

**PAIN RELIEF  
OPENS DOORS TO  
PREMIUM MARKETS**

Pages 8-9



Promising results of  
on-farm dairy beef trial

**6**

Sustainability boosts  
productivity gains

**10-11**

Greenham beef sizzles  
in California

**12-13**



## MEATWORKS MESSENGER SUMMER 2021

### NEW LOOK NEWS



### WELCOME TO THE 2021 SUMMER EDITION OF THE MEATWORKS MESSENGER

You may notice a new look for our popular newsletter. As Greenham grows and we evolve to produce high-quality beef across all three of our processing sites for our six premium brands, we're focusing less on dividing content by region, and instead by our shared interests: on-farm stories, industry R&D and seasonal tips, off-farm business and program updates, and news from our plants. We've also modernised the colour scheme to make it easier to find relevant information that's important to your business.

It's the same Meatworks Messenger, bringing you the latest program updates, on-farm stories, and business news, in a fresh, easy to read format.

*Peter Greenham*

# THIS EDITION...

#### ■ up-front

Market and business news from Peter Greenham	3
Getting to know our team	4
Livestock supply and market news	5

#### ■ on-farm

Results from on-farm dairy beef trials	6
Photos from Tasmanian info days	6-7

#### ■ cover story | on-farm

NEVER EVER program delivers value at the farm gate	8-9
Paringa sustainability initiatives improve productivity	10-11

#### ■ off-farm

Greenham on the menu in the USA	12-13
Greenham family history book out now	14
Sponsorship corner	15

#### ■ out & about

Cattle on film	16
Christmas trading hours	16

### CONNECT WITH US WE'D LOVE TO HEAR FROM YOU

✉ [reception@greenham.com.au](mailto:reception@greenham.com.au)

📘 @Greenham

☎ 1300 548 378

▶ Greenham

🌐 [www.greenham.com.au](http://www.greenham.com.au)

🌐 Greenham

## GREENHAM LIVESTOCK CONTACTS

Cattle buyer	Region	Mobile	Email
<b>VICTORIA</b>			
Jason Rowney	North-east Victoria & southern New South Wales	0428 843 300	<a href="mailto:jrowney@greenham.com.au">jrowney@greenham.com.au</a>
Sean Kallady	Gippsland & LaTrobe Valley	0437 918 870	<a href="mailto:skallady@greenham.com.au">skallady@greenham.com.au</a>
Nick Cagney	Western District	0427 967 842	<a href="mailto:ncagney@greenham.com.au">ncagney@greenham.com.au</a>
Stephen Baker	Western District & South Australia	0408 719 100	<a href="mailto:sbaker@greenham.com.au">sbaker@greenham.com.au</a>
Andrew Maddison	Central & northern Victoria	0448 379 146	<a href="mailto:amaddison@greenham.com.au">amaddison@greenham.com.au</a>
Adam Pretty	Livestock Manager	0417 300 799	<a href="mailto:apretty@greenham.com.au">apretty@greenham.com.au</a>
<b>TASMANIA</b>			
Darryl Pearce	Circular Head	0413 286 998	<a href="mailto:dpearce@greenham.com.au">dpearce@greenham.com.au</a>
Lyndon Grey	Southern Tasmania and central-north midlands	0427 719 472	<a href="mailto:lgrey@greenham.com.au">lgrey@greenham.com.au</a>
Mitchell Grey	North-west Tasmania	0429 811 116	<a href="mailto:mgrey@greenham.com.au">mgrey@greenham.com.au</a>
Daryl Heazlewood	North-east Tasmania & Flinders Island	0419 131 458	<a href="mailto:dheazlewood@greenham.com.au">dheazlewood@greenham.com.au</a>
Ron Crack	King Island	0400 895 133	<a href="mailto:rcrack@greenham.com.au">rcrack@greenham.com.au</a>
Gavin Coombe	Livestock Manager	0418 639 735	<a href="mailto:gcoombe@greenham.com.au">gcoombe@greenham.com.au</a>
Graeme Pretty	Group Livestock Manager	0418 505 347	<a href="mailto:gpretty@greenham.com.au">gpretty@greenham.com.au</a>





## MARKET AND BUSINESS UPDATES FROM THE MANAGING DIRECTOR, PETER GREENHAM

### TONGALA EXPANSION

Since announcing the expansion of our Tongala processing facility in May, we've been busy putting the final touches on the design, and breaking ground on stage one of our new, state-of-the-art cattle yards. The new cattle yards are best in class for OH&S standards; designed in a way that doesn't require people to physically be in the yards with cattle, and a circular forcing yard for animal welfare. We've cleared the building site and will begin pouring the concrete foundations in December. Sustainability is at the forefront of the facility's design featuring solar power, best-in-class water recycling, and infrastructure to accommodate increased carcass utilisation.

Construction will commence in February and is expected to be completed by October 2022.

### What's happening in the market

#### AMERICA

American restaurant demand is high yet their domestic supply remains short. They appear to be exporting large volumes of premium loin cuts to China, which is leaving their domestic market in short supply and holding up demand for imported Australian product. America is also supplying a lot of our traditional markets in South-East Asia, but as a large portion of the Australian population was in lockdown in recent months - eating at home - retail demand has soared.

#### KOREA

The Korean retail market is holding strong. Asia is still experiencing some yo-yo COVID restrictions, which is working in our favour. Our orders have remained strong. There's a real sense of optimism around re-opening as our restaurant customers are expecting strong trade over the next three to four months.

#### 90CL MARKET

This market has remained very steady. Imported prices from South American processors are offering more competitive rates, but we're still not seeing an increase in grinders sourcing South American beef, which has upheld the Australian market. New Zealand is approaching the time of year where they will start culling more cows out of their dairy herd, which could potentially have an impact on the price for lean beef. We predict however that NZ will probably export most of that product to China, having little impact on current US demand.

#### AUS DOMESTIC MARKET

Demand is surging, while supply remains tight. We're coming into a period where a large portion of the Australian population is out of lockdown, and the weather is warming up. We're preparing to be short of high-end cuts for the rest of the year, and as a result we're working with our customers to support them to be more creative with their menus - there are always enough secondary cuts, but only so many loin cuts.

