

# Local produce in Poh's Kitchen

GREENHAM Tasmania's brand Cape Grim Tasmanian Natural Beef got a real plug last Friday when television show *Poh's Kitchen* came to town.

Runner-up of MasterChef Australia 2009 Poh Ling Yeow now has her own show on the ABC and in one of 40 episodes the crew travel to Marrawah to visit Cape Grim Beef supplier Richard Nicholls and his farm.

Miss Yeow said the episodes are all about where produce comes from and what process it goes through to get onto a plate. "This episode is focusing on quality beef," she said. "I really want to teach in the show what it takes to produce such a quality product and also educate myself.

"It's all about the process foods make from the paddock to the plate."

Miss Yeow said with a history as a painter, the scenic views from Marrawah and Green Point live up to their reputation.

The 35-year-old's first cookbook will be published late this year and a second in 2011.

Another well known face to appear at Mr Nicholls' farm was freelance photographer Earl Carter. Mr Carter has done work for Australian chef Neil

Perry's cookbooks and on Friday photographed some of Marrawah's Cape Grim Beef Suppliers and cattle for a spread about Greenham Tasmania products in Mr Perry's new cookbook.

Greenham Tasmania managing director Peter Greenham said things like this are great publicity and the company is going strong at the moment.

"We're actually expanding and doing some renovations on the Smithton aviator which will help increase the number of cattle we can take," he said. "Marketing wise it's pretty up considering we have secured some really top restaurants."

*Television star: Marrawah farmer Richard Nicholls, managing director of Greenham Tasmania Peter Greenham, Poh Ling Yeow star of ABC's Poh's Kitchen series and freelance photographer Earl Carter recently travelled to check out the true quality of Cape Grim Tasmanian Natural Beef. (Inset) Poh is filmed by the ABC crew as she squats with a new-born calf. Pictures: Julie Kay.*

