in the cattle's systems, which has led to improved temperament, live weight conversions and compliance results," Aiden said.

"Visually you can see their coats appear cleaner and shinier too.

"Every farm is so different and the cattle's wants and needs can change with time and seasons so the aim is to develop a program that is as simple and efficient as possible."

Maintaining ground cover year-round

As part of Westmore's ongoing pasture improvement program Aiden said 150-200ha of fodder crop is planted in spring, in different parts of the property, to break up heavy weed mats, aerate soils and improve pasture resilience.

500 head are finished on the mixed chicory, clover and oats crop during the summer months.

"We are ramping up the size of the plantings each year as we can see the benefits of newer pastures that are less susceptible to rust and autumn ill-thrift, which can really effect live weight gains and grading results in autumn," Aiden said.

Aiden said they also planned to plant shelter belts in early spring using plants that are native to the area and resilient to local weather conditions.

The advantages of shelter belts include:

- protect livestock and groundcover
- reduce soil erosion
- control salinity
- improved biodiversity.

GIPPSLAND NEWS

From the Managing Director,
Peter Greenham...

MSA INDEX RESULTS LIFT AMONG TIGHT SUPPLY

Wow. How good does the Gippsland area look following some beautiful autumn rain, which has been followed up with average winter rainfall? Spring should be a joy for the Gippsland region. Cattle numbers have been tight, due to the tail end of the drought. It's been tremendous to see pens of NEVER EVER cattle attracting the highest prices at many of the sales this year. Once again it's been great to see how producers have continued to improve the quality of the animals being sent in under the NEVER EVER banner. Cattle weights and fat coverage have been very consistent. We've been working closely with many producers and agents to cut down incidences of darkcutting, which is starting to pay off with more dollars in our producers' pockets.

NEW PURELY BARLEY-FED BRAND LAUNCHED

We are pleased to start processing the new Pure Black Barley Fed Angus beef brand, which is currently being processed at Greenham Gippsland. The new brand has provided access to new customers with a long-fed offering.

PRICES STRENGTHEN IN ASIAN MARKETS

The additional meat being retained for the USA domestic market has resulted in a global shortage of beef, with Asian markets most heavily impacted. This has strengthened prices into key Asian markets including Japan, Korea and China, though largely for commodity items.



A NEW STANDARD IN LUXURY

PURE BLACK

Rounding out our portfolio of beef products, Greenham is excited to launch our first long-fed beef brand, **Pure Black Barley Fed Angus**.

The brand is aimed at high-end food service customers, with its superior marbling and tenderness. Compared to other grain-fed products, which may use different feed combinations throughout

the year, our **Pure Black** cattle are always fed a nutritionally consistent custom barley ration. Consistent feed means a consistent product, year-round and quality you can count on.

Pure Black Barley is being processed at Greenham Gippsland and will be processed at Tongala once the redevelopment is complete.

GETTING TO KNOW CHARIS WHITE

Loadout Supervisor, Gippsland



When did you start working at Greenham?

In November 2019.

What's the best thing about your job?

Every day is different and brings new challenges.

What about your job are you most proud of?

I only took on this role a couple of months ago. I'm proud that I've taken on the new challenge and am learning lots.

What footy team do you follow?

I'm more of a rugby union fan. Being from New Zealand, I follow the All Blacks.

What do you like to do when you're not at work?

Go to the beach or for a drive in the hills. I love spending time outside.

What's your top loadout tip?

We always say "we're one team" so everyone takes accountability.

What's your favourite cut of beef? Rump cooked on the barbecue, rare.



PROMPT PAYMENT ALWAYS AT GREENHAM

CASE STUDY

SNAPSHOT

Property	Henley Park
Area	100ha
Enterprise	Fattening cattle for the NEVER EVER program
Livestock	200 head, predominantly Angus steers
Pasture	Clover and ryegrass
Soil	Dark brown loam and some red soil
Rainfall	600mm/year

AN EYE FOR QUALITY, & LOW STRESS HANDLING BREEDS SUCCESS

Barry Hollonds, Sale, Gippsland VICTORIA

Greenham cattle supplier, Barry Hollonds of Sale, Gippsland, has topped the eating quality stakes at the 2021 Beef Australia Carcase Competition.

Barry won the MSA Index Award (individual carcase with the highest MSA Index from classes 1-7) at the 2021 Beef Australia Carcase Competition from a pool of 259 entries and 777 head. The winning carcase had a HSCW of 251.2kg and an MSA Index of 68.95, placing it in the top 1% of MSA cattle in Australia.

Barry also placed sixth in Class 2: pasture fed - pen of three heavy trade chiller steers or heifers (260.1-340kg), and fifth in Class 3: pasture fed - pen of three export chiller bullocks (300-420kg).

Winners were announced at a Beef Australia awards dinner in Rockhampton in May.

Key points

- Barry Hollonds won the Meat Standards Australia (MSA) Index Award (individual carcase with the highest MSA Index from classes 1-7) at the national 2021 Beef Australia Carcase Competition
- The winning carcase had a HSCW of 251.2kg and an MSA Index of 68.95, placing it in the top 1% of cattle in Australia
- Barry aims to buy cattle from known vendors with a history of good temperament and superior eating quality outcomes
- A gradual shift to a predominant Angus herd with consistent genetics has increased MSA compliance and halved the length of Barry's finishing program, increasing annual turn-off
- Purchase of irrigated land has helped close the summer feed gap.

"I was very excited to win. I nearly fell over when they called my name," Barry joked.

