



Tasmanian

# MEATWORKS MESSENGER

# GREENHAM



JULY 2008

## BUILDING THE TASMANIA BRAND

We have been doing a lot of work in recent months to build a strong reputation for Tasmanian beef and promote it widely on domestic and overseas markets.

There is a great story to be told about the Tasmanian environment and the superb quality beef it produces.

I have reported previously on our activities in Korea that are designed to build a strong relationship with Tasmanian farmers. We've hosted Korean buyers here in the state and introduced them to local producers. It's been a great way of having them understand the advantages of Tasmanian grass fed beef and how it differs from other Australian product.

This has led to the signing of an exclusive deal with the Lotte Mart retail group. See our report on the back page.

At the same time we have reinvigorated our existing Greenham Tasmania Natural Beef brand. We've developed a range of promotional materials aimed at both butchers and consumers. These focus on the unique qualities of our carefully selected Tasmanian beef.

We talk of how cattle thrive and grow rapidly on the abundant pastures, producing meat of exceptional tenderness and quality. We note that it's free from hormone growth promotants and emphasise the quality controls used - careful selection by Greenham and then MSA grading.

And we have also introduced a major new brand aimed squarely at restaurants and some high end retail outlets. Cape Grim Tasmanian Natural Beef draws inspiration from the incredibly clean air recorded at the Cape Grim monitoring station. It's a reflection of our natural, pristine environment that is responsible for a wonderful product.

Cape Grim beef has to meet demanding criteria. As would be expected, it's MSA graded and consistently scores in the top four of the 18 grades.

As we say in the promotional material, Cape Grim Beef is a true Tasmanian taste sensation. You can see examples of these materials inside.

We have also been working with producers to provide information on the MSA system. We believe there is a real opportunity to capitalise on the advantages we have here in Tasmania and gain better access to markets.

**Peter Greenham Jnr**

## OUR MOST EXPERIENCED STOCK BUYER RELOCATES TO SMITHTON



*Graeme Pretty (left) and Peter Greenham Senior looking over livestock at the company's Tongala, Victoria, abattoir.*

Adam Pretty, whose name has become well known to our Tasmanian clients through his role as livestock manager over the last four years, has moved back to Victoria with his young family.

But in an interesting reflection on the family nature of the Greenham business, his father Graeme is making the reverse move and will shortly take up residence near Smithton.

He will retain his position as livestock controller for the entire Greenham operation but his primary focus will be on Tasmania.

Graeme is one of Australia's most experienced and knowledgeable livestock buyers. He first worked with Peter Greenham Senior some 40 years ago when the company operated an abattoir in Melbourne.

Since the early 90s he has maintained the supply of livestock to Greenham's Tongala abattoir in northern Victoria.

Graeme is very enthusiastic about the move.

"My wife and I love Tasmania and look forward to living at Forest. I've already met a lot of farmers across the state and look forward to meeting many more."

Graeme said modern communications were a big advantage.

"Victorian farmers that I have dealt with for years still ring me on the mobile - it doesn't really matter where I am. And it's the same with Adam. He's still dealing with some of his Tasmanian contacts.

"We've swapped territories but it's business as usual." Graeme said.

## BUYING ON FARM AT WINNALEAH

When Meat Worker and Greenham's north-east representative, Danny Sinclair, visited Craig Steel at Winnaleah he was busy building a roof over his cattle handler using part of a recycled silo. "We can't have a Danny getting wet when he's weighing our cattle," Craig laughed.

The good-natured banter - Danny was giving as good as he got - reflects the strong relationships that Greenham has with many farmers across the state.

Craig has been selling to Greenham since the company took over the Smithton meat works some years ago, but he particularly values the on farm buying service that Danny has been offering since moving to the area last year.

"I used to take them to the scales at Ringarooma and that worked well, but Danny now weighs the cattle in our handler and offers a price on the spot. We really appreciate the fact that he will accept our scale weights.

"This arrangement suits us fine. We can haggle over the price and the cattle haven't even left the farm. When I was taking them to Ringarooma it could be a problem if I wasn't happy with the price because it meant deciding whether to take them home again.

