

Continued from front...

For me to continue to find a place in the agricultural industry I need to find out these things through the Bachelor of Agricultural Science course."

Peter Greenham said it was pleasing to see previous winners developing successful careers across the beef and dairy industries.

"It is very gratifying to us that our company is able to assist young people in forging careers in the beef and dairy industries. 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 for them personally, but also a loss for agriculture."

The scholarship was established in 2003 to encourage young people to make a commitment to the improvement of the beef and dairy industries through education. It is open each year to people aged 17 to 45 years, who are immediate family members or employees of anyone who has supplied cattle to Greenham Tasmania's Smithton meat processing plant.

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.

Among criteria considered in awarding the scholarship were 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 how important the scholarship might be in helping the applicant realise their ambitions.



Trophy for Tasmania. Peter Greenham with the Beef 2009 Reserve Champion Award – proof that Tasmanian beef ranks amongst the best in the world.

FAMILY THREADS

Greenham Tasmania truly is a family business - managing director, Peter Greenham Jnr, is the sixth generation of continuous involvement in meat processing.

That alone is an impressive story but another family thread also weaves its way through the company with the Pretty family claiming three generations of involvement. Graeme's long association is well known along with that of his son Adam who has now chalked up 16 years, but *Meatworker* only recently discovered that Graeme's mother, Eileen, had also worked for Greenham in the distant past packing meat at a boning room in the Melbourne suburb of Moonee Ponds.

Graeme Pretty is often regarded as having a rather extraordinary knowledge of the livestock game which isn't at all surprising when you find out what he has done during a 40 year career - it amounts to virtually everything!

Graeme started on the bottom rung in 1968 when he was employed by RJ Gilbertson to wash out yards at their Altona abattoir. A stint as a labourer on the kill floor followed before he was appointed supervisor of the offal room.

His next position was supervisor of the 27 drovers employed at that time. The daily kill was 1500 cattle, 7000 sheep and lambs, and 1000 pigs, which explains why so many drovers were needed.



Graeme at work explaining the finer points of Tasmanian cattle to members of a Japanese delegation.

The association with Greenham started when Gilbertson Greenham was formed with Peter Greenham Snr in charge of the operation.

In 1985 Graeme moved to a 750 acre property 50 km north-west of Melbourne where he managed a Hereford stud while still spending three days a week at Newmarket picking up and droving cattle for Gilbertson.

When the property was sold three years later he went back to Gilbertson Greenham until the lure of farming struck again in 1990. This time it led to a dairy farming operation just north of Echuca which he ran with two partners.

They increased the herd from 220 cows to 400 and won the Weekly Times Dairy Farmer of the Year Award.

Three years later the partnership dissolved. Coincidentally Peter Greenham Snr called to ask what he was doing. Graeme explained he was taking a break before looking for a job. Don't look for a job, you've got one, came the reply.

Graeme joined Peter in building Greenham's new hot boning plant at Tongala and has been with the family ever since.

Reflecting on his career, he says he wouldn't have changed anything. "I can honestly say that work has never been a chore. I've loved it, am passionate about it, and still get great pleasure from going off to work every day."



MAY 2009

Tasmanian

MEATWORKS MESSENGER

GREENHAM



PUSHING TASMANIAN BEEF

I have often written about the importance of marketing Tasmanian beef in a way that separates it from other Australian product. As far as possible, the claims we make about our beef must be unique - not something that others can also claim.

That's why we developed our Tasmania Natural brand and more recently the Cape Grim brand. They allow us to give Tasmanian beef a separate identity and the capacity to stand out in a crowded marketplace. They provide consumers, both at home and abroad, with reassurance and comfort.

But you can never stand still. We continue to tell the Tasmanian story and look for new ways to stand out from the pack.

NEW TECHNOLOGY IN KOREA

Our latest development is the introduction of an internet based traceability tool that allows Korean consumers to find out where their Tasmanian beef came from. They use the bill of lading number on the label to identify the location of the farm, management practices used in raising the animal, and even view a photo of the farmer.

The system was launched amid much fanfare in Seoul and generated a lot of publicity in the Korean media. Beef is seen as a very prestigious food in Korea and its selection is taken seriously. See the full story on page 2.

KICKING A BIG GOAL AT BEEF WEEK

We have long believed that Tasmanian beef is a world class product. That view was reinforced with our winning of the Reserve Champion Award in the national carcass competition at Beef 2009 in Rockhampton.

The carcass came from a heifer bred on Flinders Island by Markama Grazing Company and finished at Tasmania Feedlot for 75 days before going through our plant at Smithton.

It's a great achievement for the Tasmanian industry. Remarkably, the winning animal wasn't hand picked but taken at random from a run of stock through the plant. Most of those cattle could have achieved the same result.