#### GLOBAL MARINE CONGESTION

Freight congestion due to COVID is still a growing issue. The time it takes for product to travel from Australia to its destination hasn't changed, but port clearance time is continuing to rise, which has made it difficult to get chilled product to market. Historically it would take us 50-60 days to get product from the plant into our customers hands in America, and now it's taking up to 80-120 days. The price of freight is also increasing, which combined with the overall shortage of meat, means everyone is looking for alternative ways to get their product across the line. For us, this means doing more frozen product than normal, and at times, not selling into our usual markets if we think there's going to be an issue getting product there in a reasonable time. Empty container availability is also tight, with delays of up to two to three weeks to secure a booking.

**On behalf of all the team at Greenham, thank you for your support over the past year. We wish you and your families a safe and Merry Christmas and a Happy New Year. We look forward to working with you in 2022.**

## GETTING TO KNOW GREENHAM



### LYNDON GREY Cattle buyer for southern TAS and the central-north midlands

**Footy team:** AFL: Bombers

**Favourite cut:** Porterhouse steak, cooked medium on a BBQ.

**When did you start working at Greenham?** November 2021.

**What can people expect when they sell their cattle to you?**

I'm friendly and honest, and I value getting results that benefit everyone.

**Where did you grow up?** I grew up on the family property near Sheffield in Tasmania.

**What do you like to do outside of work?** We have a small property near Sheffield so when I'm not working, I'm usually on the farm or spending time with family.

**What career path has led you to become a cattle buyer?** I'm a fourth-generation livestock trader with 35 years' experience in the livestock industry. I've also worked for a number of large businesses in operational roles.

**What are you most looking forward to about your job?** Meeting passionate people from all areas of the beef supply chain.

**What's your top tip for producers consigning cattle to Greenham?** Try to keep up to date with program requirements to maximise your return.

### JASON ROWNEY Cattle buyer for southern NSW

**Footy teams:** AFL: Hawthorn | NRL: Sydney Roosters

**Beef cut:** Cape Grim scotch fillet steak, cooked medium-well

**When did you start working at Greenham?** Early August this year.

**What can people expect when they sell their cattle to you?** I'm up front, transparent and honest, and committed to delivering an outcome that suits all parties.

**Where did you grow up?** I was born and bred on a cattle property in Tamworth and attended Yanco Agricultural High. Since school I've been a bit nomadic; working on cattle properties in QLD and the NT. In 2010 my family and I settled back into Binya in the Riverina.

**What do you like to do outside of work?** When I'm not working at Greenham, I'm usually working at home on our small broadacre property at Binya. I enjoy all aspects of farming and breeding my own cattle. We have Santa Gertrudis and Brahman cattle. I enjoy spending time with my family.

**What career path has led you to become a cattle buyer?** I've worked in the livestock industry for the past 22 years. I've previously worked as a livestock agent and bought cattle for companies that exported to Vietnam.

**What is the best thing about your job?** Working with producers and agents. I like meeting new people and appreciate everything that has gone into producing quality livestock.

**What about your job are you most proud of?**

I'm proud that I work for an owned Australian company.

**What's your top tip for producers consigning cattle to Greenham?** The NEVER EVER program can deliver real value at the farm gate so it's important to ensure your paperwork is in order, your accreditations are up to date and that you've followed program requirements.



### NICK CAGNEY Cattle buyer for VIC Western District

**Footy team:** Rugby Union: New Zealand All Blacks  
NRL: Melbourne Storm

**Favourite cut:** Barbecued beef short ribs  
**When did you start working at Greenham?** I made the move to Australia from New Zealand in April 2020 to be closer to my brother and nieces, and started with Greenham in July last year.

**What can people expect when they sell their cattle to you?** I'm easy to get a hold of and always available to chat and answer any questions. I also understand that buying cattle is more than just

a transaction – everyone's cattle are important and a lot of work has gone into producing the best possible article.

**Where did you grow up?** I grew up in Marlborough in New Zealand and moved to Christchurch when I was 19.

**What do you like to do outside of work?** Outside of work I like to go swimming, diving and hunting or having a BBQ and a laugh with good company.

**What career path has led you to become a cattle buyer?** I always had an affinity for hunting and thought it was interesting how people broke down carcasses, which led me to boning beef for Woolworths. Eventually I moved into livestock buying for Woolworths, which I did for 10 years. My time as a boner gave me a good understanding of yield and how a carcass breaks down, which

has provided a solid foundation for buying livestock.

**What is the best thing about your job?** Meeting people you wouldn't normally get the opportunity to meet. I get to build relationships with so many interesting people and learn about their life experiences.

**What about your job are you most proud of?** I'm proud that I'm contributing to putting out a really great product for consumers. Greenham beef is some of the best quality in the world.

**What's your top tip for producers consigning cattle to Greenham?** If you want to sell program cattle and be eligible for associated premiums, double check that you are registered with Meat Standards Australia (MSA).

# LIVESTOCK SUPPLY AND MARKET NEWS WITH GRAEME PRETTY

**Welcome to the first livestock supply outlook in the Meatworks Messenger. In this column we'll bring you regular updates, trends, and outlooks from southern Australia.**

What a year 2021 has been. Widespread rain has continued, and grass is growing now that some heat has arrived. We are also buoyed by a great forecast for summer rains, with the Bureau of Meteorology (BOM) forecasting La Nina conditions for the coming summer.

## TASMANIA

Wet, wet, wet is the only way to describe the season. Supply has been challenging with wet conditions prevailing over much of the state for extended periods. The higher-than-average rain has meant spring got off to a slow start but should mean a longer and kinder summer. Overall, the quality of cattle and grading results have been exceptional, with higher-than-average carcase weights.

In the state's north-east, cattle condition has remained very good. Weights and grading results have been higher than we've seen in previous years. This combined with record prices has seen some very

healthy returns. Supply has been tight as wet weather and high store prices has meant that everyone is holding cattle longer.

Scottsdale and Keren Live Weight Scales have returned to operating every week now that winter has passed.

## VICTORIA - GIPPSLAND

Cattle numbers have been in short supply this period. Cattle are being sold earlier due to high prices, yet numbers from our dedicated producers continue to improve with great weights, coverings and more importantly high MSA Index scores resulting from high marbling scores.

