



GREENHAM

SUMMER 2020

MEATWORKS MESSENGER

GREENHAM GIPPSLAND NAMED GIPPSLAND AGRIBUSINESS OF THE YEAR!

The best of the best in Gippsland's Food & Fibre sector have been named in an online presentation of the 2020 Food & Fibre Gippsland Excellence in Agribusiness Awards.

Amongst one hundred and fifteen entries, Greenham Gippsland claimed the premier award, Gippsland Agribusiness of the Year.

The Excellence in Agribusiness Awards is a Gippsland region-based Awards program to recognise, celebrate, and reward collaboration and innovation. The competition delivers three premier awards, Agribusiness of the Year, Young Agribusiness Leader of the Year, Female Agribusiness Leader of the Year, followed by a range of thirteen awards across the entire food and fibre supply chain.

Food & Fibre Gippsland CEO Nicola Pero said, "Across both the three premier awards and the 12 category awards, the calibre of the finalists was impressive."

Rob Bayley from Blackwood Piggery was named **Young Agribusiness Leader of the Year** for his impressive leadership at a local, state, and national level for the pork industry and agriculture as a whole.

And in a new premier award for 2020, Gabrielle Moore, co-founder of Sailors Grave Brewery, was named **Female Agribusiness Leader of the Year** for not just her success in the establishment of the Sailors Grave brand and business, but her passion for the region, generous support and mentoring of other businesses, and genuine collaborative spirit.

Whilst Greenham has only been in Gippsland since 2017 with the purchase of the Moe Meatworks; the business has invested heavily in the equipment for expansion, supported the employment of local staff, and worked with local farmers to expand the Never Ever program, which is all about sourcing and certifying 100% grass-fed beef and enabled the launch of new brands such as Bass Strait Beef.

Peter Greenham, Greenham Managing Director, said, "We are truly honoured to be named Gippsland Agribusiness of the Year. We want to thank our employees, suppliers, and customers who have worked with Greenham Gippsland along the way to make this possible. We love being a part of the region and are excited for a bright future ahead."

With gala dinners and large gatherings a distant memory in a covid-19 impacted year, the awards were hosted by highly acclaimed food writer for The Age Good Food, Richard Cornish, and "premiered" online on November 20 on the Food & Fibre Gippsland website www.foodandfibregippsland.com.au, where it remains available to view anytime.



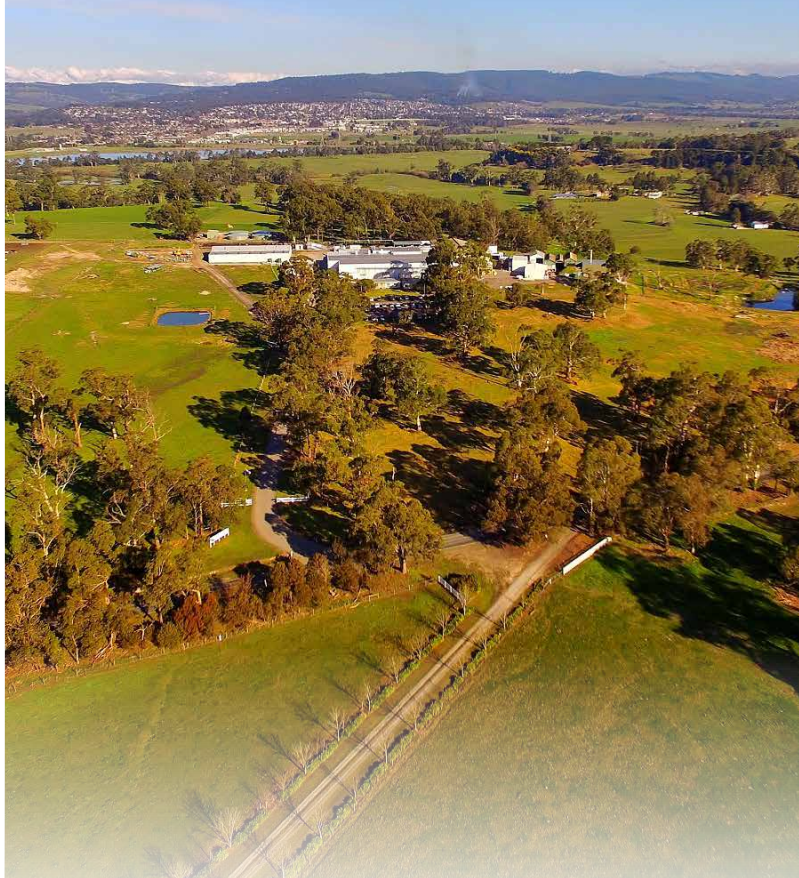
Food & Fibre Gippsland
Excellence in Agribusiness Awards

Winner

Gippsland Agribusiness
of the Year

Food & Fibre Gippsland CEO Nicola Pero congratulated the winners. "The diversity of food & fibre businesses we have across the region is reflected in this year's winner list. We are so proud of their success and what they contribute to the Gippsland community and economy."

