



Nelson Bonney, Gunns Plains



# THREE SITES, ONE NEWSLETTER

Welcome to the Winter edition of the new look Meatworks Messenger – The first edition to include information, news and updates from across the Tasmania, Gippsland and Tongala operations in one convenient place.

Our family owned company buys livestock from over 9,000 Australian farmers. Did you know we source cattle from as far as the NT, WA and Western QLD? Some of the farmers even drive their own B-Doubles to the plant!

With the acquisition and re-opening of the Gippsland plant at Moe, Greenham now has a truly national reach and aims to provide the most convenient, competitive and fair option for farmers to sell their livestock – from cull cows and bulls to fully integrated 'Natural' program cattle for premium markets.

It's certainly an exciting time for our company and we look forward to working with farmers and local communities to build future prosperity for all.



Peter Greenham Jnr and Peter Greenham Snr

# CATTLE ON FILM

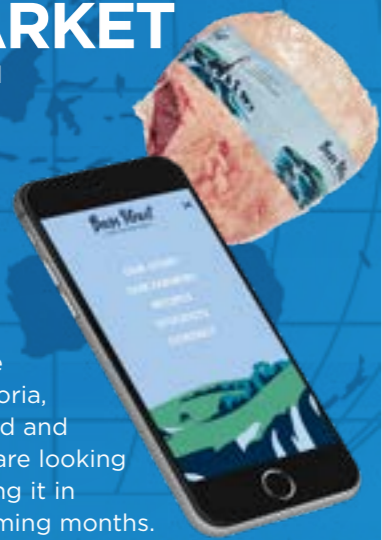
We asked and our producers came through with the goods. We can't show them all but here is a selection with thanks to our contributors. (Special mention to the Cape Grim sign in Idaho USA!) Got a great on-farm shot with your cattle? **TEXT it to 0411 754 909 now.**



**What's the best thing about your job at Greenham?**  
Best thing about Greenham is the team environment where everyone wants to help and make sure that we all have a thorough understanding of all programs and a willingness to offer advice.  
**Your footy team?**  
I follow the mighty BLUES!!  
**When you're not at work, what do you like to do?**  
I like to relax by watching the kids play sport and having time with friends and family.  
**You favourite cut of beef?**  
My go-to is a T-Bone cooked rare with pepper sauce.

# NEW BRAND HITS THE MARKET

You may have heard the team has been working on a new southern beef brand called Bass Strait Beef. It will be sourced mostly from Gippsland but also from Limestone Coast, Western Victoria, Tasmania, King Island and Flinders Island. We are looking forward to processing it in Gippsland in the coming months.



# BUYER PROFILE STEPHEN BAKER

Stephen has recently joined the company and will be buying cattle in the Western district and South Australia region. Let's get to know him.

**Where are you from originally?**  
Lucindale SA, population 230.  
**What is your work background?**  
Previously a Livestock buyer for AUSTREX and before that as Livestock Manager on a property south of Hamilton.  
**What are you most proud of about what you do?**  
Establishing new contacts and relationships with producers and agents.

# UPDATE YOUR DETAILS

Did you notice anything incorrect on your paperwork? Do we have your correct email address or mobile phone number? Call **1300 548 378** and select the site you normally deal with or your local buyer to update your details.



# NEW WEBSITE LAUNCHED

Have you seen the new Greenham website? We have refreshed the look and feel from the former design and now it is fully 'mobile' responsive and easy to use on smartphones, tablets and of course, your desktop computer.

You can click on any of those menu items or click the down arrow next to those to go further into the site.



The main menu is the on the TOP Left hand side.

Have a look online today - [www.greenham.com.au](http://www.greenham.com.au)



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# TONGALA NEWS



On the Map - Tongala gets its own ANL global carrier vessel

## TONGALA ON THE MAP

In early June, the management team had the opportunity to tour the newly named container ship, the ANL TONGALA. Through our long business relationship with the ANL LINE, it was agreed that one of their newer vessels would receive the name.

Built in 2004 by Samsung Heavy Industries, it is one of many vessels in the ANL fleet and has a capacity of 4253 containers. It will call at ports including Long Beach, Auckland, Melbourne and Sydney and will take 27 days transit time at 13 knots for the Melbourne-to-Long Beach route.

As Peter Greenham snr explained, "It is a real feather in the cap for Tongala and we are very proud the name will be seen on its route and in major port cities." Peter and the team toured the vessel while it was docked in Melbourne recently and met the ANL executive team during an official naming ceremony.