We're also seeing encouraging signs at store sales with most of the leading pens being NEVER EVER lines.

We continue to sit down with new producers every week that are seeing the benefits of the NEVER EVER program, and dairy producers throughout Gippsland that are enjoying the accessibility of our Moe processing facility.

## CENTRAL & NORTHERN VICTORIA

Cattle condition and weights have been very good with HSCW averaging 380-420kg and rib fat



averaging 12-15mm. Grading results have also seen an upward trend with cattle receiving an average MSA Index score of 61.00-63.00. The weather has been very kind this year with a warmer than average winter and very consistent rains, which has led us into an exceptional spring. The conditions have in turn allowed producers to build weight and condition score on their cattle. Supply has been steady. Loyal producer support has maintained regular supply.

## WESTERN DISTRICT

In the west we shivered through a very wet and cold winter. Spring has sprung later than usual here but grading results and yields remain strong. Weights are up as producers have been holding onto cattle to put more weight on them as replacements remain expensive. Supply has been tight as a large portion of cattle were sold earlier in the year to take advantage of high prices.

## NEW ON-FARM PICKUP SERVICE WILL COME TO YOU



Greenham has launched a **free on-farm pickup truck service** for Victoria's Western District. The 30-head capacity truck will pick up cattle from your property and deliver them to a Greenham processing facility. The semi-trailer is equipped with a set of scales to weigh cattle and **pay you on the spot.**

For more information contact **Andrew Wilson on 0408 315 927.**



# ON-FARM TRIALS REVEAL DAIRY BEEF LIVE WEIGHT GAINS COMPARABLE TO BEEF CATTLE

**Trial dairy-cross beef cattle being fattened at Greenham's 3,400ha north-west Tasmanian property, Westmore, are achieving live weight gains equivalent to their beef counterparts.**

The trial, which includes 200 head of predominantly Angus, Speckle Park and Hereford-cross steers and heifers, kicked off in December 2020 with the aim of determining if eligible dairy-cross beef cattle, raised on a 100% grassfed diet, would deliver on-farm performance and eating quality outcomes comparable to beef cattle raised under the same conditions.

Trial cattle are broken up into two age groups:

- the first includes 43 steers and 61 heifers, currently aged around 24-months-old.
- the second, younger group, includes 71 steers and 25 heifers, currently aged around 12-14-months-old.

The first group arrived at Westmore in December 2020, and the second in April 2021.

Greenham Livestock Supply Chain Manager, Jessica Loughland said the trial is being conducted in support of the Greenham Dairy Beef

Program (DBP), which is currently being piloted in Tasmania.

In partnership with key domestic and international customers, Greenham developed the dairy beef supply chain for high-quality beef cattle from dairy herds. Launched in July, the supply chain provides a valuable alternative pathway for dairy-cross calves and eligible finished cattle, and addresses growing consumer welfare concerns and key purchase drivers.

"The results of this trial will help inform on-farm management decisions," Jessica said.

Westmore Manager, Aiden Coombe said the cattle, which are rotationally grazed in mobs of 280-300 head and raised on grass and additional silage as required, demonstrated no "discernable difference" between the live weight gains of the equivalent dairy and beef groups.

"Trial results show that they are achieving live weight gains on par with equivalent beef cattle," he said.

"All trial cattle handled the colder months very well without any special care. We strategically used parts of the property with good wind breaks so they had respite from wind and rain."

All incoming cattle at Westmore undergo an induction within the first two weeks on the property that includes three boluses, an oral liver fluke drench and a seven-in-one vaccination, followed by a drench and a shot of B12 after three months.

The first lot of cattle are due to be processed before Christmas. Keep an eye out for an update on grading results in the next edition of the *Meatworks Messenger*.

## GROUP 1 (24 MONTHS)

	Avg weight	Avg live weight gains/day*
<b>STEERS</b>	583kg	1.02kg
<b>HEIFERS</b>	540kg	0.9kg

\*since August 2021

## GROUP 2 (12-14 MONTHS)

	Avg weight	Avg live weight gains/day*
<b>STEERS</b>	318kg	0.99kg
<b>HEIFERS</b>	295kg	0.9kg

\*since May 2021

## INFORMATION DAYS ATTRACT A <sup>handsome</sup> CROWD

Greenham cattle suppliers from right across Tasmania gathered at Greenham information days in Deloraine, Flinders Island, King Island, Scottsdale and Smithton in July this year to hear about updates to the NEVER EVER program and opportunities available through Greenham's new Dairy Beef Program. Meat Standards Australia's (MSA) Laura Garland also presented tips to improve MSA compliance through carcase feedback.



Scott Anderson, David Bellinger and Greg Atkinson



Arnold Stellmaker and Andrew Day



Terrence Klug, Mitchell Grey and John Butler



Sophie and Nicole Smith



Billy Johnson, Brendan Shore and John Mauric

# BUYING AND SELLING DAIRY-CROSS CATTLE: WHAT YOU NEED TO KNOW

**When buying and selling dairy-cross cattle, it's important to keep in mind a few factors to ensure they are eligible for Greenham's premium programs.**

*Please note: dairy-cross cattle are not eligible for the Greenham NEVER EVER (NE) Beef Program.*

Dairy-cross cattle may be eligible for the Greenham Dairy Beef Program (DBP) where both the dairy and the rearer are accredited, and cattle are sold with a DBP declaration. Cattle can then be finished on DBP or NE-accredited properties and will be processed under the DBP on their own pricing grid.

**Check list for purchasing eligible dairy-cross cattle:**

- the breeder must be DBP-accredited
- the rearer (where different from the breeder) must be DBP-accredited
- the backgrounder must be NE or DBP-accredited
- the cattle must be sold with a GDBP vendor declaration form.

**What is the Greenham Dairy Beef Program?**

All cattle consigned under the program must be raised on an eligible property and meet the following requirements:

- 100% grassfed
- No Added Hormones
- No Antibiotics Ever
- Free Range
- Free from GMOs
- MSA eligible
- Certified Humane™

Additionally, cattle must be at least 50% British, Euro or Wagyu beef breeds with bull selection aimed at achieving a balance of desired traits for both dairy and beef enterprises.