Greenham would like to acknowledge and thank the lead sponsor and **Food & Fibre Gippsland** for putting on an outstanding awards program to recognise the great businesses in the region.



GREENHAM GIPPSLAND PTY LTD

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TONGALA NEWS

EXPORT TRADE

Overall, Australia's beef trade to all markets has been down. The effect of the Pandemic and an oversupply of domestic beef to the US has seen the commodity meat market flatten. We are also seeing other beef export regions like New Zealand and South America offering cheaper prices, making it difficult to remain competitive.

A BRIGHT FUTURE FOR TONGALA

Despite recent challenges with Covid-19 and the flattening of the commodity meat market, we see a bright future for the Tongala plant. There have been exciting developments this year with the introduction of the value added room and new brand, Murray Plains which has increased Tongala's exposure to new customers. We also have plans to redevelop the plant, increasing production capability and diversity. Stay tuned for more updates in the next Meatworks Messenger.

MERRY CHRISTMAS

On behalf of all of the team at Greenham Tongala, thank you for your support over the past year. We wish you and your families a safe and Merry Christmas, and all the best for the New Year.

REMEMBERING PETER GREENHAM SENIOR



"My earliest recollection of the meat industry is when, at the age of about six or seven, I remember listening to a conversation between my parents. They were complaining about how tough the industry was".

Despite this less-than-glamorous view of the prospects of a future in the meat game, Peter Henry Greenham had the attributes and the background to succeed in a tough business. He had the entrepreneurial skills to grow their family meat processing business to the point where it operates in several states with hundreds of employees.

After operating out of other facilities for decades, Peter (Senior) bought his first wholly-owned abattoir on Melbourne Cup weekend in November 1979. He battled through droughts,

union strikes and lack of livestock supply. He "retired" in the late 80s, before establishing a completely new approach to processing meat - he set up a "hot boning" facility at Tongala in 1993.

Fast forward to 2020, Peter Senior grew the Greenham business to four sites across two states, hundreds of employees and thousands of units processed each day.

Peter Senior is sorely missed by the team at Greenham and we are forever grateful for the opportunity to work with him.

We are truly proud of the legacy he has built and the leadership team are committed to seeing his vision through and continuing the work he loved.



DAMIAN WHYTE
Livestock Buyer

LET'S MEET A NEW STAFF MEMBER FROM THE TONGALA WORKS

When did start working at Greenham?

I started at Greenham in July 2020 as a Buyer based in Albury servicing NE Victoria and Southern NSW

What's the best thing about your job?

Meeting and forming good relationships with producers

What are you most proud of what you do?

Providing a competitive and informative service

What footy team do you follow?

Carlton - Blue Bagger!!

When you're not at work, what do you like to do?

Be the best Dad to my three daughters - Georgie, Charlotte and Gracie

What's your favourite cut of beef?

T Bone Pepper sauce



PROMPT PAYMENT ALWAYS AT GREENHAM



FAREWELL TO PETER SHELLIE AFTER 21 YEARS AT GREENHAM

TWENTY-ONE YEARS AGO, PETER SHELLIE HAD AN IDEA.

Combine a mobile pick up service with cattle buying!

Shellie explains, "Calf buyers were doing on-farm mobile pick up services at the time but, Greenham wasn't offering a service like this for cattle." Mr. Shellie broached the idea with Graeme Pretty, Greenham Group Livestock Manager. *"I didn't have any cattle buying experience at the time, but after interest in the idea from Graeme, he trained me to learn everything I know about cattle buying,"* says Shellie.

Before becoming a full-time livestock carrier, Peter was a trucking contractor based in Kyabram, doing general farm jobs including hay carting.

Peter set up a truck-trailer combination for the on-farm

cattle pick up service, and his beat stretched from Cobram to Gunbower along the Murray River, encompassing the Murray and Goulburn Valleys.

"We weigh the cattle as they're loaded onto the truck and pay the farmer there and then with the best prices. There are no deductions, including the freight cost, which Greenham picks up. What could be easier than that! It works out well for farmers, and they love it."

Eight years ago, Peter set up a domestic water delivery business and worked on this business and ran the on-farm cattle pick-up service for Greenham. After 21 years running this service for Greenham, Peter has decided to sell the truck and focus on his water delivery business and enjoy some more free time to himself.

Peter has enjoyed his time working for Greenham and explains, *"the best part about the job was the friendships and rapport you build with farmers - it really is great meeting and getting to know farmers that you wouldn't otherwise come across."*



We asked Peter what some of the biggest highlights and changes he saw in his time running the service.

"I saw a lot of ups and downs in the industry with weather and drought affecting cattle supply, saw GST introduced which changed how payments worked and the introduction of electronic identification of cattle which really changed the game."