The Greenham team and Xavier Eiglier - Managing Director, ANL on the bridge of the vessel



Ship Master Ivanov Oleksandr congratulates Peter Greenham



### STAFF PROFILE JAKE LOWE

Joining the Victorian livestock team is Jake Lowe from the Northern Territory. He will develop farmer relationships from his home base at Wangaratta. We caught up with him to learn more.

**Where are you from originally?**  
Wangaratta

**Where were you before Greenham?**  
I most recently worked for Elders in Alice Springs. Prior to that I spent five years around Katherine and Darwin in the Northern Live export industry.

**What are you most proud of about what you do?**  
Being a part of a network that produces, processes and markets Australian beef to the world.

**What's the best thing about your job at Greenham?**  
Travelling around, meeting different farmers, their agents, and working with cattle.

**What AFL footy team do you follow?**  
Collingwood

**When you're not at work, what do you like to do?**  
Play footy for the mighty Tarrawingee Bulldogs reserves.

**Your favourite cut of beef?**  
90 CL from Greenham Tongala - in a hamburger! ;)

### CATTLE IN FLUSH, HOPING FOR RAIN

As you all know, it's been a pretty dry year so far with a less than average autumn break. I'm sorry about the weather but there is nothing that we can do to bring on rain. I understand that some of our farming industries are short of feed and water. If there is anything that the company can do aside from taking your livestock, please contact Graeme Pretty and we will see if we can help.

### GRAEME PRETTY BACK IN VICTORIA

And isn't it great to have Graeme back on the mainland? After serving ten years in penal servitude on Van Diemen's Land, we gladly welcome him back to continue his more than 25 years of loyal service to source cattle for the three sites.

### PLENTY OF JOBS AVAILABLE

It is upsetting we cannot find enough suitable local labour to fill available positions. As a result, we are having to rely more and more on imports when our preference is to employ Australians. This solves one problem but creates another in housing itinerant workers in our area. As a result, we have purchased the local caravan park and see it being a useful way of supporting our operation. If anybody you know wants a job, please don't hesitate to contact Judi or Ricky at the plant.

### UPDATE YOUR DETAILS

Do you we have your correct details? If you have moved, have a new email address or phone number, please give the plant a call on 03 5859 0912 and update your details.

**Peter Greenham Snr**

# LEITCHVILLE LOCAL GRABS THE PRIZE

Great news on the Greenham GOTAFE scholarship is that 20 year old Ellie Hodge from Leitchville has taken out the major \$12,000 award for 2018.

Keen to keep the momentum up after completing her Science degree, Ellie is in her first year of Doctorate in Veterinary Medicine at the University of Melbourne.

A classic country story, Ellie is one of three daughters to dairy farmers Cameron and Ann Hodge who milk 400 Holsteins on their Northern Victorian property. The shared experience of lending a hand in the dairy or hand feeding calves had a deep impact on her outlook.

"Mum and dad have always been very open about the challenges of operating a dairy whether it be on-farm efficiencies, the volatility of milk pricing - basically the realities of running a dairy operation." "When I was about sixteen, the local vet came out to treat a sick cow and I thought this is pretty cool - and later learnt that I could get paid for it!"

Ellie now looks up to senior Vets and the love they have for their careers. She understands how rewarding it is to treat multiple species of animals and see positive results, particularly in production animals.

"As I have gained more knowledge, I've become really interested in the area of animal health in terms of welfare and also production. Unless an animal is in its best condition and its welfare given top priority, it can't produce to its potential - the two go hand in hand."

Of particular focus, Ellie is keen to investigate further into areas like dairy cow mastitis and preventative measures to this industry wide issue. "We can look at reducing Bulk Milk Cell Counts (BMCC), improving breeding strategies and



Greenham executive chairman Peter Greenham Snr congratulates Ellie on her win

tightening up farm practices which can decrease losses associated with the condition."

On hearing the news about winning the scholarship - Ellie says she was surprised but extremely happy and was straight on the phone to her dad who said he was very proud of her efforts and application to study.

With the cost of both an undergraduate course, doctor of veterinary science and living in Melbourne exceeding six figures, the scholarship funding takes some of the financial stress away.

Ian Carkeek, Team Leader for Agriculture and Dairy Farming at GOTAFE said, "Eleanor has demonstrated outstanding academic capability and outlined her future contribution to the industry really well. Her potential future impact on community and industry will be significant."

