



Phil & Belinda Hardy, Somerset, Tas



Derek McAdam, Edith Creek, Tas



Phil Morey, Penna, Tas



SUMMER 2018 MEATWORKS MESSENGER

GREENHAM SCHOLARSHIP: A NEW BEGINNING



Since 2000, Greenham have been awarding agricultural education scholarships with more than \$375,000 invested and over thirty scholarships awarded across Tasmania and southern Australia during that time.

We are committed to supporting local community and industry through education and are delighted to form a new partnership with Australia's leading agricultural institution, Marcus Oldham College in Geelong.

Greenham aims to support future leaders in the beef or dairy industry through the provision of a \$20,000 scholarship to students enrolled in the first or final year of the Associate Degree of

Agribusiness or Farm Business Management program and who have a strong interest in the Australian Beef or Dairy industries.

From 2019, the scholarship will be known as the Greenham Agricultural Scholarship with a

focus on production, processing, logistics or marketing. We look forward to revealing the inaugural winner in March 2019.

For further information, please contact Trevor Fleming, 03 9644 6514



CATTLE ON FILM

We asked and our producers came through with the goods. Please text your best shots through to **0411 754 909** and we will aim to put them into the next edition.

VINTAGE BEEF CO. MAKES A MARK

The promotion of value-added beef cows has taken off with the launch of our new brand - The Vintage Beef Co. We are inviting interest in supply of 6+ Years finished British Bred or Wagyu cows particularly those registered with the NEVER EVER program. Please talk to your local buyer for more information.



UPDATE YOUR DETAILS

Did you notice anything incorrect on your paperwork? Have you moved or do your details need updating?

Call **1300 548 378** and select the site you normally deal with or your local buyer.



CLOSING THE LOOP ON GAS USAGE

We're always looking to improve our processes and recently undertook a review on how we could both reduce gas consumption but also make use of Biogas from our effluent ponds. Using this technology, Biogas can be collected from the covered ponds and the methane component of the biogas is combusted using flares, electricity generation systems or gas boilers. Whilst there is considerable investment required, these projects can have significant abatement effects as the combusted methane is converted into carbon dioxide, which has a much lower global warming potential than methane.



What the covered ponds at the Tongala site could look like

The expectation is that we will be able to reduce gas consumption by up to 25% and the idea of capturing and burning a continuous resource stream makes sense for both environmental sustainability, and the bottom line.



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TONGALA NEWS

PATCHY RAIN

Hopefully you got your share of the rains recently but I understand it was patchy. The number of local cattle coming forward has been particularly high but as always, we have a policy of looking after our farmers in the Goulburn Valley. They will always have first preference on our slaughter schedule. To all our suppliers, I thank you for your support throughout the year. We're truly a national business, with cattle coming into the Tongala works from all over the country. We aim to provide great service with fair prices - no matter the circumstance. Wherever you are, we hope the season treats you well.

RICKY WALSH HEADS UP THE WORKS

Congratulations to our new plant manager Ricky Walsh who has taken over from Brett Scoble after he departed to head up the new Gippsland operation. Best of luck Ricky.

MERRY CHRISTMAS

On behalf of the team at Greenham, I wish you and your families a very safe and happy Christmas and hope that 2019 delivers profit to you. We thank you for your ongoing support and look forward to working with you again next year.

Peter Greenham Snr

GREENHAM GOTAFE YOUNG DAIRY NETWORK TOUR



Greenham will continue to support dairy production through education initiatives

HW Greenham & Sons has maintained a commitment to education in our region and this continued in 2018 with the sponsorship of a tour for 55 students to various properties across NSW. On the agenda was: Animal health, welfare and comfort, emerging issues around social license (climate, natural resource

management, animal welfare), career and development opportunities and business strategy, risk mitigation and long term planning.



Christmas Holiday Trading

Receival of over the hooks cattle to Tongala will cease on Thursday 20th December at noon and resume at 7am Wednesday 2nd January 2019.

Liveweight buying trading hours over the period will be as follows: There will be no scales in operation between 21st December and 2nd January.

