



Tasmanian

GREENHAM

# MEATWORKS MESSENGER



SPRING 2016

## COMMUNITY ENGAGEMENT RUNS DEEP

As well all know, sporting and community clubs in regional towns often form the backbone of social interaction and cohesion. Greenham Tasmania has always been a big supporter of local football, netball, basketball, hockey and cricket throughout the years. In recent success, Mason Chatwin was selected to represent Tasmania in the under 15 team at the National Schoolboys Championships and since been chosen to play for the 'Wanderers' at the International Rules competition in Ireland, France & UK in 2017. In addition, we have recently lent support to running events in Flinders Island, the Royal Launceston Show, the Sorrento Sharks and coming up in early December; we will be supporting the King Island Races.



**HERE COMES THE SUN**  
The rain kept falling across the state with most parts receiving above average falls during winter and even more in the last month. But we've now seen things swing around, the sun has come out and the season should be kicking off well and truly. It is pleasing to see the hydro levels come up again and relieve some of the challenges of power shortages.

**LIVEWEIGHT SCALES REMINDER**  
A reminder to all that ALL cattle delivered to our liveweight buying centres MUST have an NLIS ear tag and must be accompanied with an up to date LPA (#0413) or GREENHAM branded NVD (and don't forget to state the number of your QA program - ie, Dairy QA accreditation number). We cannot accept your cattle without these.

**BULLDOGS TAKE OUT THE DOUBLE**  
We're are very pleased to be associated with the Western Bulldogs as a platinum sponsor of the team as they celebrate their fantastic AFL & VFL premiership wins. You might have seen the Cape Grim Beef branding on banners or on the LED signage at Etihad stadium throughout the past season. We're looking forward to continued success on and off the field in the coming years. Go Doggies!

Peter Greenham

## GAP COMES OF AGE

Thanks to the hard work of our livestock team, the number of Global Animal Partnership (GAP) program participants is now the many hundreds and the recent rounds of audits is complete. To those in the program, we would like to take this opportunity to thank you for undertaking your audit. We see a big future in programs like GAP and with your support we can produce, market and sell our superior Tasmanian beef to some of the largest organic and natural retailers in America and others throughout our numerous export markets.

Demand for our natural beef brands continues to expand, and together we will be able to continue to supply and develop these markets to the benefit of all stakeholders in the supply chain. Want to know more about GAP? Our Natural Beef Program Manager, Kristen Kay - can help you with all steps including: Compliance, Accreditation and Handling.



As Kristen says, "these days, traceability is vital and I would even urge all breeders to be accredited in order to supply to backgrounders and fatteners with vendor bred cattle".

For more information, please call Kristen on: 0409 330 795

## 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.



## RED MEAT UPDATES



Greenham Tasmania was proud to again support the recent Red Meat updates event, a producer driven initiative which updates our industry on the latest developments, training opportunities and showcases research findings and best practice within the sector.

## CIRCULAR HEAD FARMERS UNDER LIGHTS

Circular Head farmers Andrew Kay and Matthew Lester hit Etihad stadium as special guests at the Cape Grim Beef match day sponsorship against St Kilda. Andrew was called to the stage to talk with media personality Seb Costello to talk about beef production in Tasmania and why our product stands tall amongst all comers.



## WINTER PIES AT BANJOS

Did you eat one of the Banjo's Cape Grim Beef Meat Lovers Pie during August? Their winter campaign was a great success, adding onto their already popular range of pies featuring the Cape Grim brand.

## VALE GEOFF TAYLOR

Sadly, news arrived that our partner in the Brighton live weight scales and local identity, Geoff Taylor, succumbed to a short battle with illness. Most farmers in the area knew Geoff and he will be sorely missed at the weekly 'men's shed' gatherings. As Southern region representative, Danny Sinclair notes, "Geoff loved being a part of it and he was adamant the scales should continue, especially for locals to catch up and share a sausage, cuppa and a story." With thanks to the family, the scales are expected to continue and remain an important meeting spot for farmers in the region.