Among the criteria considered for the \$12,000 prize are personal and academic achievements, the potential benefits and relevance of the chosen study area or career path to the dairy industry (or related industries) and how important the scholarship might be in helping the applicant realise his or her ambitions.

Ellie will certainly be a strong advocate for the Greenham scholarship saying, "don't think you're not capable - Just have a go, you've got nothing to lose."



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# SOUTH WEST SCALES CHALLENGED AND SUCCEED



Greenham offers the best way to sell live weight with no fees, yard dues, curfews and payment on the spot

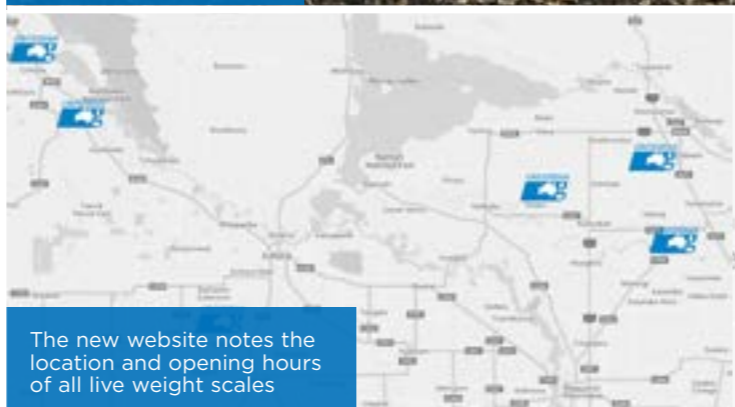
It's been just over a year since our man down the south west, Andrew Wilson put in the five sets of scales in the pristine dairy region. Since then and with great thanks to many new suppliers, we are seeing some excellent numbers coming from the region. It's important to remember that numerous farmers in the area were seriously affected by the St Patricks Day fires. We extend our sympathies to those who lost livestock or property.

Reminder too that Andrew will donate \$5 per head to Nirranda Football Club if you are a member or player and you sell your cattle to Greenham at the Timboon / Brucknell scales. Call ANDREW WILSON on 0408 315 927 for more information.

Looking for the scales addresses? Go to the new Greenham website to check operating times and days. You can also enter the scales names into google maps for directions.



The St Patrick's Day fires came dangerously close to our scales



The new website notes the location and opening hours of all live weight scales

## TASMANIA NEWS

### TASSIE UPDATE

We came out of a dry end to summer and whilst some areas didn't get the break they were looking for, the northern areas are seeing some excellent growth. A reminder for those fattening cattle for winter base agreements, to keep them fully fed to achieve the best MSA indexes and compliance during the colder months. There are also good opportunities to purchase lines of Never Ever store cattle through our contacts. Please ring your local buyer for more information.

### GRAEME PRETTY HEADS NORTH

As you might have heard, our livestock manager Graeme Pretty has shifted back to Victoria and taken up the position of group livestock manager for the three sites. The Smithton operation is indebted to Graeme for all his hard work in building both relationships and our industry leading natural program supply chain. Our new Tasmanian manager, Gavin Coombe, has a wealth of experience and knowledge. Please give him your support.

### KING ISLANDER MSA COMPLIANCE

Les Dick's large capacity Roll-on / Roll Off vessel, KING ISLANDER (formerly GO LESATH), has been in operation since March. It can handle up to twelve trailers of cattle and the service has been taken up with enthusiasm from the island to our works. MSA compliance is up with less handling and mobs staying in their natural groupings from farm gate to the works.

Peter Greenham Jnr



Peter Greenham Jnr presents Aleph President Dai Shoji with a commemorative photo Album

## 10 YEARS OF ALEPH

Late last year, we celebrated the tenth anniversary of the Greenham-Aleph-Producer group. In 2006, Aleph, owners of over 380 Bikkuri Donkii restaurants across Japan, were looking for an increased supply of grass fed product and by 2007, the Aleph Natural Beef program began in Tasmania.

Aleph producer, John Bruce explains, "I clearly remember

Mr. Sato from Aleph getting down on his hands and knees in the paddock - completely blown away with how good the pastures were."

Fast forward to 2018 and the program has evolved to be one of the longest running natural beef programs in Australia with over twenty five producers and consistent business throughout the year.