Scales Re-opening days:

TONGALA SCALES
will be as normal on Wednesday 2nd January 2019

INVERGORDON SCALES
Will be as normal on Tuesday 8th January 2019

PICOLA/WAAIA SCALES
Will be as normal on Wednesday 2nd January 2019

SANDMOUNT SCALES
Will be as normal on Thursday 3rd January 2019

BAMAWM SCALES
Will be as normal on Monday 7th January 2019

For information on South West Scales closures, please call Andrew Wilson 0408 315 927

For more information please call Les Mitchell 0409 079 541, Andrew Maddison 0448 379 146 or Graeme Pretty 0418 505 347



STAFF PROFILE ANDREW MADDISON Livestock Buyer

Where are you from originally?
Lockington (Echuca)

What is your work background?

I was an agent for 16 years prior to joining Greenham. I had the pleasure of working in Gippsland and through Northern Victoria.

What are you most proud of about what you do?

Being able to represent H.W Greenham in itself is something to proud of - as well as buying cattle for all the processing sites.

What's the best thing about your job at Greenham?

Being a part of our buying

team to keep the machine ticking over. Working with farmers to grow our NEVER EVER program is also very rewarding.

What footy team do you follow? Everyone should follow Collingwood - If you don't - get on board!

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

Spend time with Sarah and my boys and the local F45 gym.

Your favourite cut of beef and how do you like it cooked?

Love a good rump steak, medium rare and mushroom sauce.

TRADITION CONTINUES AT WAAIA



Don Spence has been operating the Waaia scales for over twenty five years

Meatworks Messenger had the opportunity to catch up with Don Spence - stalwart of the Waaia live weight scales for over a quarter century.

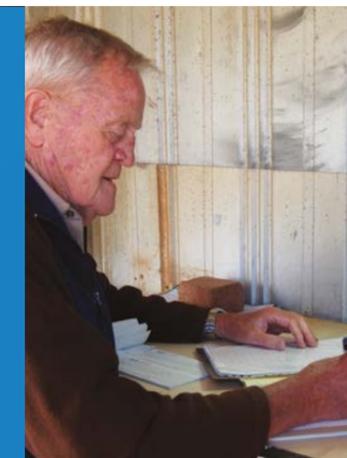
A Waaia local since the late fifties, Don has seen many a cycle in agriculture and dairy in northern Victoria he explains. "There was a little saleyard in Numurkah which was on its last legs. I had a good knowledge of handling cows and calves so took the opportunity to get in and start my own scales business with farmers bringing in ones and twos and smaller trucks to pick up loads."

Around the time the Tongala works opened, Graeme Pretty approached Don with an idea to promote the scales with the Greenham name behind it and help service the plant with cattle from the area. This was to be the first partnership like it for the company.

"The model of being paid on the spot has always worked for farmers and it's great for managing cash flow. And of course, they haven't had to cart cattle all the way to the saleyards, pay commissions or worry about curfews and weight loss - especially when they're on lush feed."

What was the biggest number you ever saw come through the yards we asked? "I reckon we had days of more than two hundred cows - there'd be semis rolling in and out all morning," says Don.

Over the journey, it's estimated that over 75,000 cattle have been drawn from the Waaia scales alone. "Those scales," Graeme Pretty explains, "have been fantastic for our business. It's not very often we speak - but there's never been a harsh word between Don and I. He's been such a reliable operator and it's been a real success story of the region."



Filling out all important paperwork



Les Mitchell on the phone with his suppliers

Recently, Don has seen some fairly big numbers come through with farmers wanting to take the pressure off with feed being a bit short and not much help from the milk and water prices.

"To be honest, I don't know where we're getting the cattle from - we've had a reasonable season and quite a few calves about but around Waaia or Nathalia, I've seen multiple farms close up this year and it's clearly getting tougher."

"Even the bigger farms with 1,000 cows are still having a battle. I've seen plenty of consolidations happen but ultimately the numbers seem to be reducing all the time," Don adds.

"If you live long enough - you will have seen and gone through everything - wool booms, shooting sheep or selling heifers to China. Who knows what's next but we just have to keep on keeping on."