**Contact your local Greenham cattle buyer for more information or to obtain a copy of the DBP vendor declaration form.**

**DOCUMENTATION CHECK LIST**

Requirements	unfinished		finished	
	DBP producer selling eligible dairy-cross cattle	NE producer selling DBP cattle	DBP producer consigning DBP cattle at slaughter	NE producer consigning DBP cattle at slaughter
<b>DBP Vendor Declaration*</b>	X	X	X	X
<b>National Vendor Declaration (NVD)</b>	X	X	X	X
<b>MSA Vendor Declaration</b>			X	X



Verity and David Cooke



Victor Hall, Ian Burns, Kylie Hall and Les Lette



Dianna Moore, Glenn Moore and Ken Lette



Jacquie Asher and Darcy Nicklason



Gerald Nicklason and Michael Mather



Arthur Webster and Stuart Beattie





## COVER STORY

# PAIN RELIEF PIVOTAL TO DUMBALK PRODUCER'S FIVE-POINT PLAN

**Fourth generation Gippsland, cattle producer, Shane Harris, farms by five core tenets: high animal welfare, rotational grazing, breeding hardy cattle with the consumer in mind, and not skimping on time and money when it comes to maintaining good fences, and ground cover.**

"These five things sum up our approach – if you let one thing drop, the whole system will start to slip," he said.

"We try to run as simple and natural a system as possible with the outcome being resilient animals that require less intervention from us."

By working with the land and seasonal cycles, Harris Farms' stocking rate has increased and stabilised over the past 10 years, to now running one animal unit equivalent (UAE) to every 0.6ha (calves are weaned off the cow after six months and moved to a different paddock).

"Our stocking rate is high but because of our focus on consistent, resilient animals, we're able to maintain that density," he said.

"10 years ago we didn't have a consistent animal type and we didn't measure our productivity per ha.

It's taken a long time to get to this point."

In an average year, the Harris' turn off up to 800 head a year to Greenham's Moe processing facility, targeting 260-280kg live weights. Trade cattle are predominantly sourced from south Gippsland at around six to eight months old.

### ANIMAL WELFARE

As NEVER EVER accredited producers, the Harris' are required to use pain relief for castration, disbudding and dehorning but Shane says it really comes down to "common sense".

"The program requirements are easy to implement because it's really just things that were already core to our business," he said.

"We want the animals to get back to doing what they normally do sooner i.e. grazing and putting on weight.

"When we look at the cost versus benefit, the cost of pain relief more than pays for itself in keeping our options and access to leading premium markets open. It's the future."

The Greenham NEVER EVER program was established in 2012 to source, certify and promote premium quality natural grassfed beef from breeders and finishers across southern Australia. Eligible cattle must be 100% grassfed, no added hormones, no antibiotics ever, lifetime traceability, never confined to a feedlot, MSA accredited and free of GMOs.

**"When we look at the cost versus benefit, the cost of pain relief more than pays for itself in keeping our options and access to leading premium markets open"**

Animal welfare concerns are a growing consumer purchase driver, and the NEVER EVER beef program was designed to address these concerns, with the inclusion of the Certified Humane™ animal welfare standard in 2017, which requires pain relief during routine animal husbandry practices.





Shane Harris and Greenham Livestock Supply Chain Manager, Jessica Loughland

More than 4,000 producers across Tasmania, Victoria, South Australia, and southern New South Wales are now accredited under the NEVER EVER program.

### ROTATIONAL GRAZING

At the Harris' home block at Dumbalk, heifers are run in one 190-head mob and are rotated according to the season; every four days in winter and up to 10 days in spring.

Depending on the season and property, they aim to spell paddocks for between 40 and 50 days.

"We operate a slightly different model at every property as while there may only be an hour's drive between them, the production system and average rainfall is so distinct at each," he said.

Water is sourced from dams, reticulated around the property, and fed to troughs in each paddock.

"For us the benefits of rotational grazing are invaluable," he said.

"We grow twice as much feed as it helps us manage weeds and promotes the better species of grass.

"Our soils are much healthier and it's the key to reducing our worm burden."

The Harris' rotationally graze for eight months of the year, turning to set stocking in spring for calving.

"We time calving to the spring as that's when it makes the most sense, seasonally; it's when we have the most feed available to support the extra pressure on our pasture," he said.

### BREEDING

Consistent animals with high eating quality, efficient feed conversion and resilience to worms underpin Shane's approach to breeding and maintaining a high stocking rate.

"We're aiming for the most economic animal so that when the season is tight, they're holding condition as well as possible, and when the season is good, they're putting on weight as quick as possible," he said.

"We've made a lot of mistakes along the way, but the biggest lesson has been that there's no one-size-fits-all approach - you have to keep trialing genetics to find what fits your production system and goals."

Having previously owned a butcher shop, Shane understands the importance of consistency.

"Retailers and restaurants all want a consistent product with high eating quality so they can market it, and their customers are confident they're going to get top quality, every time," he said.

"That's why we focus on using older, proven bulls that we know are going to perform."

### FENCING

"While maintaining fences takes up a lot of our time, waiting until there's a problem would take up even more," Shane said.

"Rotational grazing is the foundation to so much of our business, but it doesn't work without good fencing.

"We need to know that when we leave cattle in a paddock, they will be there when we come back, and the pasture in the next paddock over hasn't been compromised by a few greedy cows breaking through a fence early."

### GROUND COVER

Avoiding over grazing, applying fertiliser as needed and instilling in each team member the importance of being proactive to spot spray and act when they see weeds, form the bedrock of Shane's philosophy when it comes to maintaining ground cover.

"Weeds can take over pretty quickly so it's important to stay on top of it early so it doesn't become a big, expensive job down the line," Shane said.

To promote the better grass species, pasture growth and overcome autumn ill-thrift, each autumn fertiliser is applied to pastures at between 80kg per 0.6ha, alternating as needed between 3-in-1 and Super.