### RIDGLEY SCALES MAKE A START

We are pleased to announce the Ridgley Live Weight Buying Centre is now open at 329 Ridgley Highway, Romaine. The scales operate every Monday from 9am until 12 noon and a portion of

proceeds from these scales will be donated to the Burnie Pastoral and Agricultural Society. Enquiries, please call Darryl Pearce on 0413 286 998. The scales location is mapped on google. \*Bulls cannot be accepted at the Ridgley Scales.



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# CIRCULAR HEAD COMP STRONGLY FOUGHT

The 35th annual hoof and hook competition saw a yarding of 50 entries with a quality field of 36 yearlings and 14 heavy Japanese export steers. The hoof section was held at Stanley on Saturday December 9th with young local expert Damon Englund picking the winners, and explaining his selections to the onlookers.

This year a first time winner took the prize in the yearling class, with D Green and C Powell taking out first with a Speckle Park cross. Second was Crichton Horton, and third M&G De Jonge. In the Japanese Export class it was Rex Frankcombe first and second, proving the consistent quality of his herd with Western Plains taking third. Rex's steer also won show champion and the Cyril Wells Memorial Trophy.

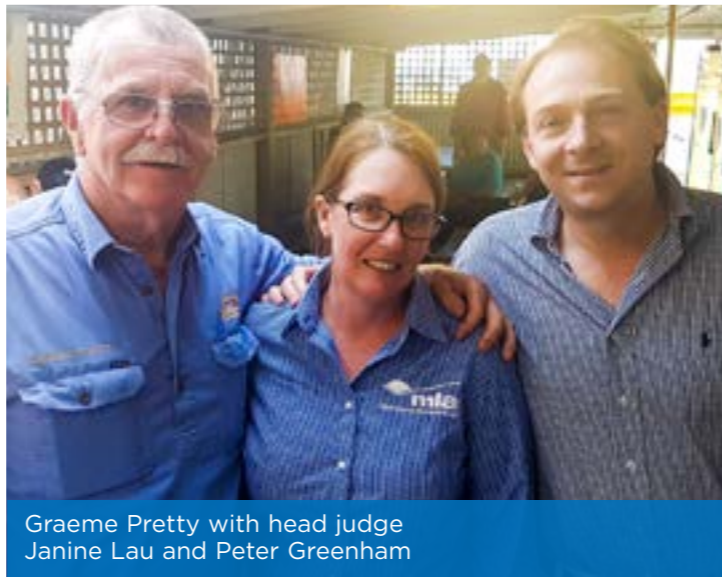
MSA assessor Janine Lau from MLA measured the carcasses to establish the best performers on the hook. First place in Class 2 went to Western Plains, Crichton Horton was second and Banna Holdings took third place. In Class 3 the Heres family from Shanford Park Angus took the main prize with Western Plains second and Bayswater Red Angus third. We thank Janine for her continued time and effort.



Janine Lau from MLA provides feedback



Rex Francombe does it again



Graeme Pretty with head judge Janine Lau and Peter Greenham



## TASMANIA REPRESENTS AT BEEF AUSTRALIA 2018



The Greenham team certainly had a busy schedule at the recent Beef Australia event in Rockhampton. Our Cape Grim Beef Burger kitchen served over 7,000 burgers across the five days to fantastic praise. In addition, we were fortunate to be allocated two of the stars of the event, celebrity chefs, Curtis Stone and Ben O'Donoghue, for our demonstrations and luncheon, where we also raised nearly \$8000 for Legacy.



### GREENHAM SPONSORS THE NEXT GENERATION

Earlier in the year we were pleased to be a sponsor of the Tasmanian Junior Beef Expo. Our livestock buyer Aiden Coombe talked to the group about the importance of on-farm management in producing quality meat whilst Josh Perry from Perry's Quality Meats took the group through breaking down a forequarter of beef and then preparing cuts for the bbq and braising. A truly paddock to plate to plate experience for the more than sixty participants.



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Memories from the day at Lake Echo

## PRODUCER DAYS AROUND THE STATE

The annual Greenham roadshow descended on six locations across Tasmania, King Island and Flinders Island during March. Producers were briefed on updates to the Never Ever program, animal health feedback, market updates from MLA and pasture management with Macquarie Franklin.