THE SMALL MOB OF HEREFORD X ON HOPE ISLAND ARE HEALTHY INDEED

# ISLAND OF HOPE

There are plenty of fascinating stories from within the Greenham Tasmania supplier group and Meatworks Messenger recently had the opportunity to travel south of the Huon valley to Dover where another interesting yarn has its origins.

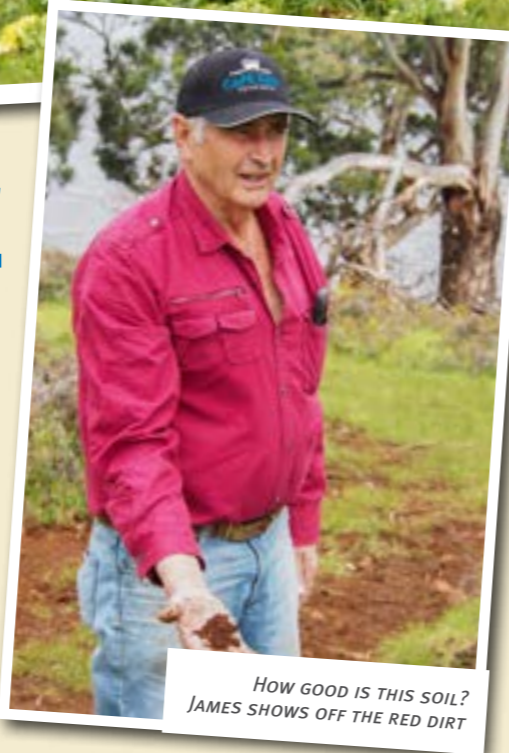
Hope Island is the largest island within Esperance Bay alongside the smaller Faith and Charity Islands. South Bruny Island can be seen from the Dover Jetty, and then further south, the channel opens up to the rugged Southern Ocean. Former abalone diver and local producer, James Gould, has held the lease from Tasmania Parks & Wildlife since 2,000 and is the tenth lessee to work the island since 1850.

According to historian Dorothy Baker, it was initially operated as a probation station for convicts from the Dover and Southport areas in the 1840's where up to 100 men lived and worked growing vegetables and splitting wood. Baker continues, "Typically a convict sentenced to 7 years transportation would be given a sentence of 12 months at the station where he would usually work under close supervision, working in gangs and wearing leg irons."

We travel over to Hope Island from Dover jetty in a tinny, hoping to locate some of its current Bovine residents. We asked James how long since he had seen his cattle and he replied, "Gee it has to be over a year I'd say," as we approached the bank.

"The place is naturally set up quite nicely," James says, "there are five natural springs dotted around the island and just look at this soil!" pointing at a handful of classic volcanic ferrosol soil, so highly regarded in Tasmanian farming. In fact, the pastures are a mixture of Rye grass and mixed clovers but further areas will be opened up by spraying the thistles and blackberries.

Taking a walk around the island of 66 acres, it did take some time to find the small mob of Hereford X heifers and steers. They were understandably timid and took some time to get used to their guests but kindly allowed us to take some pictures. What a healthy looking bunch? The three years they have been on the island had certainly



HOW GOOD IS THIS SOIL? JAMES SHOWS OFF THE RED DIRT

been kind to them as they have grown out to Jap-Ox weight.

"It will take a day at least, to get them back over to Dover on the barge given their size," James says.

The Gould family made its way to Dover in 1948. James' parents opened up a bakery business that serviced the local area, Southport and as far south as the Recherche Bay area. The family also tried their hand at farming with limited success



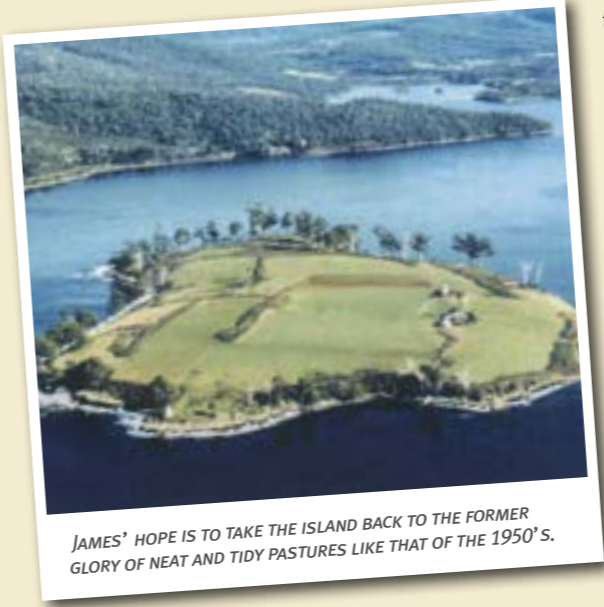
THE OLD PROBATION STATION AND WALNUT TREE