"We don't have much trouble sorting out a deal and nine times out of 10 I have the cheque before the cattle are even picked up - they usually go that afternoon or next morning," Craig said.

And it works well from Danny's point of view. "Craig has a good set up and I am more than happy to weigh the cattle in his yards. I also appreciate the fact that he gives me the opportunity on all his cattle."

During a private aside later in the interview Craig said he found Danny obliging and honest. "Honesty is what primary producers are seeking."

### Since 1948

The Steel family has been at Winnaleah since 1948 when Craig's grandfather, who was a World War One veteran, sold land at Anson's Bay on the east coast and moved inland. Fortunately for his descendants, he had the foresight to keep two acres of the old property. It now provides a site for the family's holiday shacks at what is currently known as Policeman's Point.

Don Steel, Craig's father, was just 18 when the move occurred. He worked on the development of the property over the next 40 years until retiring in 1989, but still helps out around the place when needed. He describes it as his 'exercise'.

Craig says he owes a lot to his father. "He's been my mentor over many years and has taught me a strong work ethic. He always said you only get out of life what you are prepared to put into it. He's provided a lot of advice and still does."

Craig and his wife, Cherie, have expanded the property to 615 acres with the acquisition of two neighbouring properties in 1994 and 2002. Their son, Kallan, has now joined them in running the beef and dairy operation while daughter, Bronte, is in second year high school at nearby Scottsdale.

It's interesting to note the symmetry of the Steel generations. Don was born in 1930, Craig 30 years later in 1960, and Kallan a further 30 years on in 1990.



*Fourth generation, Kallan Steel, (left) is responsible for milking the dairy cows in the background. His father, Craig, is concerned about the level of investment in dairy despite current high prices and plans to concentrate totally on beef in the future.*

The property runs 140 Angus breeders and the Steels currently milk 160 Holsteins. "We've milked more in the past," Craig said. "I don't plan to be milking when I'm 50, and I'm now 48. I often think that milking cows ruins a good sunrise!

"It's probably a strange way to think with prices the best they've ever been, but it's also a bit scary. You wonder what happens later if the price falls. I'm concerned about the level of investment."

### Fourth generation

Kallan, the fourth generation to live on the farm, does most of the milking in the 22 a side swing over dairy but admits more interest in beef.

Dairy was the sole enterprise until 1997 when they started leasing the neighbouring property subsequently purchased in 2002. "The guy had a herd of Poll Hereford's and we took over the pick of the cows as part of the lease. That's how we got started in beef. We've moved across to Angus since because I think there are more market opportunities.

"We calve in May and June and sell the vealers straight off the cow - there's only one year we haven't done that," Craig said.

He goes around the cows twice a day when they are calving and puts an Elastrator ring on the bulls straight away. "That way we don't have to touch them again. The cows are very protective on the first day which can be a bit of a problem. She's okay by the second day but then you can't catch the calf!"

### Tasmanian studs

Bulls are purchased from a number of Tasmanian studs with most coming from Antu Angus. "We've purchased a bull or two from John Tucker every year since he started the stud in 1972, except for this year. There's an interesting connection there, too. It was the Tuckers who purchased my grandfather's farm over on the coast," Craig added.

Bulls have also come from Woodbourn and Rosedale. And on the subject of connections, there was a new Woodbourn bull from Janet and Charles Wallace's stud at Cressy in the front paddock when we visited. This year's Greenham Scholarship winner, Melissa Wheeler, had worked for the Wallace's for three years. Impressed with her dedication and work ethic, they encouraged her to make the Scholarship application. (See story on the next page.)

The dairy operation is seasonal. Calving starts in mid to late August and Kallan is kept busy milking through until June.

Hay and turnips are grown to feed the dairy cows. Each cow is fed approximately a tonne of concentrates over the 300 day lactation. Rations are crushed and mixed on farm using a New Holland MixAll.

### Irrigation

Irrigation plays an important role despite the 1000 mm average rainfall. "That's the long-term average but it seems to be getting less and less," Craig said. The property is on the gravity fed Cascade Dam system with a pipe running diagonally right through the farm.