**Contact your local Greenham cattle buyer for more information about the NEVER EVER Beef Program.**

### SNAPSHOT

PROPERTY	Harris Farms, Dumbalk VIC
AREA	1,200ha across six properties at Dumbalk, Yarram, Tarwin, Buffalo and Mardan
ENTERPRISE	700 predominantly Angus cows and calves 1,480 predominantly Coopworth ewes and lambs plus a small Southdown stud of about 80 ewes 140 Angus stud bulls
PASTURE	Rye and clover
SOIL	Varies across the six properties; from sand at Yarram, to red soil at Dumbalk, down to peat at Tarwin
RAINFALL	1,000mm at Buffalo 730mm at Yarram

### KEY POINTS

- Shane says the application of pain relief as required by the NEVER EVER program is "common sense" and delivers value by increasing access to premium markets
- Rotationally grazing according to seasonal conditions has increased pasture production and quality
- Investment in good fencing and ground cover, reduces time, effort and costs down the line, while "increasing enjoyment"
- Fencing off dams and feeding water into troughs via a reticulated system enables rotational grazing and maintains weight gains in the summer months
- There's no silver bullet when it comes to breeding; keep trialing genetics to find what fits your production system and goals, and closely monitor weights and carcass results, and compare bulls against bulls in your system.



Olivia and Tom Lawson, Paringa

# GRAZING, GENETICS AND REVEGETATION THE RECIPE FOR SUSTAINABILITY

**Victorian cattle producers Olivia and Tom Lawson, Paringa Livestock, have their sights set on a recipe to improve productivity and carbon neutrality.**

They see genetics that drive higher reproductive rates and faster turn-off, combined with grazing management that promotes carbon storage, as important to reducing carbon footprint for southern beef producers.

“Our journey in this space started in the late 90s as a management decision to centre our operation on biological systems and rotational grazing using large mobs of cattle – growing soil carbon was a side benefit of that,” Olivia said.

“We also realised what can be achieved using genetic selection to reduce emissions using feed intake, feed efficiency, and easily measured traits such as fertility and longevity, and the use of planned cross-breeding systems.

“Sustainability means much more to us than just carbon. It’s a holistic approach across our business; the importance of biodiversity, low stress stock handling, animal welfare, health and performance, 100% ground cover, and people.”

## THE RIGHT INGREDIENTS

For the past 10 years, Paringa Livestock has incorporated feed efficiency-tested genetics from America, New Zealand and Australia.

Using a selection Index called \$Profit®, Tom Lawson said such genetics delivered emissions reductions via faster turn-off (which means animals emit less methane in their lifetime) and lifting reproductive outcomes, such as weaning rates and weights.

Tom and Olivia introduced the Stabilizer® planned crossbreeding system to Australia, which can potentially produce 20% more beef per hectare and reduce carbon impact (as reduced carbon dioxide equivalent emissions) by 38%.

They’ve also focused on carbon storage and reducing emissions for more than 10 years through a vegetation improvement program.

Expansion is constrained in an area with high productivity and land values, so they’ve had to think strategically about planting areas. Strategies include:

- fencing off remnant native trees and replanting around them
- fencing off waterways and replacing with local indigenous grasses, shrubs and tree species, with water reticulated to troughs.

These tree plantings contribute to stored carbon on Olivia and Tom’s properties, as well as providing benefits such as shade and shelter for livestock, which supports productivity.

“We are still learning as we go, but our goal is to operate in large cow mobs, and rotate on grass with zero

supplementary feed.

We have a rule that if we have our grazing system set up properly, and stocking density right, we should never have to feed a cow.”

## DIGGING DEEPER INTO SOIL CARBON

To better understand what exactly makes a difference when calculating a beef enterprise’s carbon account, Tom and Olivia participated in Meat & Livestock Australia (MLA) carbon accounting workshop in 2020.

They learned that the two key parts of carbon accounting are calculating emissions, and calculating stored carbon.

“I’ve been looking into carbon accounting in more detail in the past 18 months and we’re keen to support the industry goal of achieving carbon neutrality,” Olivia said.

Olivia and Tom both have agricultural science degrees with Tom specialising in animal science and Olivia in agri-marketing – providing a useful background as they head towards carbon neutrality.

The pair were awarded the Victorian Landcare Sustainable Farming Award in 2014, and in 2020 they were named the Coles Weekly Times Beef Farmer of the Year award.

“We know that with appropriate land management and grazing techniques using ruminants, it is possible to increase soil carbon



levels without relying on inputs such as fertiliser. We aim to ensure 100% ground cover 100% of the time, which reduces soil erosion, allows grass to recover after long dry periods, and reduces evaporation," Olivia said.

"We get excited when the tractor sits in the shed for a long time; it means our grazing system is set up well, our soils are biologically balanced, carbon is being sequestered and our plants and livestock are performing."

### REVEGETATION FOR CARBON SINK: TREE PLANTING

- consider tree planting in marginal areas or fencing off conservation areas in the context of the whole-farm system and your goals for your operation.
- consider the other benefits of tree planting, such as shade and shelter for livestock, which can increase productivity, and reduce evaporation in soils and pastures.
- explore new financial opportunities arising to reward land stewardship and biodiversity; for example the new pilot carbon and biodiversity program through the Federal Government.

### ANIMAL WELFARE SUPPORTS SUSTAINABILITY

Olivia said their participation in the Greenham NEVER EVER program had placed a greater focus on the importance of animal welfare practices.

"The use of polled genetics to negate de-horning, low stress stock handling techniques, improved yard design, and pain relief products and use," she said.

"Our journey in sustainable beef breeding and production has taught us the importance of keeping things simple: breed productive easy care cattle and closely monitor your grazing system.

"It is easy when you select genetics that are highly efficient, fertile and low maintenance. Really important not to get lured into buying large frame, high intake genetics that may visually look impressive but don't fit your program. We would rather run

more cows and breed more calves for less."

### PRACTICAL STEPS

Tom and Olivia are also improving their carbon footprint in other areas:

**1. Genetics:** Increased production efficiency and weight for age are key methods for reducing livestock emissions intensity.

"Implementing a well managed crossbreeding program is the simplest and lowest cost way to increase efficiency and weight for age," Olivia said.

Paringa Livestock measures, monitors and benchmarks its genetic progress through Australia's BREEDPLAN and the global \$Profit® database, which compares purebred and multi-breed genetics around the world.

**2. Soil management:** Data from baseline soil carbon measurements are required for soil carbon management to be considered in a carbon account.

When Tom and Olivia first measured their agronomic soil carbon 10 years ago it was at 2% - two years later it was at 4%.

