

No easy recipe to successful branding

THERE is no better example than Cape Grim Beef when it comes to successful branding and last week Peter Greenham shared his knowledge with locals. Mr Greenham is the managing director of Greenham Tasmania a family-owned business that has been in the meat industry for six generations.

About 65 people attended the event as Mr Greenham ran through his three principles for effective branding. He said the first step is to have a quality product and Greenham discovered this when they purchased the Smithton meat processing factory from Blue Ribbon eight years ago.

"We went to MSA (Meat Standards Australia) and graded the beef so we separate the good from the bad and hence Cape Grim was born," he said. The company ensures the quality of Cape Grim Beef reaches the top four MSA tenderness grades as well as being hormone-, antibiotic- and genetically modified organism-free.

The second step is to have a good brand and Greenham focused on the "clean and green" image Tasmania has not only in Australia but also overseas.

"People are fussy about where their beef comes from or how it was raised," Mr Greenham said. "The clean air and water [of Cape Grim] is a great marketing story."

Mr Greenham said the brand really took off with support from Australian Chef Neil Perry who uses the product in his Rockpool restaurants and features it in his books and on ABC television show, Poh's Kitchen. It is now on the menus of two-hatted restaurant Tetsuya's, Gordon Ramsay Melbourne eatery Maze and Iron Chef's Hiroyuki Saki and Masahiko Kobe's establishments in Japan.

"From February for three months Qantas will have Cape Grim Beef on their menus in first class on the Sydney to Los Angeles route," Mr Greenham said. "Also, ex-PM

Kevin Rudd was going to serve [Barack] Obama Cape Grim when he came to Australia after he had a trial at the Lodge but that didn't eventuate."

The last point Mr Greenham made was about marketing and the price points of the different Greenham products.

"Don't put out mixed signals with price," he said. "You don't want the same brand in food service and retail, it can get quite confusing." Other brands under the Greenham umbrella is Pure South Angus Beef and Greenham Tasmania Natural Beef but Cape Grim Beef is their premium product. Because of this there is only one Greenham wholesaler in each state to avoid bidding wars and increase the exclusivity of the product.

"We've had opportunities to go into retail with Coles and Woolworths but we only want to stock it in certain shops," Mr Greenham said.

He also said although they export to Japan, Hong Kong, Singapore and Thailand they avoid the overseas marketing due to the fluctuating dollar, overseas tariffs and limited control on the marketing of the product.

Audience members had a chance to sample Cape Grim Beef at the event which was provided by Greenham.

Renovations at the Greenham Smithton processing factory are partially finished and Mr Greenham hopes they can process 420 to 450 cattle per day, up from the 340 in 2008/09 and almost double the amount of 270 in 2002. He said when the renovations are completed another 20 to 25 people will be employed mostly in the boning and slicing room.

***Boutique beef:** John Bruce, Peter Greenham and Milton de Jonge sample Cape Grim Beef. Mr Bruce and Mr de Jonge are two local farmers who supply Greenham with the cattle for the Cape Grim Beef line. Picture: Kim Pham.*