Greenham would like to extend their thanks and appreciation to Peter Shellie for his hard work and dedication to Greenham over the last 21 years.



★ SPONSORSHIP CORNER ★

Whether its football, netball, a local art project or a new basketball ring, Greenham is proud to support numerous community projects and clubs

TONGALA LAWN TENNIS CLUB

Greenham was pleased to support the Tongala Lawn Tennis Club with a donation to assist with the upkeep of the 10 lawn tennis courts at the club and for equipment such as tennis balls and other general items that are required to ensure that they are able to keep playing each week.

Tongala Lawn Tennis Club has been a functioning club since the 1930's, with a long history of providing sporting opportunities for both junior and senior members of the community. The club is run purely by its volunteers and with most of the members coming from farming families that have worked with Greenham.

ENTER YOUR
CATTLE IN THE
ANZ NATIONAL
BEEF CARCASE
COMPETITION
WITH GREENHAM



Greenham welcomes producers to consider entering their cattle in the Beef Australia National Beef Carcase Competition.

The competition is an opportunity for you as producers to showcase your premium beef on a national platform. Our producers have achieved great success over the years and we look forward to continue championing Tasmanian beef next year. The entry cost is \$110 incl GST and prize money of \$1000/\$750/\$500 is awarded to top places in each class.

Full entry details are available at <https://beefaustralia.com.au/competitions/carcase/>

Please contact your local buyer or Nikki Guildler for more information about Greenham processing dates.



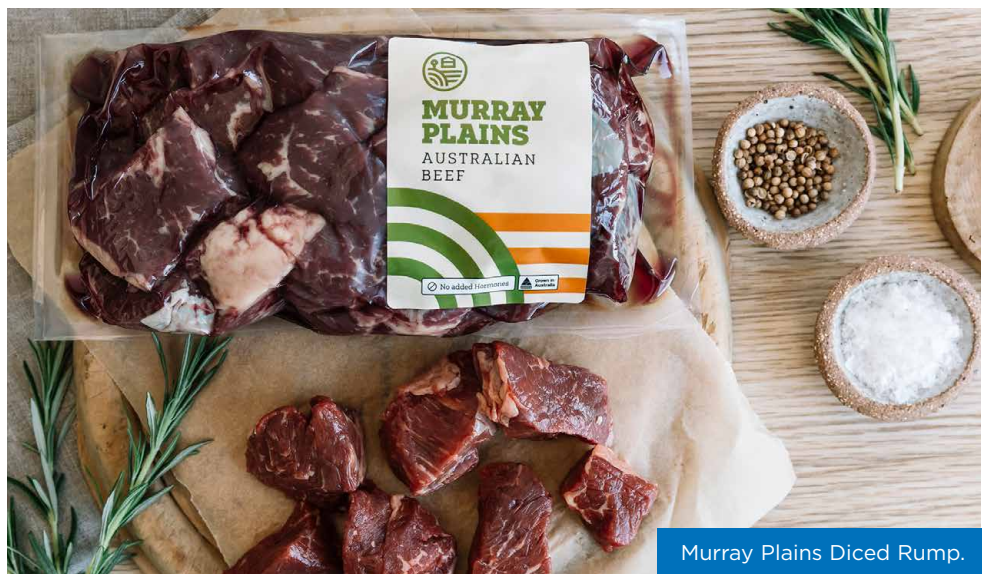
VALUE ADDED ROOM PUT TO WORK

Late last year we commissioned the new **Tongala Value Added Room** and purchased the Multivac R105 thermoform packaging machine.

In March this year we commenced operations, beginning to hand select the best beef coming out of Tongala and packing this for private label and brand new Greenham brand, **Murray Plains**.

The Value Added Room and new products coming out of it has increased Tongala's exposure to new customers and given the opportunity for an origin story.

We are currently packing products like portioned; cheeks, striploins, cube rolls and tenderloins.



Murray Plains Diced Rump.

New Brand comes out of Tongala

MURRAY PLAINS

With the new Value Added Room up and running, we saw an opportunity to create a new brand and the first branded beef range to come out of Tongala.

A competition was created to give Tongala employees the chance to name the brand and received over 30 submissions.

Jemmy Fry who works in the Value Added Room at Tongala won the competition with her submission, Murray Plains.

Jemma Fry explains,

"I got the idea for Murray Plains by a lot of research, I got Murray for the Murray River and plains just sounded

good together, and I knew people would know where our meat comes from if I incorporated the Murray. I had a lot of entries and thought they all sounded good. **I'm glad they liked Murray Plains because it describes the area we live in and the Surroundings"**

Murray Plains is sourced from our 1000's of producers from across Australia.

With a range of perfectly portioned, time-saving cuts Murray Plains makes meal times easy.