On what the future holds for Don he says he can't see himself retiring, "But I guess I'm too old to start playing sports either - maybe I can try some lawn bowls!"

"I'm only doing it once a week anyway and you know what? I really enjoy catching up with people and hearing what's going on."

"Whilst I can, I will". Well said Don.

With thanks to Don Spence for his time.



The Waaia scales sign has seen some action in its time



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SPONSORSHIP CORNER



The 'Show and Shine' which was held prior to the 3rd Cavalry's Beersheba Day commemoration on October 21st

Tongala's Beersheba Rod, Custom & Classic Car & Bike Show came about when the board of Tongala & District Community Bank Branch decided that the town needed more events that the community could enjoy.

NEW SIGNAGE AT STANHOPE

Greenham has been a major sponsor of the Stanhope Football and Netball Club for over twenty years in the Kyabram District League.



The club recently upgraded their scoreboard to a digital version. (no more manual changing of the numbers!)



Greenham is a proud sponsor of bowls in the region including Cohuna and Gunbower



STAFF PROFILE PETRA DONALDSON

Petra is a key part of our livestock admin team at the Tongala facility.

Where are you from originally?

Robertstown, a small country town in the Mid North of South Australia

What is your work background - In my early 20's I worked as a Jillaroo and Governess on a sheep station in Western Australia for two years before returning to South Australia where I worked for a Meat Processor and then for Penfold's vineyard in the Clare Valley.

What's the best thing about your job at Greenham?

After being with the company for 14 years, I have experienced many of the jobs in the office from Livestock to Quality Assurance to Payroll

and Shipping. The variety of work and the people I work with have kept me coming back.

What footy team do you follow and why will they win next year?

I follow Geelong along with my husband and kids as all three kids were born the year the Cats won their three Premierships, I don't think they will win next year as we are not having any more kids!

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

Spending time outdoors and in the garden. Your favourite cut of beef and how do you like it cooked? Porterhouse, Medium Well.

TASMANIA NEWS

TASSIE UPDATE

Based on the consistent positive feedback from customers and MSA processing data, I can see that producers are improving all the time and they should be congratulated for their efforts. The year has had its challenges with dry periods in Jan & Feb but with plenty of rain during winter. The follow up rain in the last few weeks will take us into the New Year with a sense of positivity about the industry going forward.

NEVER EVER NO HINDERANCE

Thanks to all whom have completed renewal audits for their NEVER EVER accreditation. There have been documented changes to the program which may have seemed onerous, but have now been implemented with ease around the state. The buyers all have tablet computers which have been very helpful in replacing paper audits and making the entire process quicker. Big thanks to our Natural Programs Manager, Nikki Gilder and the entire Smithton team for their patience in rolling out the new technology.

MERRY CHRISTMAS

On behalf of all the team at Greenham, I thank you for your support over the past year and wish you and your families a very happy Christmas. We hope 2019 brings plenty of rain, profit and growth for everyone in beef production.

Peter Greenham Jnr

NEVER EVER GETS THE VIDEO TREATMENT



Thankfully the weather held off so we could go about creating an important piece of marketing to promote our natural beef programs both domestically and overseas. In late October, a film crew and 160kg of equipment travelled to Circular Head to shoot the first NEVER EVER promotional video. In addition,

with animal welfare concerns gaining more attention, we filmed an instructional piece on the use of pain relief during castration. As a company, we should be on the front foot and lead our industry on this part of beef production. We're looking forward to showing the new videos once they are edited and ready to go.

Stanley's Milton Dejonge wanders amongst plenty of tucker



Jamie Oliver of Marrawah chats to the director

Christmas Holiday Trading

SMITHTON PLANT CLOSURE

The final day for over the hooks delivery will be Thursday 20th December and re-opening on Wednesday 2nd January.

Enquiries, please phone 03 6452 2701

LIVEWEIGHT SCALES

The last day for all of the Tasmanian scales will be Monday 10th December. All scales will resume on Monday January 7th, 2019.



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STANLEY HOOK & HOOF

The Circular Head Agricultural Society will be holding the annual Trade and Export Cattle Competition as part of the Circular Head Show at Stanley on Saturday 8th December.