Peter Greenham Jnr



Local MP Bryan Green (left) presented the Greenham Tasmania Scholarship to Robert Snare at Tall Timbers, Smithton, while Peter Greenham showed his approval.

LOCAL LAD TAKES OUT \$10,000 SCHOLARSHIP

The winner of this year's \$10,000 Greenham Tasmania Scholarship has ancestral roots in local farming and wants to contribute to the industry by joining a company servicing farmers, when he achieves his Bachelor of Agricultural Science degree.

Nineteen-year-old Robert Snare from Boat Harbour was presented with the award on Monday by the parliamentary member for Braddon, Bryan Green, at a function at Tall Timbers Hotel in Smithton.

At the presentation Mr Green congratulated Greenham Tasmania on their continuing sponsorship of the scholarship and praised the company's contribution, not only to the region, but to the whole meat industry in Tasmania. He said that, in his brief conversation with Robert before the presentation, he had been very impressed by the winner's enthusiasm and down-to-earth attitude.

Robert has grown up on the farm that his great great grandfather bought at

Boat Harbour in 1916. The 62ha family farm, formerly a dairy farm, now agists dairy, Hereford and Angus heifers and is currently building a small beef herd, with twenty breeders calving in spring last year.

During his gap year in 2008 Robert worked for Table Cape Alliance on their cropping, sheep, deer and cattle enterprise, and impressed his employers with his initiative and his practical suggestions to improve efficiency in the work place.

Robert has enrolled this year at the University of Tasmania for the four-year Bachelor of Agricultural Science course.

In his scholarship application Robert said that "...farming has changed, from an enterprise based on experience and sharing of experiences among farmers in a local community, to an exact science where the measurement of inputs and outputs, the chemistry of soils, and the biology of plants and animals need to be understood.

Continued on back page.

FORGING STRONGER LINKS WITH KOREA THROUGH OUR UNIQUE TRACEABILITY SYSTEM

Greenham has kicked another goal in our Korean promotion of Tasmanian grass fed beef with the introduction of an internet-based traceability system.

Korean consumers can now use a bill of lading number from the label to identify which Tasmanian farm their meat came from. The system identifies the owner of the property, its location and management practices, and even includes farm photos.

Greenham has a strong and exclusive relationship with major Korean supermarket chain, Lotte Mart. The traceability system is hosted on their website. It links back to the Greenham website which in turn automatically loads property information as cattle are processed through the Smithton plant.

Peter Greenham said the system took considerable effort to develop but was very important in consolidating Tasmania Natural beef in the Korean market.

"We've been doing very well with Lotte Mart, and our Tasmanian grass fed beef now represents 20% of their total imported beef sales.

"The Koreans have had some very unsatisfactory experiences with US beef. They see Australia as much safer and are really beginning to understand the Tasmanian advantage. By giving them traceability right back to the farm, we are offering great reassurance.

"We're also providing a point of difference," Mr Greenham added. "Lotte Mart's livestock manager, Jung Sun-yong, says it gives the product great credibility with consumers."

Circular Head farmers Jamie Oliver, Troy Porteus and Matthew Lester travelled with Peter Greenham to Seoul for the launch in late April.

Mr Oliver from Marrawah said it had been a great learning experience. "It opened our eyes in many ways. The potential in Korea is just enormous. There are 18.5 million people in Seoul and 50 million in the whole country.



Peter Greenham, managing director of Greenham Tasmania, on the left, launched Tasmania Natural beef's traceability system at Korean supermarket chain, Lotte Mart, along with Circular Head farmers (second left to right) Troy Porteus, Jamie Oliver and Matthew Lester.

"Beef is culturally important and very much an aspirational product. They take it very seriously. We watched customers spending up to 20 minutes moving backwards and forwards viewing everything on offer before they made a selection.

"There's no doubt the traceability system will be a big advantage. We could see how Korean consumers will really like it, and were just amazed at how the technology works. They could see the farm where the meat came from right there on the screen - it's very reassuring for them.

"They are used to grain fed beef but quickly acquiring a taste for our grass

fed product and really liking it," Mr Oliver said. "They see our beef as very clean compared with the US product which has a history of contamination.

"The trip also gave us a much better understanding of how much bargaining processors have to go through to get our beef on to the shelves. It reinforced the importance of quality. We need to get that right on farm because there's no doubt consumers will pay a premium for top quality, well marketed beef."

Mr Oliver said he and his fellow farmers had been very impressed with Peter Greenham's standing in Korea. "He's an exceptionally good marketer, well liked and knows how to handle himself.

"We saw two shops that stock nothing but Greenham's Tasmania Natural beef. That gave us a good feeling about the future of our grass fed industry."

The launch generated extensive media coverage in Korea.