From loin half cuts perfect for roasting or slicing into steaks to conveniently diced rump for your favourite casserole or curries.



PROMPT PAYMENT ALWAYS AT GREENHAM



Let's meet the face behind the Murray Plains name

JEMMA FRY

When did you start working at Greenham and what does your role involve?

I started in August 2018, so nearly two and a half years at Greenham. I know a lot of job roles around the plant but before I went to the VA (value added) room. I was in the boning room, which involves trimming, cutting and cryovacing the meat cuts to a customers standards then packed and labelled. I do the same in VA room.

What's the best thing about your job?

Working with good people and always having a laugh. Meeting new people, there is always more you can learn so you're not doing the same job role everyday.

What are you most proud of what you do?

I'm proud of how far I have come in the industry with only being here for two and a half years.

What footy team do you follow?

I barrack for the Sydney Swans, cheer the red and white!

When you're not at work, what do you like to do?

I love spending time with my family and friends and most of all my animals! I also love travelling and exploring new places.

What's your favourite cut of beef?

Personally I love all beef, but my favourite would have to be silver side and scotch.

How did you get the idea for the Murray Plains brand name and why did you think this worked for the brand?

I got the idea for Murray Plains by a lot of research, I got Murray for the Murray river and plains just sounded good together, and I knew people would know where our meat comes from if I incorporated the Murray. I had a lot of entries and thought they all sounded good. I'm glad they liked Murray Plains because it describes the area we live in and the surroundings

What do you think about the Murray Plains branding?

I think it looks and sounds great, I like how the colours and style matches the name. I'm proud I came up with the name and it's always going to be around for me to say I named that brand!

CHRISTMAS TRADING TIMES

TONGALA

Receivals of liveweight cattle and over the hooks cattle to Tongala will cease on **Tuesday 22nd December 12 noon** and resume at **7am Monday 11th January 2021.**



Please contact the below buyers for their trading hours:

Gunbower, Cohuna, Leitchville:

Thomas Mackenzie
0408 500 311

Cohuna & Leitchville:

Colin IBBS
0427 349 648

For more information on selling cattle liveweight other than times stated please contact:

Andrew Maddison

0448 379 146

or

H.W Greenham

& Sons Office

(03) 5859 0912

CHRISTMAS TRADING TIMES



SMITHTON PLANT CLOSURE

The final day for over the hooks delivery will be **Tuesday the 22nd of December** and re-opening on **Monday the 4th of January**.

LIVEWEIGHT SCALES

The last day for all the Tasmanian scales will be **Monday the 21st of December**.

All scales will resume on **Monday the 4th of January**.



GEARING UP FOR AGRITOURISM



Off the table experiences
Provenance kitchen cooking school
John Bruce Andrew Wilson photography

As the awareness of the quality of Tasmanian brands and produce increases, so does the desire to learn more about its provenance. This creates an opportunity for farms to diversify their product offerings and improve their sustainability by meeting this demand.

Greenham Tasmania led the way in developing an Agritourism experience for the Cape Grim Beef brand and there are opportunities to build further experiences for consumers and inbound trade visits throughout the state.

Are you a good storyteller and keen to work with us on on-farm beef experiences?

**Please contact: Jelena Radisic
jradisic@greenham.com.au**

PASTURE PATHWAYS BOOSTING BEEF



Workshop held in the North West at Matthew Lesters farm



North East workshop held at Peter Sattlers farm (and image to left.)

An outcome of discussions with producers this year has been to create opportunities for our suppliers to learn or rediscover ways to better measure feed budgeting, grazing and soil management on farm.

Greenham Tasmania has collaborated with Pinion Advisory (formerly known as Macquarie Franklin) to deliver a training course tailored towards beef

producers operating in high rainfall north west and north east regions.

The course involves 3 on-farm meetings and 3 online meetings targeting spring, summer and autumn/winter decision making, concluding in June 2021. There will be 2 courses running simultaneously, one for producers in the north west and the other for the north east.

Over 30 businesses have signed up to be involved and attended the first workshop in early November.

Highlights of the spring workshop were identifying leaf stages for grazing rotation, managing nutrition and increasing reproduction efficiency.

Thank you to Matthew Lester and Peter Sattler for sharing their farms for the first farm visits.



PROMPT PAYMENT ALWAYS AT GREENHAM



A view of Ringarooma School and District Show from above.

RINGAROOMA SCHOOL AND DISTRICT SHOW



With the number of events cancelled or postponed this year, **Greenham Tasmania was thrilled to be able support the Ringarooma School and District Show** which has not missed a year since it started in 1938.

It was a beautiful day and community members enjoyed catching up for the social occasion. Twelve slow cookers were set up throughout the school on the pupil-free day so the organisers could prepare **local Tasmanian beef for beef rolls to sell at the show.**

All money raised from the 200 rolls sold will be invested back into the local school.