Olivia suspects their soil carbon may have doubled again due to actions such as:

- use of intensive rotational grazing systems and multi-species pasture cropping.
- applying a sugar-based liquid (mixed with glyphosate in the sprayer) when spraying pastures out to feed soil biology, as part of their pasture improvement program.
- using compost and mineral-based fertilisers instead of synthetic.
- sowing new multi-species perennial pastures using zero tillage at depth when improvement is needed.

"Optimal livestock management through planned grazing systems is key to growing soil carbon and improving soil biology," Olivia said.

Cattle are managed in large mobs based on year groups in a rotational grazing system of high intensity intervals to maximise year round ground cover. "Managing stock

density and rest periods are key to overall soil and plant health," Olivia said.

Olivia and Tom aim to continue to make soil carbon gains by reducing paddock sizes and increasing watering points to accelerate the intensity of rotations.

### CARBON ACCOUNTING TOOLS

Here is a list of three free carbon accounting tools producers can access online today:

**Integrity Ag's carbon footprint assessment tool:** <https://www.integrityag.net.au/simplifiedcarbonassessmenttool>

**Zero30 Beef Farmer Carbon Tracker Tool:** <https://zero30.org.au/zero30-beef-farmer-carbon-tracker-tool/>

**University of Melbourne carbon accounting calculator:** <http://www.piccc.org.au/resources/Tools>

### SNAPSHOT

PROPERTY	Paringa
AREA	550ha
ENTERPRISE	Cattle breeding
LIVESTOCK	Angus & Stabilizer®
PASTURE	20% Native 70% Mixed perennials 10% Annual rye & clover
SOIL	Clarkes Hill: heavy red volcanic basalt Yea: sedimentary hill gravel - clay loam
RAINFALL	650-750ml/year

### KEY POINTS

- Rotational grazing generates soil biology and carbon
- Sequestering soil carbon offsets livestock emissions
- Beef sustainability requires a blend of the right genetics, animal welfare and grazing management.



# GREENHAM BEEF SIZZLES IN CALIFORNIA

PSP Wagyu Burger at Pacific Standard Prime Steakhouse in California, USA.

**Across the globe, American's are developing a taste for Greenham Beef brands. Our LA-based distributor, Think Culinary, has been busy introducing our Australian beef to some of America's best restaurants and retailers.**

We sat down with Pacific Standard Prime's Owner, Kevin Leach, and Executive Chef, Christine Brown, to hear about how Greenham brands made it to their menus.

**Can you tell us a bit about Pacific Standard Prime (PSP)?**

Pacific Standard Prime is a modern steakhouse in the coastal town of Redondo Beach, California, about 11km from Los Angeles (LA) international airport. Our philosophy is all about seasonal and sustainable food. We work with farmers market vegetables, premium-quality steaks, fresh seafood, and sustainable and biodynamic wines.

The PSP project started in 2019, and we were due to open on 1 April 2020, but then restaurants were shut down on 24 March due to COVID. We decided to open during the Pandemic in August 2020, with our outdoor patio seating. We've been running for 15 months now and have been shut down twice due to the pandemic. Each time we were shut down, we put our heads together and pivoted many times. We began to offer family packages and takeout, which was very successful. We are blessed to be open and that we were able to provide quality products throughout the journey.

**What Greenham brands do you use, and how do they feature on the menu?**

We feature Wanderer Barley Fed Beef, Altair Grassfed Wagyu and Robbins Island Wagyu on our steak menu.

We use Robbins Island tri-tip for our steak sandwich with a special rub on all your products. We also use Altair Grassfed Wagyu ground beef in our chilli and burger.

**How long have you had Greenham's brands on the menu, and how did you discover them?**

Since the beginning, we searched for natural beef products and found a few domestic producers with, as we say jokingly, practical joke prices for the type of beef we were looking for. Kenny from Think Culinary came through the door with your products which were the kind of products that we were looking for at a fantastic price!

We were hoping it would meet expectations, then we cooked and tasted it, and it exceeded our expectations. It was also much better than the domestic products in our opinion that were twice as much.



**What differences do you notice between our products and domestic products?**

The first thing is the taste. We feel the barley that the Wanderer cattle are fed has a positive influence on the flavour profile. There is even a difference with grassfed beef available here in the states. Most of it is in California and Washington, and throughout the summer, there is no rain, so there is no grass. The cattle are eating hay for about 120 days. We think that also has an impact on the final product.

The other thing we really love is nothing shrinks! When we get packets out at 450g, it goes out to the table at 450g. With American beef, if it's 450g it's going out at like 370g or 400g after cooking.

**What are the most popular brands and cuts on the menu?**

The bestselling steak is the Center Cut Wanderer Filet Mignon (eye fillet). The second most popular is the Wanderer Ribeye.

Our favourite is anything Robbins Island; the melt-in-your-mouth texture and flavour profile are just beautiful.

**Have you had any feedback from patrons?**

Our customers describe our steaks overwhelmingly as the best they've ever had.

When we first started, we thought they were just being nice, but everyone consistently says *"this steak is better than any other steak I've had"*.

We have so much confidence in cooking your products that we

just believe in them. They go out from the kitchen, and we know the customers are going to love them!

**What's next for PSP?**

We are continually working with Think Culinary; they bring us new products all the time and think outside the box for us. We're in fall now and going into the winter, so we are working on different things. We're not only working on steaks, but we also do a lot of different specials, and we are working on some bar menu items. We are talking to Kenny about how we could get some off-cuts to incorporate.

We will also be hosting a wine dinner in the spring featuring Wanderer and Robbins Island.