PARTNERSHIP TURNS OFF 900-1000 HEAD ANNUALLY

Leaning forward, John Kay explains that he is a little hard of hearing, the result of countless hours wielding a very loud McCulloch chainsaw while clearing the family's 900 acre bush block at Togari near Marrawah following its purchase in 1972.

The black sandy loam was sown to ryegrass with just a touch of clover, turning it into a highly productive property that now runs 700 – 800 cattle.

Liberal applications of superphosphate, along with the trace element copper, were used to build soil fertility. John says that potash has been added to the mix in recent years and the super application rate reduced from four bags per acre to two.

"Instead we're putting out a bit of lime each year to help release more of the phosphorous held in the soil. The money we save on super goes into lime."

John and his wife, Greta, now live in Smithton with their son Andrew and his wife, Alana, living on and managing the property. "I still go out there a lot but probably just get in the road sometimes," John laughs.

John's brother, Michael Kay, is also part of the C R Kay & Sons business and manages the partnership's 1100 acres of hill country which also runs around 700 – 800 head. Combined annual turnoff is between 900 and 1000 cattle.

MEAT RUNS IN THE FAMILY

Both their father and grandfather were butchers with shops at Stanley and Forest. They also sold meat from a butcher's cart, a very common practice at the time.

The Kays don't run any breeders. Instead, they buy in cattle from all over Tasmania and typically hold them for 12 months aiming to turn off loads on a regular basis.

"However, most are sold between April and August with just a few dribbling through until December," John said. "We buy both blacks and Herefords, although blacks used to be a bit scarce with a lot going to feedlots, but we're getting more now.



Greta and John Kay on the 900 acre Togari farm that John cleared in the 1970s. The improved pastures now carry 700 to 800 head with all the turnoff going over the hooks at Greenham.

"Herefords seem to fatten a bit quicker but blacks are often deceptive. You reckon they might go 300 kg and then find they actually dress out at 330."

For the last two years or so all of Kay's cattle have gone over the hooks at Greenham and they get paid within two working days. John says it is the only way to go and describes Greenham as 'very good to deal with'. "It's much better than waiting four weeks for a cheque."

ALEPH INCREASES TURNOFF

The Kays signed on to the Aleph program in 2007 and have turned off three lots so far. The premium pricing is a big plus but they have also found another advantage.

"Aleph want their cattle a bit lighter at around 380 kg. That means we can get them on and off the property quicker and a turn over a few more each season.

"The Westmore sale earlier in the year worked well for us with their cattle already registered in the Aleph program. We bought 48 Herefords and 78 blacks," John said.

Togari used to be regarded as 1250 mm rainfall country but John says they've only had about half that for the last several years. The whole farm has been mounded to improve drainage and provide cattle with a dry footing during wet winters.

"It hasn't been so important recently but we've had the whole 900 acres under water in the past and had to move all the cattle off."

Two thousand five hundred round bales are cut each year to keep the cattle well fed during winter. John says they would like to do silage but find it too expensive and difficult to justify the cost

Both John and Andrew are keen fishermen and share a 5.4m Haines. They mostly head over to the west coast where the catch includes crays, sweep, trumpeter and striped trumpeter.

"The only problem with fishing," John said, "is that when the weather is good for fishing it's also the time you should be out in the paddocks!"



The Kays are strong supporters of the Aleph program. These cattle were already registered in the program (blue tags) when purchased at the Westmore sale earlier this year.

OUR CAPE GRIM PREMIUM BEEF BRAND IS ATTRACTING A GROWING FOLLOWING ACROSS AUSTRALIA AND MORE RECENTLY IN INTERNATIONAL MARKETS.

You can experience the Cape Grim taste sensation for yourselves at these Tasmanian restaurants:

Abel Tasman Motor Inn
303 Hobart Road,
Youngtown
Tel: (03) 6344 5244

Black Cow Bistro
70 George Crn Paterson St
Launceston
Tel: (03) 6331 9333

Blue Skies Dining
Murray Street Pier,
Hobart
Tel: (03) 6224 3747

Country Club Casino
Country Club Avenue
Prospect
Tel: (03) 6225 7092

Cradle Mountain Chateau
Cradle Mountain Road,
Cradle Mountain
Tel: (03) 6492 1404

Pelican Sands
157 Scamander Ave
Scamander
Tel: (03) 6372 5231

Piermont Restaurant
7190 Tasman Hwy,
Swansea
Tel: (03) 6257 8131

Monty's on Montpelier
37 Montpelier Retreat,
Battery Point
Tel: (03) 6223 2511

Moorilla Estate
655 Main Road,
Berridale
Tel: (03) 6277 9900

Stillwater
Ritchie's Mill, Paterson St
Launceston
Tel: (03) 6331 4153

Wrest Point Casino
410 Sandy Bay Rd
Sandy Bay
Tel: (03) 6225 7001