This year the competition will be updated to match the Beef Australia format, with entries received in pens of three cattle in two classes. Many exhibitors who have entered the Beef Australia National Carcase Competition will be familiar with the group entry format, which better reflects the quality of their herd and their ability to select consistently to the required specifications.

A new Proway handling facility which offers improved safety for volunteers has recently been completed at the showground. This will allow entries to remain in their groups in single pens for both display and judging, removing the need to mix entries and draft out individual cattle.

Entries will then be grazed and fed ad lib silage for 30 days to comply with MSA rules, and processed on Monday 7th January 2019. The carcass assessment will be held the following morning and the presentation of prizes and BBQ will be held at 3pm on Tuesday 8th January 2019.



The committee has received generous support from our State Government to construct new yards



Grading will take place on 8th January in the morning.

BRANDS GETTING IN THE ACTION



Well it's been another big year of events and sponsorships. As you may be aware, Cape Grim Beef is a major sponsor of the AFL and AFLW Western Bulldogs. Our recent marketing activity included a cook-off between our player-ambassador Marcus Bontempelli and Macelleria owner and huge Cape Grim fan, Peter Zaidan - all this judged by TV sports personality, Hamish McGlachlan! Check out the video at:

www.westernbulldogs.com.au/video/2018-09-26/bonts-high-steaks-cook-off



Bulldog Roarke Smith takes a flier in front of the Cape Grim signage

The inaugural BEEF OFF competition was held at Agritas on the AFL Grand Final weekend. Ten teams drawn from Tasmania and the mainland competed for cash and prizes as well as bragging rights.



Local Smithton families got to try some of the fruits of the low n slow teams' work

The Cape Grim Beef Steaks were also run again on Caulfield Guineas Day. What a fantastic day of racing. The television audience was estimated at 1.4 Million!



The Cape Grim Beef Steaks were won by 4 year old Bay mare, Winter Bride



A recent Cows out of Creeks strategy session

COWS OUT OF CREEKS

We're glad to report we are getting behind this project of sustainable water management improvements. The second round of funding from Dairy Tas and the state government has now been approved. Congratulations to those dairy and beef suppliers who have received funding and a reminder to establish plans and actions to achieve the targets through stock watering systems (troughs, pipe, pump etc), fencing and stock crossings.

CROWD COW DRAWS A CROWD

USA customer Crowd Cow has recently launched its selection of Tasmanian beef from selected regions across the state. From Sattler|Barnboughle in the NE to King Island, Westmore Pastoral and Western Plains to Robbins Island Wagyu.

Crowd Cow extends to include international craft meat

By Michelle Perrett

04-Oct-2018 - Last updated on 04-Oct-2018 at 13:11 GMT



"We are literally going to the other side of the planet to find the best craft meats from outstanding independent producers," says co-founder Ethan Lowry.



Crowd Cow extends its meats to Tasmania

Crowd Cow, the US marketplace for craft meat, has revealed plans to extend further outside its heartland to offer meat from around the world, beginning with Westmore Pastoral in Tasmania.



Guineas Day 2018 drew a crowd to Caulfield of over 22,000!



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•SPONSORSHIP CORNER•



The Launceston Show was held on October 11 with Greenham supplying meat for the competitor's barbeque

Greenham Tasmania is proud to be a sponsor of numerous local clubs and community organisations. Building strong rural communities is a key part of our everyday function. Check out the recent events we have supported:



New signage at 'Royal' Stanley, Greenham has been a sponsor of the club and competitions for a number of years



With thanks -
On behalf of the Forest Stanley Football Club I would personally like to thank Greenham for your kind and humble donation of Cape Grim Beef
All who attended the dinner were delighted with how delicious and tender the beautiful aged beef was. We would just like to thank you once again not only for your donations but for your friendship to our Football Club we hope to continue this in the future.



Chefs become our best ambassadors once they visit

SYDNEY CHEFS HIT THE NW

With the spring season comes great opportunities for customers to visit and get a sense of rotational grazing in full swing. One of our early groups were from Sydney distributor Origin Meats with a gaggle of chefs and butchers. With thanks to Brad Rigney, John Bruce and the Hammond Family for facilitating farm tours.