so with the vitality of youth on his side, James got involved with the burgeoning Abalone industry as a license holder and diver.

Back in 1970, as James notes, "it was \$100 for the license and with 28 units of 400kg under one license; you could imagine the value they got to at various times?" Heady days indeed, James explains. "One trip we brought 38,000lbs back with us – and I also hold a record for the longest dive of fourteen hours underwater!"

Determined to diversify, he started out rearing beef with 500 acres in the eighties and purchased a further 1000 acres of adjoining land. In fact local properties were being offered with frequency. James recalls a local telling him that, "if something comes up in the area, and even if you can't afford it, BUY IT James! - Because you only get one chance - so every property that came up, I bought."

Did you know much about beef breeding we asked James? "At that stage, we didn't really have that much knowledge about herd improvement or rotational grazing, it just came along."



JAMES' HOPE IS TO TAKE THE ISLAND BACK TO THE FORMER GLORY OF NEAT AND TIDY PASTURES LIKE THAT OF THE 1950'S.



THE BREEDING HERD ON THE DOVER PROPERTY

I stick to beef as well as plantation timber on the land that's not good enough for pasture."

Having been through a farm restructure more recently, James now runs sixty red angus breeding cows on about one to three acres and buys bulls from a Phillip Island stud.

"Gee they calve well," James says, "I've never lost one with these red angus cattle, they do a great job." Calving in march and holding onto them for 9-10 months, he had previously been dependent on access to silage and hay but he's recently bought a silage wrapper so can keep a bank of feed in front of the herd and put some more weight into them.

Any particular reason that he goes for red angus we ask, "Yeah cos they're not black!, everyone has black ones so I thought let's go with something else. In fact I do like red cattle; they just weren't the flavour of the month," James adds.

James' 'Stanmore' property is GAP accredited and he sells roughly 45 feeders to registered finishers in the North West like the Kay family of Togari. Andrew Kay commented the last mob he took were fantastic, "they were quiet to handle and fattened up very quickly."

"I thought the GAP audits might be a bit onerous but after doing a couple, I've realized it's not hard

"The area is naturally blessed with 30-35 inches of annual rainfall and the climate to grow almost anything," says James. "We could produce great vegetables but there's nowhere close that can process them so

at all. Initially I also thought I might be too small for the program but I can definitely see the opportunities for operations like mine," James said.

So what does the future hold for the seventy four year old? "Well, I would really like to get my breeding herd up to ninety head, purchase some more land and also complete the wallaby proof fencing as well."

"The overall plan is to get the family farm finished first and then tackle the Hope Island project. As you saw, the thistles can grow over two metres tall and the blackberries are prevalent but I will spray them out and get those pastures cranking again!"

On an interesting note, The Mercury in 1860 talked of 'unoccupied Crown Land in the Southern part of the Huon valley' – "the climate is admirably adapted to farming. Frosts are in some places comparatively unknown, and the most luxuriant vegetation prevails during the entire year... So mild and genial are the seasons, that summer resembles spring, and the winter temperature is never sufficiently low to check the growth of the most tender plant. With such advantages as these the farmer will have surely little cause to grumble."

Likewise, James Gould has been a custodian of Hope Island for sixteen years and can definitely see the potential in it still. "I'm 74 years old now - "I've got to go for it son. Or it will be too late," James says with a glint in his eye of a man who is certainly not finished.



GREENHAM'S DANNY SINCLAIR AND JAMES WITH ADAMSONS PEAK IN THE BACKGROUND