"Seeing my MSA feedback encouraged me to enter the carcase competition as I could see the quality I was producing and I wanted to see how I compared to the best."

Changing tack to increase productivity

A NEVER EVER accredited Greenham supplier, Barry runs a herd of 200 predominantly Angus steers fattened on pasture and turned off to the Greenham Moe processing facility, targeting liveweights of about 600-650kg.

Located in the Macalister Irrigation District in East Gippsland, 70% of Barry's 100ha property is under irrigation with the rest dryland paddocks.

"We don't subsidise feed at all. We just rely on good quality pasture," he said.

Cattle are sourced from south-east Victoria at around 14-18 months old and about 450-500kg.

"I follow particular bloodlines and get to know my breeders," he said.

Purchasing cattle with consistent genetics, and securing irrigated land to close the summer feed gap and maintain steer condition year-round has enabled Barry to shorten his finishing program from about 13-14 months five years ago to now turning off cattle after around six months.

Cattle are rotationally grazed and run in mobs of 15-20 and moved onto fresh pastures every two to three days.

Low stress handling secret to top eating quality

Quiet cattle are the cornerstone of Barry's approach to producing superior eating quality beef.

"I regularly walk around my farm among the cattle so they get used to me interacting with them and settle down a lot easier," he said. And it shows.

Over the past year, Barry has achieved an average MSA compliance of 100% and an average MSA Index of 63.34.

The minimum specifications for compliance to MSA, which is a requirement of the NEVER EVER program, are an ultimate pH of 5.70 or below and a minimum of 3mm rib fat.

Beef eating quality can be negatively impacted by high pH resulting from losses in muscle glycogen (blood sugar), which is predominantly caused by stress and inadequate nutrition in the lead up to slaughter.

To best prepare cattle for the stressors of consignment MSA recommends cattle are managed as a single mob for at least 14 days, and are gaining at least 0.8kg/day for the 30 days prior to consignment.

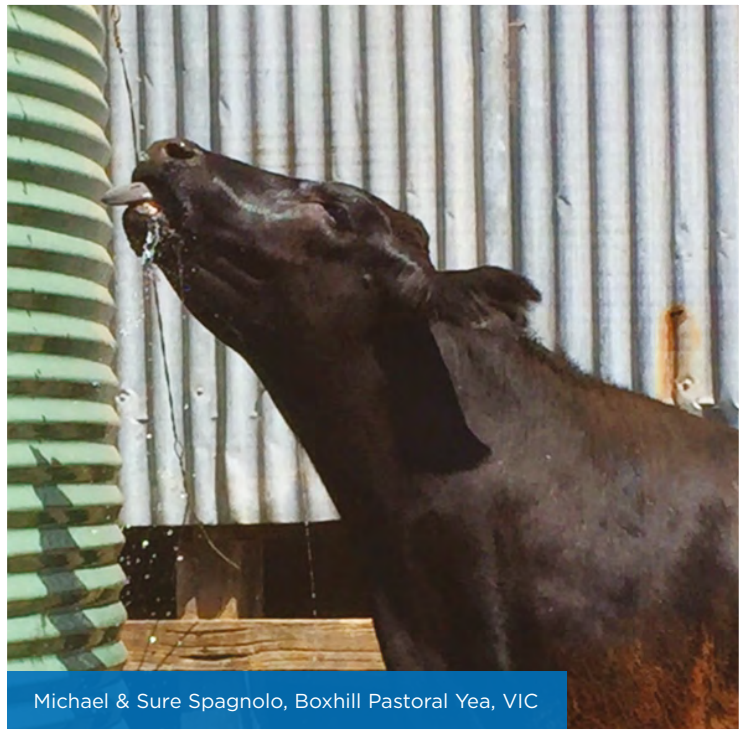
This is not the first time Barry has been recognised for his commitment to quality beef. In 2019 he placed 35th in the MSA Excellence in Eating Quality Awards Top 100 producers in Victoria.

"Eating quality and compliance to MSA is the key to keep consumers coming back and securing the extra dollars for Aussie beef," Barry said.

"It's no different to any other product - if you produce a poor product, people aren't going to come back, but if we focus on consistently producing the best article we can, we will only increase demand for our beef."



Craig Davey, Sheffield, TAS



Michael & Sure Spagnolo, Boxhill Pastoral Yea, VIC



Natalie Talbot, Lower Barrington, NSW



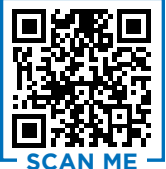
Kerry & Maureen Walters, Ridgley, TAS

CATTLE ON FILM

We asked and our producers came through with the goods. Please text your best shots through to Jelena on **0431 395 286** and we will aim to put them into the next edition. Thank you to all who submitted pictures.

GREENHAM'S NEW ONLINE EVENTS CALENDAR

Greenham run and support a broad range of events and workshops to support and engage with our trusted cattle suppliers. Find and register for upcoming events near you covering Greenham, industry and seasonal updates and information, at www.greenham.com.au/producer-events.html



SCAN ME



Like us at www.facebook.com/GreenhamAus and join our Greenham Facebook community! It's a space to see what other suppliers are doing, meet and chat to other farmers in the industry and share your own good news stories!

UPDATE YOUR DETAILS



SCAN ME

Did you notice anything incorrect on your paperwork? Have you moved or do your details need updating? Have you updated your EFT payment details? Call **1300 548 378** and select the site you normally deal with or your local buyer.



PROMPT PAYMENT ALWAYS AT GREENHAM