GETTING TO KNOW GREENHAM

RON CRACK Livestock Buyer

When did start you working at Greenham and what does your role involve?

I started working for Greenham in August 2008 and I am the Livestock Buyer on King Island

What's the best thing about your job?

Being able to go at my own pace and be self sufficient

What footy team do you follow?

Hawthorn

When you're not at work, what do you like to do?

My wife and I own and race horses. One of our horses, Mr. America holds a track record in Launceston. We also raise polled shorthorn cattle on our property in King Island.

What's your favourite cut of beef?

Scotch Fillet



Ron Crack (right) with producer Ian Lester

HERDS REBUILD

We have seen welcome spring rain in the past few months which has seen the Australian cattle herd enter a rebuilding phase after a number of years of drought. This means that our farmers are holding on to their breeding stock and expanding their cattle herds. While the fact that farmers are rebuilding their herds is great news for us in the long term, we have seen a reduction in available stock for our plants and we expect this to continue for at least the next year or two.

MARKET UPDATE

Overall, our international beef customers had a good year but we are seeing real time fluctuations in demand based on the situation of Covid-19. As more lockdowns hit we see an increase in retail, however the market did see a period of flurry for food service as restaurants began to reopen. 2020 has been a booster for retail across the board as we see people avoiding highly dense areas, which has seen butchers and independents pick up new customers. We are coming into a season where quality cattle will be available and we predict a good summer with high value loin cuts being in demand.

MERRY CHRISTMAS

On behalf of all of the team at Greenham Tasmania, thank you for your support over the past year. We wish you and your families a safe and Merry Christmas, and all the best for the New Year.

CULTIVATING RURAL EXCELLENCE



Jayden Wadd



Alex Muirhead

This year Greenham Tasmania has sponsored two young Tasmanian farmers to participate in **Rural Business Tasmania's Cultivating Rural Excellence program**. The program provides young farmers the opportunity to up skill in terms of business management, financial planning, communication and marketing.

Alex Muirhead joined the group from Winnaleah where he finishes cattle with his father and was thrilled to be able to participate in the course having heard of its success last year. Alex said he *"enjoyed the biweekly webinar format as it gave time to catch up on sessions and review notes"*. The course presenters were all industry experts and Alex appreciated that *"many of the presenters extended an invitation for further consultation on the topics discussed"*.

The content ranged from financial management to personal well-being and work-life balance, all of which can be carried over to influence and develop positive changes for management, leadership and decision making within the farming business.

Jayden Wadd farms in Tasmania's north west and supports his grandfather finishing cattle at Lileah. While the course was conducted over webinars in the beginning, Jayden said a *"highlight was to meet the group face to face and ask questions about each other's*

operations". Succession planning was a focus as most participants were young farmers returning to the family farm. The marketing session underlined the importance of product placement in the market and Jayden said the *"marketing of our product and connecting with the community while meeting market demands showed the importance of producing a high quality grass fed beef in Tasmania"*.

The course is delivered by leading experts and is aimed at farmers who are/have the:

- Focused on innovation and sustainable farming for the future
- Capacity for personal and business growth
- Vulnerable to external factors
- Open to maximising their potential
- A plan ready to grow or ready to develop a plan

Both Jayden and Alex have been able to incorporate a lot of the course learning in to their business planning back on the farm and highly recommend the course to farmers looking to expand their business knowledge.

Greenham is pleased to support the growth in our young farmers and welcomes interest for participation in the 2021 course.