Are you signed up for Red Meat Updates on July 27th in Launceston? Tickets will sell out so register today. [www.redmeatupdates.com](http://www.redmeatupdates.com)



The six events attracted over 300 Greenham producers



The group enjoyed a Highland BBQ



Taking a quick dip at Boat Harbour Beach

In late January, we hosted a group of sales people from our west coast USA distributors. Even after eighteen hours on a plane, they didn't waste time in pushing down to Hobart for a south to north tour of the state. Suffice to say, the group were bowled over by the down-to-earth hospitality of Tasmanian producers and their commitment to their livestock and environment. Sales are really starting to bear the fruit of these tours.

Of special note, Greenham wishes to thank Peter and Anne Downie for hosting an incredible 'highland bbq' on their Lake Echo property and also agent Michael Grant for his time. We also thank Roderic O'Connor of Connorville, Emma Bruce (Western Plains) Richard Nicholls and Ian and Kate McKenzie from Westmore.



The group enjoyed a Highland BBQ



Taking a quick dip at Boat Harbour Beach



## Stephanie Cowley's career in agriculture received an enormous boost earlier this year. The 20 year old from South Forest, Circular Head, was named this year's winner of the \$12,000 Greenham Agritas Scholarship.

Raised on dairy farms, Stephanie's interest in dairy and agriculture was piqued at 15 when she began to understand the intricacies of the family dairy business and how it was connected to the wider economy and international market forces.

She is now in her second year of a Bachelor of Agricultural Science course at Charles Sturt University in Wagga concentrating on chemistry, botany, microbiology, animal science as well as cropping, beef production, technology, agricultural business and economics.

A proud Tasmanian with strong Kiwi heritage, Stephanie's parents Chris and Suzanne moved to Tasmania in 1998 as share farmers with VDL Co. They have since developed their own holdings and milk an impressive 360 Jersey-Friesian cross herd.

## SALUTING DALE AND GARY - THIRTY YEARS STRONG

It's not often that you hear of people working somewhere for thirty years but two of our valued employees, Dale Billing and Gary Emmett have recently notched up thirty years working at the Smithton site. They have certainly seen some changes, both of ownership and in the works, but their dedication to the cause is second to none and the team salutes them both. Funnily enough their offices have ended up next to each other so the old brigade can continue their efforts together!

We asked them about their history at Bacon Factory Rd:



### DALE BILLING - MAINTENANCE MANAGER

**Where are you from originally?** Smithton.

**How long have you been working at Smithton for?** Actually 35 years.

**You have seen lots change at the site - What were the major developments?** 1991

kill floor extension, major boning room modifications, construction of a 500 pallet freezer, major upgrade to rendering plant and many more.

**What are you most proud of about what you do?** Having the plant working to keep people in a job.

**What's the best thing about your job?** I meet a lot of people from all around Australia.

**What footy team do you follow?** Essendon.

**When you're not at work, what do you like to do?** Rest - Because you never know if something will come up at the plant!

**Your favourite cut of beef?** Cape grim Rump.

## CIRCULAR HEAD LOCAL TAKES THE PRIZE, STUDY TOUR TO JAPAN.

With the price downturn in recent years, Stephanie has seen first-hand the challenges that price squeezes bring and is determined to find other ways to control outcomes on a dairy property. Additionally, she picked up on these and other themes during a gap year working at the local Murray Goulburn outlet.

It's no surprise, given her generation's embrace of technology that Stephanie is very interested to learn about and make use of new technologies.

"I'm really keen to see new pathways emerge where farmers can get a better picture of their operations, interpret the information and apply new technologies," Stephanie said.

With high global demand for agricultural food and fibre, agriculture needs young leaders who are ready to rise to the challenge and make use of emerging technologies to cope with globalisation of trade, climate change and sustainability.

"One of the really exciting things will be the use of both 'Precision Ag' and Drone (UAV) technology for mapping things like, pasture growth, dam levels or crop health," Stephanie added.

Stephanie intends to take a two week study tour to Japan in mid-2018 where she will collaborating with students and staff from Kobe University and Obihiro University focusing on beef production and meat science with visits to local beef producers, abattoirs, forage farms and cattle complexes.

Scholarship judge and Redpa cattle producer Paul Saward was glowing in his assessment, "Stephanie was able to articulate how important new and emerging technologies will be for agriculture into the future. The judges could all see the excitement Stephanie has for learning and her capacity to be a future leader," Paul said.

The scholarship was presented by Mayor Quilliam with remarks from Chairman Mike Buckby. We thank him for his time.