"It's a magnificent scheme with no pumping costs. In fact we have to use pressure reducers or it just blows the pipes out. We are about to put in three centre pivots. There had been an issue with a high tension power line that's coming through from the Cape Portland wind farm, but that's all been sorted.

"That's going to save a power of work. We use travelling irrigators for about a third of the coverage but the rest is long laterals. Moving them three times a day means we wear out a motorbike every 12 months," Craig said.

It's a long way from the log fences still in use when Craig's grandfather arrived at Winnaleah in 1948.



*Craig Steel with our representative in the northeast, Danny Sinclair.*



*Kallan Steel is enthusiastic about a future in farming.*



*Newly acquired bull from Woodbourn Stud at Cressy.*

## 2008 GREENHAM TASMANIA SCHOLARSHIP WINNER ADVANCING THE BEEF INDUSTRY

The employer of this year's Greenham Tasmania Scholarship winner, Melissa Wheeler, was so impressed with her performance that he rang the organisers to arrange her application.

Melissa worked at 'Woodbourn', Janet and Charles Wallace's property near Cressy, for three years until recently commencing an Agribusiness degree at the University of New England at Armidale.

Charles Wallace said Melissa was everything an employer could hope for.

"We run Angus and Murray Grey studs. She was completely dedicated to the cattle and capable of carrying out every task related to managing the studs. It didn't matter whether it was birth weighing, record keeping, breaking in cattle, fencing or moving centre pivots.

"I am delighted that she won and not at all surprised. We need to hang on to our talented youth and encourage them, or our industry is in trouble," Charles said.

Melissa eventually hopes to work within agribusiness as a consultant.

"I believe that in a professional role such as consulting I will have an impact on the wider industry by assisting primary producers in their farm business decisions. In this way I hope to have a positive impact on the beef industry," said Melissa.

Former Deputy Premier, the Hon Steve Kons, presented 21 year old Melissa with the \$10,000 scholarship at a luncheon hosted in Smithton. In presenting the award, the minister thanked Greenham for making the scholarship possible.

"Maintaining profitability at the farm is vital to the success and continued expansion of the Tasmanian beef industry. Although the individual farmer has no control over prices of inputs they have total control over the efficiency of their use," said Mr Kons.

"Assisting producers to interpret technology to their individual situation is the role of professional agriculturalists who understand the theory and its practical application.

"This Greenham scholarship will help Melissa gain these skills and confidence so as she can fulfil her ambition of being the link between the world's science and applied agriculture".

At the award, Peter Greenham said he was pleased to see previous winners forging successful careers in beef and dairying.



*Scholarship winner, Melissa Wheeler, receives her award from then Deputy Premier, the Hon Steve Kons. Managing director, Peter Greenham Jnr, looks on.*

"Without the support offered by the scholarship some of these people may not have been able to achieve what they have. Not only would that have been a loss to them personally, but also a loss for Tasmanian agriculture," he said.

The scholarship assists young leaders to further their knowledge and qualifications, gain additional management skills, and contribute to the growth of the industry as it adapts to a changing world.

This year's applications were assessed by a panel of independent judges including DairyTas executive officer, Mark Smith; Smithton High School assistant principal, Susan Wigg; Rural Skills Australia education and training adviser Roger Tyshing; and farmer and member of TFGA Meat Council, Paul Saward.

Criteria considered in awarding the scholarship included personal and academic achievements, the potential benefits and relevance of the chosen study area or career path to the Australian dairy or beef industries, and the importance of the scholarship in helping the applicant realise their ambitions.



*Melissa at work for former employers, Janet and Charles Wallace of Woodbourn at Cressy. They encouraged her to apply for the Scholarship as a means of furthering her talents.*

Applications for the 2009 Greenham Tasmania Scholarship will be available later this year.

Eligible applicants must be aged between 17 and 45 and be immediate family, employees or sharefarmers working with suppliers of cattle to Greenham Tasmania's Smithton meat processing plant.

If you or someone else you know is eligible for this scholarship, we highly recommend you submit an application.

Winners receive financial assistance for study in a beef or dairy related area of their own choosing.