**For more about PSP visit: [www.pspsteak.com/about](http://www.pspsteak.com/about)**



PSP Chef Christine Brown and Owner Kevin Leach



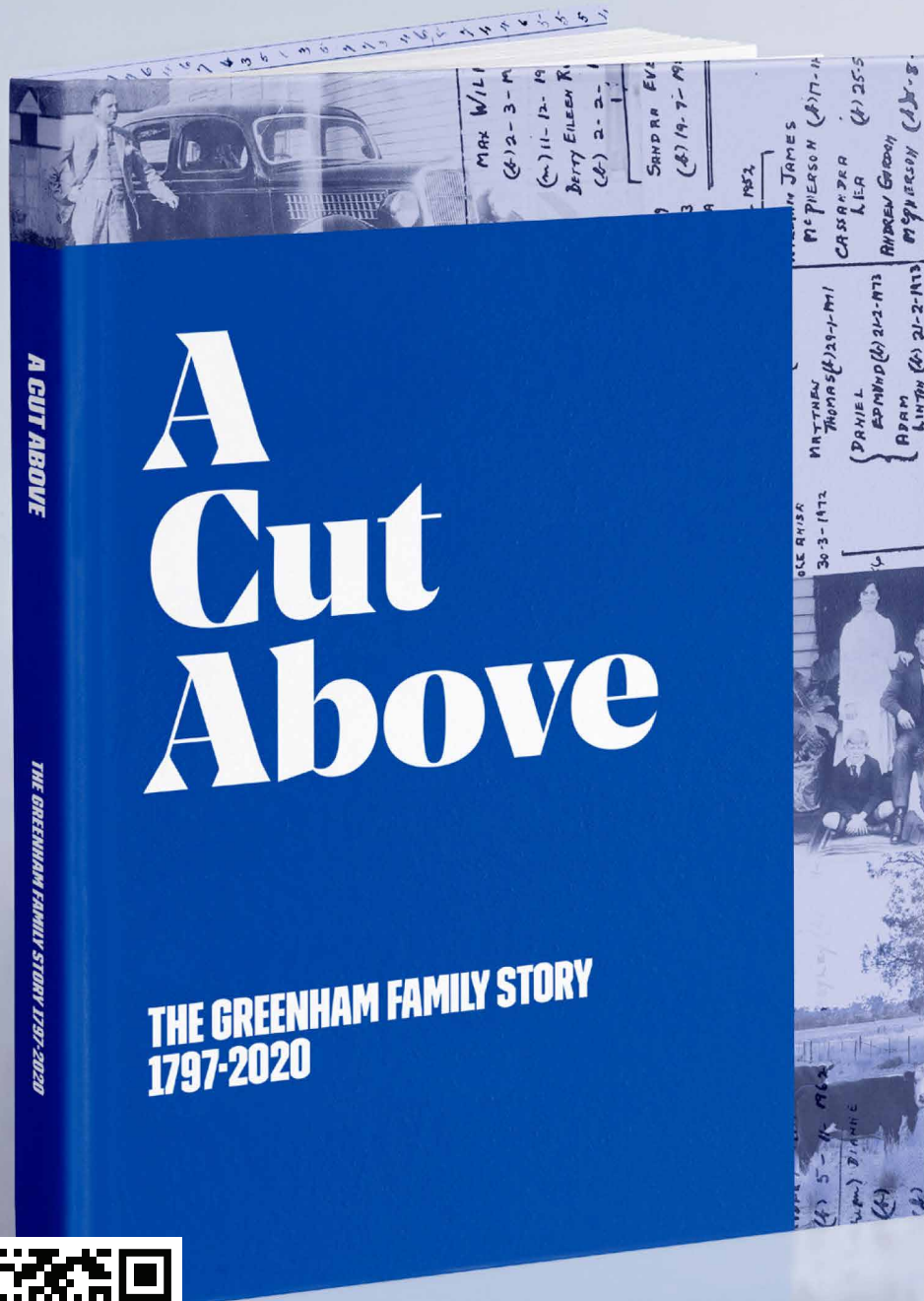
Greenham brands on the menu at Pacific Standard Prime Steakhouse in California, USA.



# Interested in the history of Greenham?

This book takes you through the journey of six generations of Greenhams involved in the meat business and how HW Greenham & Sons has become the company it is today.

Dedicated to the loving memory of Peter H Greenham.



Scan the QR code or go to [www.greenhambook.com](http://www.greenhambook.com) to access a digital version of the book



# SPONSORSHIP CORNER

Greenham suppliers are eligible for community sponsorships via financial support or product donations. Whether it's football, netball, a local art project or a new basketball ring, Greenham is proud to support community projects and clubs in our local communities.

## TONGALA:

Kyabram Parklands  
Golf Course  
Sponsors Day

Kyabram Parklands  
Golf Course held a  
Greenham Sponsors  
Day on Saturday 30  
October.

With a beautiful sunny  
day, there was a great  
turnout of 86 players.

Greenham sponsored  
the day with financial  
support for prizes.



## TASMANIA:

The Ringarooma School  
and District Show is a  
fun-filled family day out  
for the school children,  
their families and for  
the wider north-eastern  
Tasmanian community.  
The show is run to give  
rural farming families a  
day to get together and,  
in the process, raise funds for the school.



Greenham supplied some Cape Grim Brisket to the school fundraising canteen to serve some delicious Beef Gravy Rolls at the show, which were a huge hit with the crowd!

## TONGALA:

New Equipment for Tongala Child Care Centre

Tongala Child Care formally known as The Cottage Occasional Childcare Centre has been operational since 1977.

The organisation is a not-for-profit community and Neighbourhood house that addresses the needs of Tongala and its districts. They provide social support, education, childcare and ongoing community development. The centre provides flexible hours and days in a safe environment to meet the needs for many families who need to work, complete jobs around the farm, attend appointments, and for respite care.

The Centre needed new equipment and supplies so they reached out to Greenham for sponsorship support. Greenham's sponsorship helped the centre purchase a new cot and cubby house.