### GARY EMMETT - PURCHASING MANAGER

**Where are you from originally?** I went to Smithton High School and my first job was with Clements & Marshall in Stanley. They were taken over by Roberts Ltd and I stayed there for over 13 years.

**How long have you been working at**

**Smithton for?** 18/05/1988 I started at the plant for the Blue Ribbon company (Joe Chromy) and have been here ever since.

**You have seen lots change at the site - what was the biggest change / major developments?**

Going from manual tally and hand written health certs to barcode scanning and computerised generated health certificates. Increasing production from 200 head to 500 head plate freezers instead of blast freezers. Chiller & freezer storage to increase holding capacity, boning room & kill floor upgrades. The list goes on...

**What are you most proud of about what you do?** Solving consumable stock problems & getting suppliers to meet our delivery needs.

**What's the best thing about your job?** Keeping busy!

**What footy team do you follow?** The mighty Magpies!

**When you're not at work, what do you like to do?** Following sport, breeding thoroughbreds, caravanning & camping and exploring new spots.

**Your favourite cut of beef?** You can't beat a good rump.





# GIPPSLAND NEWS

## WELCOME TO THE FIRST UPDATE FOR THE GIPPSLAND WORKS.

Since acquiring the site in October, the team has done a huge amount of work getting the plant back to export standards and hiring and training new employees. Well done to plant manager Brett Scoble and the team.

## BONING ROOM UPGRADES

We have recently completed major renovations to the boning room with new automation, packaging and increases to chiller capacity. These upgrades will make the plant the most modern in the region and ready to process premium quality cattle and beef brands.

## EMPLOYMENT

Did you know that Greenham Gippsland is hiring for all roles including Slaughter Floor, Boners and Slicers, Packing, Labourers and Quality Assurance? With the capacity of the works now increased, we will gradually train and provide solid employment for enthusiastic workers for the long term. If you know anyone who wants a job, please tell them to go to the Greenham website - [https://www.greenham.com.au/job\\_application\\_gippsland.html](https://www.greenham.com.au/job_application_gippsland.html)

Peter Greenham Jnr



# PRODUCER DAYS AROUND GIPPSLAND

Managing director Peter Greenham and Southern livestock team presented multiple producer information days in the last few months. Attendees to the Foster, Sale and Phillip Island events were briefed on the Greenham Never Ever program for

breeders and finishers and new animal welfare considerations. Producers were impressed at the wide grid Greenham offers, which gives maximum flexibility to producers in different seasons. Look out for more information days coming up soon.



The Greenham team will be holding more producer days as we ramp up production of quality cattle at the meatworks.

## BEEN TO THE FOOTY?

Greenham sponsor football clubs in the regions we operate and with the Moe Lions just down the road from the plant, we were keen to get involved in the local community as a club partner. You'll see our signage on the scoreboard at the Ted Summerton Reserve in Moe. Give the Lions your support!



# GETTING LOFTY IN GIPPSLAND



Check out our recent aerial shot of the Greenham Gippsland plant

## BUYER PROFILE HAVE YOU MET OUR NEW GIPPSLAND BUYER? SEAN KALLADY



**Where are you from originally?**  
Yarram, South Gippsland.

**What is your work background?**  
I'm originally from a dairy farm then started in beef when I left school. I worked in the USA for ten years on breeding farms and feeder operations and following that for a genetics company.

**What are you most proud of about what you do?**  
Having people put trust in me to sell their quality product.

**What's the best thing about your job at Greenham?** Meeting new and interesting producers who have love for their job and the beef they produce.

**What footy team do you follow?**  
The Tigers!

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

It's always nice to be at home with my family, coaching junior football or travelling around judging breed and carcass cattle.

**Your favourite cut of beef?** Anything from BASS STRAIT BEEF!

## ARE YOU ON THE PROGRAM?

The Greenham NEVER EVER Beef Program was established in 2012 to source, certify and promote premium quality natural grass-fed beef from producers across Southern Australia. From its inception, the Greenham NEVER EVER Beef Program has proudly sourced beef that is:



- 100% Grass-Fed
- No Added Hormones
- No Antibiotics Ever (Treated cattle are still purchased at no discount to producer)
- Free Range - Never Confined to Feedlot
- Free from Genetically Modified Organisms
- Meat Standards Australia Certified

Greenham are now sourcing breeders and finishers for inclusion in the Never Ever program. Please call your local buyer or Never Ever Program Manager Nikki Gilder to find out more on 0427 838 535.



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