Contact: Jelena Radisic
jradisic@greenham.com.au

FARM TO PLATE TOUR

VIRTUAL TOUR OF CAPE GRIM BEEF

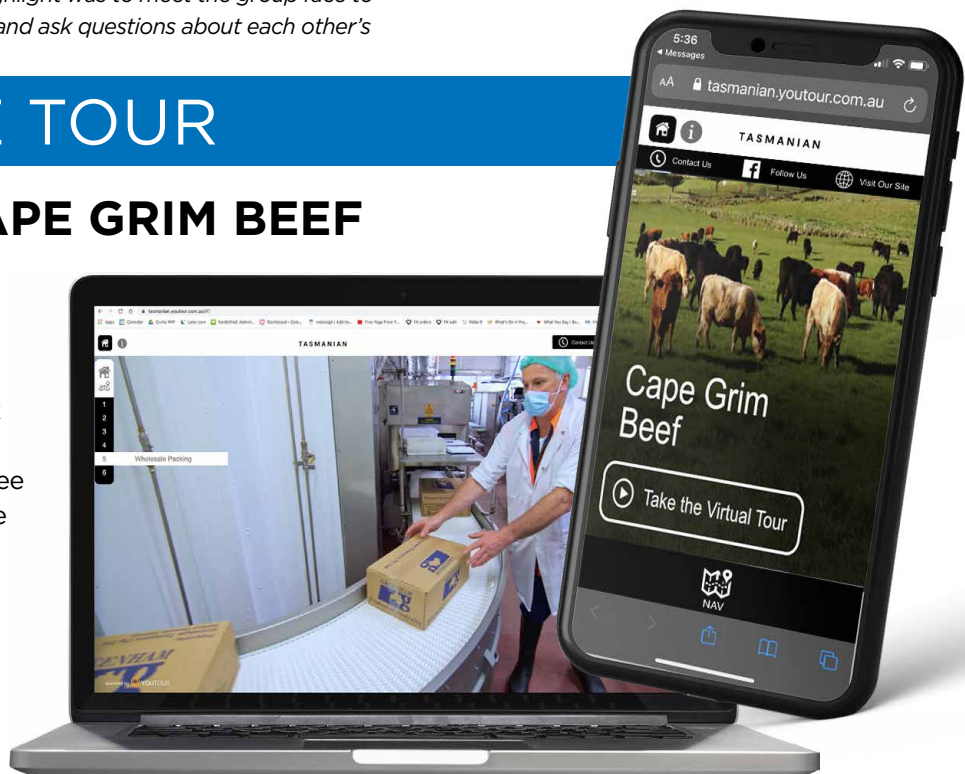
Cape Grim Beef has been selected as one of the first to feature on the Tasmanian Virtual Tour Platform.

The self-guided tour takes you from paddock to plate to see how Cape Grim Beef is produced and combines video and 360 degree photography for a truly immersive experience

With thanks to John Bruce for access to his farm for the filming.

Take the tour at:

<https://tasmanian.youtour.com.au/#capegrimbeef>



PROMPT PAYMENT ALWAYS AT GREENHAM



Australian Beef Sustainability Framework



AUSTRALIAN BEEF SUSTAINABILITY FRAMEWORK

Producers and customers alike, are increasingly interested in sustainable practices and ways to improve productivity across the supply chain.

Launched in April 2017, the Australian Beef Sustainability Framework was developed by MLA with the support of the beef industry to meet the changing expectations of customers, investors and other stakeholders. The Framework defines sustainable beef production and tracks performance over a series of indicators annually. The Framework supports the strategy outlined in Red Meat 2030 to deliver for the red meat industries longevity and prosperity of people, livestock and communities.

Greenham has worked with two pilot groups across Tasmania and the mainland in 2020 to identify the role the Framework could play in defining sustainability across our supply chain.

The project covered animal welfare, environmental stewardship, economic resilience and people/community.

The Greenham Never Ever Program is recognised as an industry leader for animal welfare. The core discussion in both groups was around environmental management. Emergency preparedness for droughts was one focus, with ground cover maintenance, grazing management identified as suitable measurements. Another area of interest was understanding the on-farm carbon footprint.

Greenham will work with industry to provide education and resources to increase producer knowledge and assist with reasonable on-farm measurements. MLA have recently released the Australian Red Meat Industry's Carbon Neutral by 2030 roadmap. The roadmap is producer friendly, and places significant focus on efficient management of soil, water, pasture resources



WELFARE



ECONOMIC



ENVIRONMENT



COMMUNITY

and genetics to achieve greater productivity of cattle.

The Greenham sustainability framework project was designed to enable producers to work collaboratively with other value chain stakeholders to design a platform for accountable and transparent reporting of sustainable practices. It has provided a process and forum for producers to own the on-farm component of the framework, ensuring it adds value to their businesses, and is practical and realistic to implement.

Thank you to all producers who gave their time to be involved. Greenham is continuing to develop this space and will keep in touch with our next steps.

**Please contact Nikki Gilder
0427 838 535 for further
information.**

GIPPSLAND NEWS

CONGRATULATIONS TO GREENHAM GIPPSLAND

It has been such an honour and credit to the team to be named Gippsland's Agribusiness of the Year. We would like to extend our thanks to all of our suppliers in the region who have supported and welcomed us to the region since our purchase of the Moe Meatworks in 2017.

HERDS REBUILD

The Australian cattle herd has entered a rebuilding phase after a number of years of drought. This is particularly strong in Southern Australia where we have seen welcome drought-breaking rain in the past few months. This means that our farmers are holding on to their breeding stock and expanding their cattle herds. While the fact that farmers are rebuilding their herds is great news for us in the long term, it means that available stock for our plants is going to be heavily reduced for at least the next two years.

INCREASED CHILLING CAPACITY

Our Gippsland plant is gearing up to increase our production capacity to 500 cattle a day with the completion of a fourth chiller. This will take our chilling capacity up to 540 head, which will give producers less wait time to process their cattle in the peak season.

MERRY CHRISTMAS

On behalf of all of the team at Greenham Gippsland, thank you for your support over the past year. We wish you and your families a safe and Merry Christmas, and all the best for the New Year.