## GET PAID FASTER! SEND IN YOUR EFT PAYMENT DETAILS



**Greenham is replacing cheque payments at our processing facilities and live weight buying centres with faster direct payments. To ensure payment for your next consignment, confirm or update your current EFT payment details by contacting your relevant plant below:**

### SMITHTON

Greenham Tasmania Pty Ltd  
Lea Burr  
lburr@greenham.com.au  
PO Box 452, Smithton TAS 7330  
Telephone: 03 6452 2701  
Fax: 03 6452 1479

### TONGALA

HW Greenham & Sons Pty Ltd  
Bernadette Tinning  
btinning@greenham.com.au  
PO Box 111, Tongala VIC 3621  
Telephone: 03 5859 0912  
Fax: 03 5859 0306

### MOE

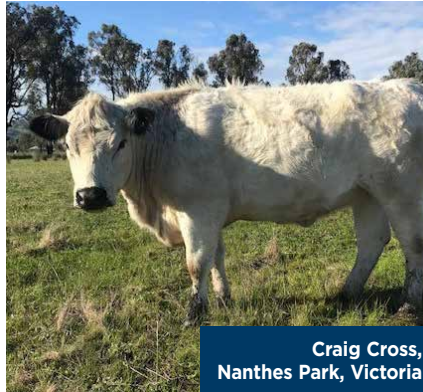
Greenham Gippsland Pty Ltd  
Samantha Farbus  
sfarbus@greenham.com.au  
PO Box 114, Moe VIC 3825  
Telephone: 03 5127 4000  
Fax: 03 5127 4440



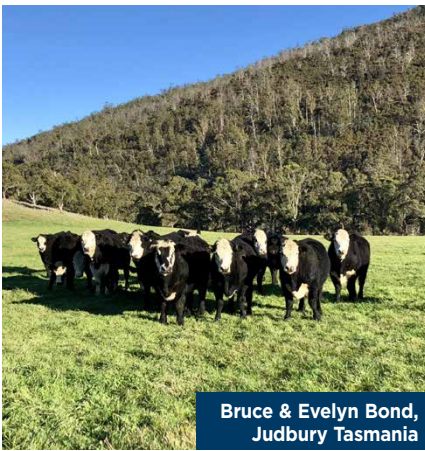
# CATTLE ON FILM



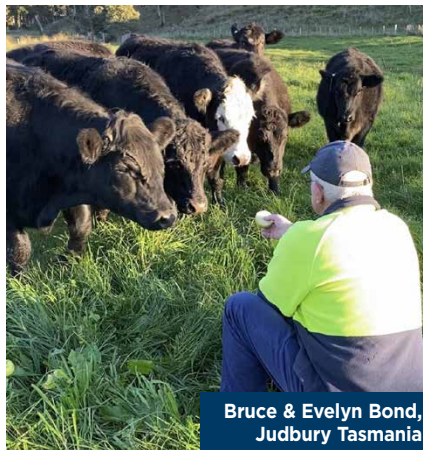
Tatiana and Simon Woodstock  
Longford Tasmania



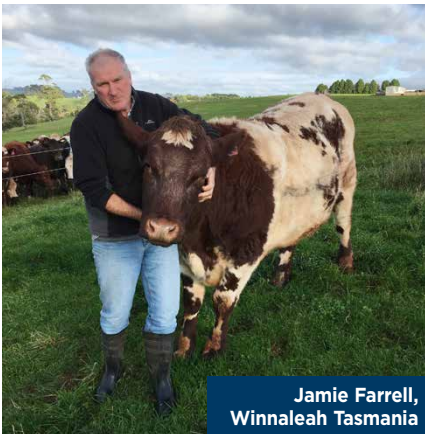
Craig Cross,  
Nanthes Park, Victoria



Bruce & Evelyn Bond,  
Judbury Tasmania



Bruce & Evelyn Bond,  
Judbury Tasmania

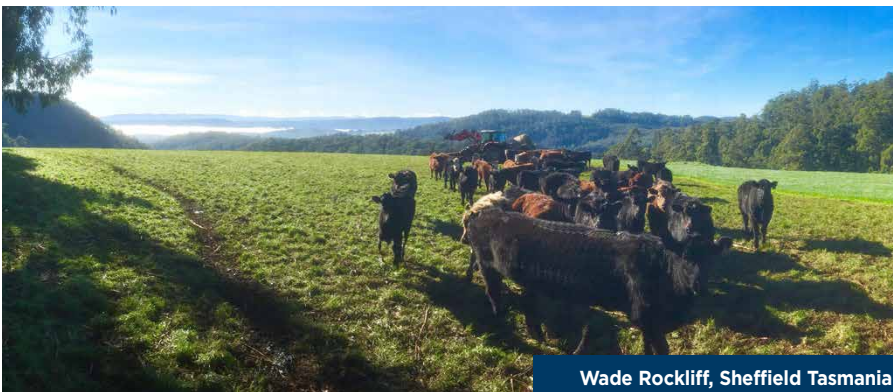


Jamie Farrell,  
Winnaleah Tasmania



Mooloo Farms,  
Irishtown Tasmania

We asked and our producers came through with the goods. Please text your best shots through to **Emma on 0456 807 208** and we will aim to put them into the next edition. Thank you to all who submitted pictures.



Wade Rockliff, Sheffield Tasmania

## CHRISTMAS TRADING HOURS

Greenham processing facilities and live weight buying centres will operate on reduced trading hours during the Christmas period. Please take note of the below operating times when planning consignments.

Bookings for over-the-hooks cattle at Greenham's **Tongala, Gippsland and Tasmania** processing facilities will finish at 12pm on Wednesday 22 December 2021 and resume at 7am on Tuesday 4 January 2022.

### VICTORIAN LIVE WEIGHT BUYING CENTRES

**Tongala** will close from Wednesday 22 December 2021 and re-open on Tuesday 4 January 2022 from 9am-12pm.

**Bamawm** will close from Monday 20 December 2021 and re-open on Monday 10 January 2022 from 9am-12pm.

**Maffra, Wonthaggi, Fish Creek, Yarram, Denison, Cohuna and Leitchville** centres will operate per normal trading hours except for public holiday closures.

**Waaia** will close from 22 December 2021 and re-open on Wednesday 5 January 2022 from 9am-1pm.

The **Greenham on-farm pickup service** will finish on Wednesday 22 December 2021 and re-commence on Tuesday 4 January 2022.

### TASMANIAN LIVE WEIGHT BUYING CENTRES

**Scottsdale** will operate per normal trading hours except for closures on public holidays, Monday 27 December 2021 and Monday 3 January 2022. The centre will be open on Tuesday 4 January 2022. Contact Daryl Heazlewood on 0419 131 458 for more information.

**Osmaston/Keren** the last of trade will be Monday 20 December 2021 and re-open on Tuesday 4 January 2022 from 9am-12pm. Contact Mitchell Grey on 0429 811 116 or Lyndon Grey on 0427 719 472 for more information.

Visit [greenham.com.au](http://greenham.com.au) for the full list of locations and normal operating hours.