

TASMANIAN BEEF STRIKES A CHORD AND LEADS TO INVESTMENT

Concerted efforts to differentiate Tasmanian beef for international and domestic markets are really starting to pay off for local processor Greenham Tasmania Pty Ltd.

Greenham's abattoir at Smithton processes beef from only locally-grown cattle, and the company has created specific brands to promote the particular values of Tasmanian beef.

As a result of growing demand for its beef the company will make a major investment in upgrading the plant to improve the boning room and increase value added products.

'Greenham Tasmania Natural Beef' and 'Cape Grim Tasmanian Natural Beef' feature a strong emphasis on claims of freedom from growth promotants, antibiotics and genetically modified organisms.

"These claims have struck a chord with our customers, especially in Korea where there has been deep suspicion about the safety of US beef," explains Peter Greenham, managing director of Greenham Tasmania Pty Ltd. "The strength of those feelings has been very evident in recent times as Koreans protest in the streets against the reintroduction of beef from the US.

"As well as emphasising these advantages, we can also underline the attributes of the Tasmanian environment - rich soils, clean water and clean air. We can paint an accurate picture of an environment that grows wonderful pastures and succulent, tender beef. And we can lay claim to some of the world's best grazing lands".

'Greenham Tasmania Natural Beef' has been targeted predominantly at the Japan and Korea markets and, in association with Meat & Livestock Australia, Greenham's have brought Korean delegations to Tasmania so that they can gain a first-hand appreciation of what makes this state different. These visitors have been highly impressed and see Tasmania not only as a source of beef but potentially a source of other food products.

A recent milestone in the promotion of Tasmanian beef was the signing of an exclusive deal with the Korean retail group *Lotte Mart*. It is the first such deal with an Australian beef processor and more importantly, with a Tasmanian beef processor.

The 'Cape Grim Beef' brand is aimed primarily at high end Australian restaurants and takes its inspiration from the Cape Grim monitoring station which captures the world's most pure air from winds blowing across the Southern Ocean.

A focused promotional campaign aims to have Cape Grim Beef listed extensively on restaurant menus across the country.

The Greenham family has been involved in meat processing for six generations. It recognized the opportunity provided by Tasmania's unique environment to produce superlative quality beef when it purchased the Smithton plant and has since made a significant investment in upgrading facilities.

Peter Greenham believes that there is no question that their strategies are producing substantial benefits for the company, their employees and their farmer suppliers. "We also believe we are just scratching the surface. The potential for properly differentiated and marketed Tasmanian beef is enormous."