GIPPSLAND NEWS

GIPPSLAND MAKES PROGRESS

We are slowly building up the Moe works in terms of capacity and employment and I'm glad to say the new Bass Strait Beef brand is beginning to make inroads with butchers and food service. The plant has been receiving good numbers of quality NEVER EVER cattle from the region with high average MSA indexes. Producers should be proud of their on-farm efforts but also be reminded to aim for a rising plane of nutrition and keep feed up to cattle before processing.

NATURAL PROGRAM ON A ROLL

Welcome to new NEVER EVER producers and thanks for signing up to the program. Please keep a look out for upcoming producer information days in your region. We're very enthusiastic about what the program can offer and the two-way street of information we can achieve to better beef production and meat quality.

MERRY CHRISTMAS TO ALL

Thanks to all our staff for their hard work and to our cattle suppliers for supporting the meatworks and our NEVER EVER program. Thank you for your support throughout the year. We wish you and your families all the best for a safe and happy Christmas period and a profitable 2019

Peter Greenham Jnr



STAFF PROFILE BELINDA TAYLOR Payroll Supervisor

Where are you from originally?

Originally born in Traralgon Vic, and now back after 30 years to be with family.

Where did you previously work?

At Primo/JBS at Port Wakefield for 9 years as Payroll/HR/Training Officer.

What's the best thing about your job at Greenham?

Really enjoy helping our employees where possible and of course - pay day is always popular!

What footy team do you follow and why will they win next year?

I have always been a Tigers supporter and was very happy with last year's results - this year - not so much, but hey, we will be up there again next year. Go Tiges!!

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

When not at work, I enjoy spending time with family and friends and of course throwing a well marinated Sirloin on the Barby.

Christmas Holiday Trading

LIVEWEIGHT SCALES

The last day for all of the Gippsland scales will be Wednesday 19th December. The Wonthaggi and Denison scales will resume on Wednesday January 2nd whilst Maffra, Yarram and Fish Creek will resume on Tuesday 8th January, 2019

GIPPSLAND PLANT CLOSURE

The final day for over the hooks delivery will be Thursday 20th December and re-opening on Wednesday 2nd January.

Enquiries, please phone 03 5127 4000.



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GIPPSLAND RAMPS UP

Great news at Gippsland is that we have increased both our kill numbers but also the quality of the stock coming through. The team at Moe is starting to get settled and put in processes to pack the best beef brand in the region. In addition, some shiny new machinery has been installed which includes a rotary vacuum machine in the boning room that can package up to 30 cuts every minute!



Boning room supervisor Neil Watson talks through some ideas with plant manager Brett Scoble



Greenham boxes line up ready to be loaded into the freezers

LET'S GET TO KNOW SOME OF THE GIPPSLAND STAFF



WAYNE HECKER
Load out supervisor

Where are you from originally?

Moe born and bred.

What is your work background?

I was a commercial fisherman for 15 years, fishing from Port Adelaide to Lakes Entrance to Hobart and now been working loadout at the Gippsland plant for the last twelve years.

What are you most proud of about what you do?

I have great satisfaction in keeping a thorough stock rotation flowing in a clean well organised environment. Also supplying local butchers with

our Bass Strait Beef brand which is great for our local community.

What footy team do you follow and why will they win next year?

Carlton, and I'll be happy to see them finish any higher than bottom of the ladder.

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

Fish, Fish and more Fishing.

Your favourite cut of beef and how do you like it cooked?

Scotch Fillet Steak cooked medium rare.



SAMANTHA FARBUS
Livestock Administrator

Where are you from originally?

Jumbunna, South Gippsland

What was your previous work experience?

Before starting with Greenham I used to do Livestock Admin for Tabro Meat.

What's the best thing about your job at Greenham?

Keeping busy and you never know what your day will bring

What footy team do you follow and why will they win next year?

The Tigers

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

Playing sport and getting outdoors with the kids.

Your favourite cut of beef and how do you like it cooked?