MATTHEW BROADHEAD GETS A TASTE OF BARLEY BEEF

Matthew Broadhead and his Barley Beef cattle in Blighty, NSW

Matthew Broadhead has been supplying Greenham with hay for cattle for the last three years, until Graeme Pretty, Greenham Group Livestock Manager saw an opportunity for the property and approached Matthew about the prospects of finishing cattle for the Barley Beef Program.

Now, Matthew has set up the property in Blighty, NSW with 13 pens allowing up to 1300 cattle to be finished on the farm. The property is Matthew's father-in-laws estate and has been in the family for over 60 years. They own and manage a few properties, producing crop and sheep but this is the first time Matthew has finished cattle for Greenham.

The Greenham Barley Beef program was set up earlier this year to supply cattle for the recently launched brand, Wanderer. Wanderer combines barley feeding with a free range environment, striking the perfect balance to produce year-round quality beef. The cattle have access to barley from a mobile self-feeder, so there's no need for feedlots and the program is certified humane.

We spoke to Matthew about what it takes

to get set up for the Barley Beef program. ***"We had to invest in the mobile self-feeders, but after seeing the results I think the returns will definitely be there for us"*** says Matthew.

In terms of weight gain, Matthew has seen great results with cattle averaging 1.7kg a day and even seeing 2.5kg a day as the cattle got further in to the program.

When we visited Matthew in July, he had 450 cattle on the property and had just recently finished his first lot of Barley Beef cattle which were sent to Greenham Gippsland for processing. Matthew recounts, *"it was 72 days from when the cattle came in to when they were finished and sent off for processing"*.

Matthew says he would definitely recommend the program to other suppliers, *"it is a very calm environment for the cattle. They work out what they want to eat themselves- barley, hay and a bit of green usually. We just ensure the hay is topped up, troughs are filled and check the barley stock in the self-feeders every day."*

With thanks to Matthew Broadhead for his time.



Western Bulldogs get cooking with Bass Strait Beef

Bass Strait Beef are proud sponsors of the Western Bulldogs and this year, our ambassador Josh Dunkley did a cooking series featuring Bass Strait Beef. Josh prepared a range of recipes using a variety of Bass Strait Beef cuts. You can watch the videos and get the recipes at:

<https://bit.ly/39Lh8Ft>



PROMPT PAYMENT ALWAYS AT GREENHAM



GreenhamConnect

GATEWAY TO BETTER BEEF

Greenham has been working to deliver a portal for producers to provide additional ways to analyse their own carcass data.

Greenham Connect will offer an interactive platform to identify carcass trends and benchmark performance against themselves and region averages. While carcass weight, MSA Index, marbling and ossification are key compliance focus areas, producers will also be able

to isolate non-compliance issues particularly on the opportunity cost of dark cutting.

Carcass feedback sheets will continue to be supplied.

Greenham Connect was launched earlier this year to a pilot group of producers and will continue to be rolled out in 2021.

Please contact Nikki Gilder 0427 838 535 for further information.

CHRISTMAS TRADING TIMES



GIPPSLAND PLANT CLOSURE

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LET'S MEET A NEW STAFF MEMBER FROM THE MOE WORKS

NICK CAGNEY



When did start working at Greenham and what does your role cover?

I started working at Greenham in July 2020 and my role is Livestock Buyer, covering the Gippsland and Latrobe Valley areas

What's the best thing about your job?

Meeting new people/farmers and being outside.

What are you most proud of what you do?

Helping to build relationships with farmers/suppliers

What footy team do you follow?

Melbourne Storm

When you're not at work, what do you like to do?

I enjoy watching UFC or hunting

What's your favourite cut of beef?

Sirloin steak

A GUIDE TO PAIN RELIEF

Greenham continues to lead the industry with the largest supply chain uptake of pain relief administered during castration and horn removal. MLA estimate that 21% of Australian beef cattle producers now use pain relief in their cattle operations, up from

4% in 2018. The beef industry has set the target to lift this to 100% usage and the Cattle Council of Australia released a guide to pain relief earlier this year, which you can download at this link- <https://bit.ly/39jUoMs>

Note that Greenham requires Never Ever accredited producers to administer pain relief at castration and horn removal. Contact your Greenham buyer for further info.

GUIDE TO THE USE OF PAIN RELIEF IN THE GRASS-FED BEEF CATTLE SECTOR

8 October 2020

The information contained in this document does not constitute advice and in no way replaces advice from a veterinary practitioner.

Schedule 4 pain-relief compounds are only available from a vet. If intending to use 24 products on cattle, producers must have consulted with a veterinarian.

Pain relief is not a requirement for good animal welfare practice as described in the Animal Welfare Standards and Guidelines for Cattle. Surgical procedures can also be replaced with non-surgical options, where practical, and can have wider benefits for producers, such as cost savings.

Prepared by Cattle Council of Australia with support from Meat & Livestock Australia.