Keep an eye on our website and future newsletters for updates.

## BRANDING TASMANIAN BEEF

Selling meat is a competitive business just like any other. You always have to fight for your share of the market and find ways to differentiate your product.

Some years ago we created the Greenham Tasmania Natural Beef brand and have used it to underline the advantages of our Tasmanian product in domestic and overseas markets. Through persistence and hard work it is gaining recognition.

### Greenham Tasmania Natural Beef

To assist the process we have produced a range of promotional materials that tell the Tasmanian Natural story.

A brochure shows pictures of beautifully presented steaks and fat, healthy cattle. It explains Tasmania has some of the world's best grazing lands where cattle thrive and produce meat of exceptional tenderness and quality.

A video tells the story with more detail. It's designed to be shown in the increasing number of butcher shops that have television screens.

Leaflets explain the perfect way to cook a Greenham Tasmania Natural Beef steak and offer consumers recipe suggestions that will enhance their eating experience.

Point of sale materials encourage butchers to differentiate Tasmanian beef. We are trying to have consumers understand that just as "oils ain't oils", all beef isn't the same.

### Cape Grim Tasmania Natural Beef

Large quantities of beef are consumed in restaurants and that is also a very competitive market. To give Tasmanian beef a better chance of success we have just created the Cape Grim brand.

The brand draws its inspiration from the Cape Grim story that tells us the wind blowing in from the Southern Ocean is the most pure air in the world. It's a great way of emphasising Tasmania's clean, green credentials.

A similar suite of promotional materials, aimed at restaurant owners and chefs, has been produced for the Cape Grim brand. It encourages them to put Tasmanian premium beef on their menus, and provides them with information for their customers.

### Supply

All meat under these labels is MSA graded. We are working with farmers across the state to encourage participation in the MSA program, and to ensure there is a constant supply of product that meets





Mr Jeung (left), responsible for meat purchasing at Lotte Mart, farmer John Bruce and Peter Greenham Junior.

## EXCLUSIVE TASMANIAN BEEF DEAL STRUCK IN SOUTH KOREA

Greenham Tasmania has signed an exclusive beef export deal with the Lotte Mart retail group in South Korea. Tasmanian beef farmers are set to benefit from this new arrangement.

We have been actively pursuing opportunities to establish markets in Korea for our premium quality Tasmanian beef. Tasmanian beef producers have a competitive advantage that favours entry into the Korean market due to our state's reputation for producing clean premium quality beef.

Managing director Peter Greenham Jnr said the deal provides a win-win situation to everyone involved in the production chain. The Smithton meat processing plant now exports premium quality beef to the USA, Japan and Korea.

We recently hosted a trade delegation from Korea that encompassed a tour of the plant's production facilities as well as on-farm tours. The delegates were very impressed with what they saw.

"Lotte Mart is the first retailer in Korea to introduce the sale of Tasmanian beef. In fact, it is the only supplier in Korea who currently sells Tasmanian products, which provides an important point of differentiation in the market," Peter said.

The Korean contract shows our commitment to sustaining strong relationships with our local producers.

### Contact Details:

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<b>Daniel Sinclair</b>	North-East	0428 384 484
<b>Michael Ardle</b>	South	0428 134 122
<b>Wayne Oliver</b>		6362 3682 / 0419 358 441
<b>Adam Pretty</b>	Livestock Controller	0418 505 347

### You can sell to us liveweight at:

- **Smithton** - Greenham Plant, Mon-Fri, 9am - noon
- **Deloraine** - 264 Meander Rd, Mon, 9am - noon
- **Howth** - Kennaglen, Mon, 9am - noon
- **King Island** - Grassy Port yards, ring for details
- **Ringarooma** - 69 East Maurice Rd, Wed, 9am - noon
- **Brighton** - 500 Broadmarsh Rd, Tues, 9am - noon

## VALE

Staff and workers were deeply saddened late last month with the passing of Jilly Wallis. Jilly had worked at the plant, both in the factory and in the office, for many years. She was a respected colleague and friend. Jill was only 43 but had suffered ill health in recent times.

Her smiling face and friendship will be missed by all at Greenhams.