Scotch fillet cooked in a fry pan :)

BASS STRAIT BEEF HITS MOE

The new brand is driving keen local demand for beef from local farms. We have established a partnership with local business - Butchers on George - run by Andrew Parniak. Stocking a range of steak cuts and briskets and short ribs for low n slow.

Please give Andrew your support.

Phone: 03 5127 2018



Butchers on George also supply Newborough Foodworks and Moe IGA with Bass Strait Beef

MERLEWOOD: WRITING A NEW CHAPTER

Undulating country is often referred to as flat country (in comparison to really hilly ground!)

In November *Meatworks Messenger* and Greenham's Sean Kallady were greeted with a wet day in Mirboo North. Receiving licks of rain certainly won't trouble Gippsland beef producers. Particularly if growing pasture is your game, like that of Daniel and Anne Marie Barrow of Merlewood Angus.

Impressively, they have been able to acquire neighbouring properties to build their holdings to 600 acres of undulating country plus a further 150 acres of leased land. With experience in construction quantity surveying for Anne Marie and many years in oil and gas for Daniel, both are methodical operators and with a highly professional approach to beef production.

"We were interested in the beef game and then specifically south Gippsland for its reliable rainfall and having that water supply. We started out backgrounding steers. It was good fun for a while but we had a desire to get stuck into breeding of Angus," Daniel explains.

Driving down 'Barrow Highway', one of the aptly named internal roads, it was clear to see the solid infrastructure in place with good sheds, dams and water supplies from dams and feeder tanks. A succession of family owners had been operating the property since 1880 and they were happy the Merlewood name could live on.

In fact, as Daniel explains, "there were lots of good size 2-4 ha paddocks that were already set up for rotational grazing although we did need to beef up the fencing a little." Evolving to a seed stock model now sees Merlewood Angus join 270 cattle both naturally and via a dedicated AI program with eggs from the best producing heifers to 45-50 recipient cows. They are also currently running 52 Bulls for their annual sale in March and sell off commercial mobs of steers and heifers once they hit a desired weight range. Asking where the genetics originated, "We got involved with more renowned studs first and looked around for the benchmarks of industry, and were also looking at smaller frame cows that would work on the hill country. We looked at temperament, frame score, final carcass weights and yes it's taken a while to get there but we've got the herd to where we want it now," Anne Marie says.

Anne Marie and Daniel certainly have their eye on the whole supply chain and are happy to be able produce a natural beef product that provides an excellent eating experience - all while implementing regenerative agriculture practices. "We try to be as natural as we can and used non-chemical fertilizers like fish emulsions, natural NPK's and natural Causmag or Guano pellets which are all mixed on site and



Daniel and Anne Marie Barrow have a love for farming with dual infectious personalities!



Once we get the grass, we get gains of up to 3kg per day for these Bulls



Young cattle are put onto oats during the winter to manage the feed gap and oversewing tackles the problem of dormancy in the Lucerne.

spread as part of our grazing regime. We're always looking for products that can be more natural," Daniel adds.

On the mix of pastures, "We're looking for a good 'salad bowl' mix and every year we will have a look through it to see if we need to fill it out with some chicory or the like." The paddock of bulls were roaming on luscious tucker with reported weight gains of 2kg per day and up to 3kg per day over November and into December. These type of figures are were matched by their commercial heifers and steers as well.

So why NEVER EVER we asked? "We were really glad to be presented with the NEVER EVER program and what Greenham are trying to do. In fact it is in line with our philosophy."

To be honest, we'd looked at other grass fed programs over the years but we never joined up for any of them because they didn't cross all the T's and dot the I's. We were happy to sign up," says Anne Marie.

"Obviously our main market is producing seed stock but we really want our 330-350kg heifers and steers to go onto other NEVER EVER finishers with all the carcass feedback that we can then use to improve our breeding methods."

"Same goes with our bulls - we'd prefer for other breeders to keep our genetics in Gippsland and keep them on grass rather than going to feedlots up north," Daniel adds.

Merlewood Angus have a distinct vision about where they want to take their business. "Every one of our partners, whether it is the pasture genetics rep or the natural farming products guy, or Greenham knows where we want to be and how we can get there together.



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