PURPOSE OF THIS DOCUMENT
This document is presented as a guide only for producers considering the use of pain relief when conducting certain aversive procedures on their cattle as part of routine management.

WHY NOW?
Producers' access to registered pain-relief compounds has recently improved. Each compound has a different purpose, so it is important to match the planned procedure with the most relevant compound or combination of compounds. If in doubt, veterinarians are best placed to advise.

IS PAIN RELIEF COMPULSORY?
Animal Welfare Standards for Cattle are being regulated progressively by state/territory governments. When regulated within a state or territory, the use of pain relief will be compulsory for castration and dehorning of animals above certain ages - for details see the Animal Welfare Standards and Guidelines for Cattle (Standards 6.2 and 6.4). Producers are encouraged to consider pain relief for aversive procedures on all their cattle.

WHAT PROCEDURE?	PAIN TYPE	PAIN RELIEF OPTIONS
Disbudding/dehorning	→	→
Spaying	→	Refer to Table 1.1 in this document
Castration	→	Refer to Table 2 in this document
Branding	→	Refer to Table 1.2 in this document
Ear notching and tattooing	→	→

REMINDER ON LPA

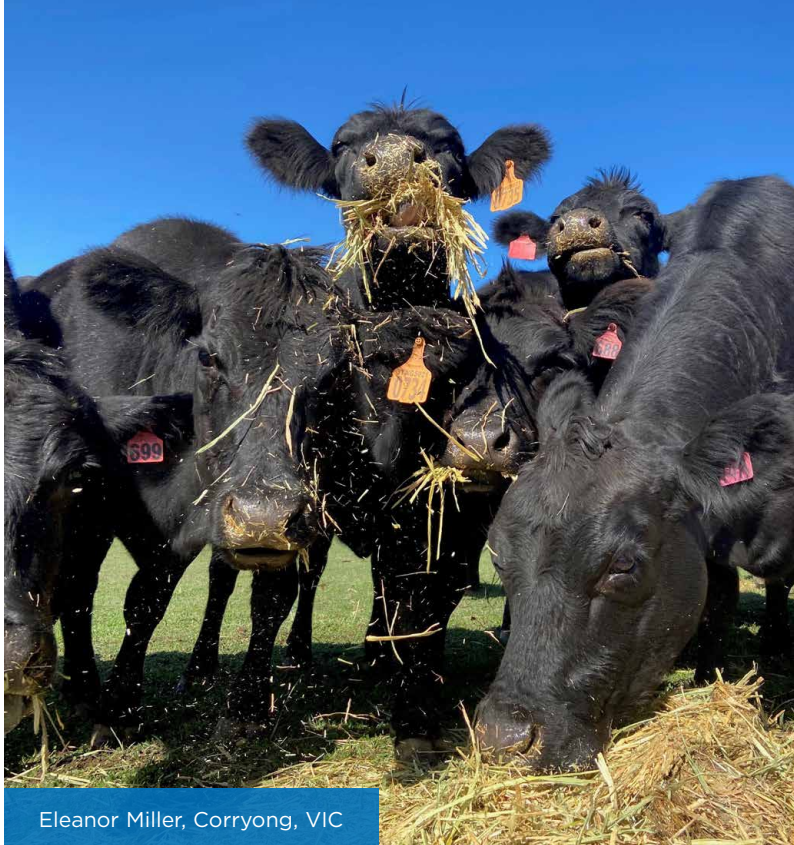
A reminder that from 1 January 2021, the updated version of the NVD will be the only version accepted across all plants. As part of the MLA Accelerated Adoption Initiative, there is no cost for NVD books until 30 June 2021. Producers can complete the new NVD form in a booklet or online.

The new form requires producers to enter the destination PIC, please contact your local plant for this. For more information or to order your NVD books: [bit.ly/3eDcZSY](http://lpa.nlis.com.au) or follow the links at: <http://lpa.nlis.com.au>

All animals leaving a property (PIC) must be identified with an NLIS accredited device before moving. This is a national traceability requirement of all cattle producers. Please ensure you carefully check all animals have an NLIS tag before loading.



Ben McBride, Beechford, TAS



Eleanor Miller, Corryong, VIC



Gerry & Jill, Huonville, TAS



Alison, North East, TAS

CATTLE ON FILM

We asked and our producers came through with the goods. Please text your best shots through to Jelena on **0431 395 286** and we will aim to put them into the next edition. Thank you to all who submitted pictures.



We invite you to like us at www.facebook.com/GreenhamAus and join our Greenham Facebook community! It's a space to see what other suppliers are doing, meet and chat to other farmers in the industry and share your own good news stories!

UPDATE YOUR DETAILS

Did you notice anything incorrect on your paperwork? Have you moved or do your details need updating? Call **1300 548 378** and select the site you normally deal with or your local buyer.



PROMPT PAYMENT ALWAYS AT GREENHAM