

Meatworks Messenger

AUTUMN 2024



“Just good management”

On-farm sustainability standard future proofs cattle business

Cover story on page 8



Upper Murray NEVER EVER cattle producers, Linda & Gary Nankervis with their son, Joe (far left)

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Are your accreditations up to date?

Get the most out of every consignment and avoid payment delays by ensuring your accreditations are current.



Livestock Production Assurance (LPA): LPA is the on-farm assurance program that underpins market access for Australian red meat. You must be LPA accredited to use National Vendor Declarations (NVDs), and to register with MSA. NVDs provide evidence of livestock history and on-farm practices when transferring through the supply chain.

➡ Check your accreditation status at www.integritysystems.com.au



Meat Standards Australia (MSA): MSA is a red meat eating quality grading system that takes into account all factors that affect eating quality, from paddock to plate. To supply the Greenham NEVER EVER Beef Program, producers must hold a current MSA registration. A completed MSA vendor declaration must also accompany each consignment.

➡ To check your MSA status, visit www.mla.com.au/msa



Greenham NEVER EVER (NE) Beef Program: NE underpins the marketing claims of a number of Greenham's premium brands including Cape Grim and Bass Strait. The program demonstrates the stringent on-farm animal welfare and sustainability practices of accredited producers. To be eligible for NE financial premiums, you must hold a current accreditation and a NE vendor declaration must accompany each consignment.

➡ To check your accreditation status, contact your local Greenham Cattle Buyer.

CONNECT WITH US - We'd love to hear from you



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|----------------|---|--------------|
| Port Melbourne | ☎ | 1300 548 378 |
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CONTACT YOUR LOCAL GREENHAM CATTLE BUYER

MAINLAND

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| Graeme Pretty | Sr. Group Livestock Manager | 0418 505 347 | gpretty@greenham.com.au |

BUSINESS AND MARKET NEWS



Managing Director, Peter Greenham

Business and market news with Managing Director, Peter Greenham

New Tongala plant up and running

Our newly redeveloped Tongala processing site was unveiled in October last year, ushering in a new era 30 years after my dad, Peter Greenham Sr, first purchased the site. The new facility has a processing capacity of 1050 cattle per day and brings new opportunities for local producers to supply high-quality program cattle to a processor right on their doorstep.

Currently we're processing 520-550 cattle per day and are aiming to reach 1050 by August.

What's happening in market

America

The US 90CL market is short and has jumped about 15% in price in the last three months for lean trim, which has also underpinned a lift in prices for secondary cuts. The US herd continues to remain tight and as we're still in the US winter, cattle are typically doing it tougher in the colder conditions in feedlots, bringing down marbling results; in turn we're benefiting from this in the high-end loin cut market with customers seeking our high marbling cuts.

Our orders into the West Coast food distribution market are going strong, as we also see solid forecasts from customers heading into the warmer months.

Korea

Frozen demand increased slightly at the start of the year after a slow end to 2023, largely due to reduced imports from the USA. Although volume did see a small rise, prices have struggled to recover to previous levels.

Chuck ribs and short ribs were in high demand leading up to the Chuseok Holiday (Korean

Thanksgiving held in September), while regular frozen items remain consistent in volume with prices below levels seen in mid-last year. Our strong brand reputation is keeping us the preferred supplier with our customer base.

Heading into spring and summer, the market seems to have more activity, however still struggling to recover on prices. Some regular items are in large abundance in frozen stocks after the downturn in the market last year.

We'll be heading to the Seoul Food tradeshow in June this year to build on our chilled business and provide support to our existing frozen customer base.

Domestic

2024 kicked off strong with good demand across most cuts, especially the sweet cuts. Demand has improved since the second half of last year with most of our product going into wholesale traders and retail. We've also seen a significant increase in demand from our foodservice partners. Looking ahead to autumn and winter there will be plenty of product available and demand is looking as though it will remain strong.

Gulfood trade show

Our sales team recently attended the Gulfood Trade Show, which is the largest annual food and beverage sourcing event in the world. This year was the largest ever show with over 5,500 exhibitors from 190 countries.

We see great opportunity in the MENA (Middle East & North Africa). We exhibited to explore new business opportunities, expand our reach and potential partnerships, and increase our brand identity. It provides us an opportunity to directly showcase our products to not only this region

but the world, and most importantly provide accurate education on the difference in our programs especially the attributes and eating quality of our grassfed beef. As well as displaying our brands we could provide tasting samples to potential clients receiving instant feedback and creating interest.

We once again saw the strong reputation which Greenham and Australian beef has, with many people recognising our brands. Overall, there was a more positive impression of high-quality grassfed meat into regions like Saudi Arabia which is continuing to grow into a more westernised market with larger hotels and holiday destinations growing, this is a market expected to see a lot of growth in the coming years. Discussion with some meat distributors within Oman and Kuwait also proved to have a better understanding of high-quality grassfed meat.

Launching Greenham USA

In an effort to further strengthen existing customer relationships and capitalise on new opportunities, we've recently launched Greenham USA; a subsidiary of Greenham Australia, focused solely on the US market, which is where 70% of our products currently end up.

The US has become a key market underpinning our NEVER EVER beef brands and it became more evident in recent years that we needed a team on the ground to support the needs of our customers.

With a team in-market we'll be able to attend numerous trade shows and work with our distributors to meet with end users (chefs, retailers, supermarkets) and share the stories of our accredited producers, and the benefits of choosing southern Australian grassfed beef.



Sr Group Livestock Manager, Graeme Pretty

FROM THE GROUP LIVESTOCK MANAGER

Livestock supply and market news with Sr Group Livestock Manager, Graeme Pretty

WELCOME TO YOUR SEASONAL ROUND-UP OF LIVESTOCK SUPPLY AND MARKET NEWS.

According to Meat & Livestock Australia (MLA), in 2023 Australia had its largest cattle herd in over a decade, totaling 28.8m head. The number of head processed also increased to just over 7m cattle, up 20% compared to 2022. Beef production saw an 18% year-on-year increase, reaching 2.2m tonnes, the highest since 2019.

MLA has also reported that in 2024 the Australian cattle industry is expected to maintain current turnoff rates, causing the herd to ease slightly. The United States' herd rebuild is expected to have a considerable impact on global beef markets, driving up demand for Australian beef.

Across Tasmania and the mainland, we're seeing dryer conditions driving an increase in the number of cattle coming forward for slaughter.

TASMANIA

Central & south

The season started out better than expected, with good early rains throughout. Moving through summer as things have dried out, supply has tightened as many producers have held on to cattle longer to achieve heavier weights.

Many who held off replacing stock last year have started re-entering the market, this has resulted in a good number of cattle remaining in the state.

Cattle condition and grading results have been consistent with previous summers.

Cattle have been coming forward in good numbers for the past six months, with above average grading and Index results. It's a credit to the farmers that they have been able to turn off consistently high-quality stock.

Dry conditions over the last few months have put pressure on local producers who have had to start feeding out hay and silage earlier than usual.

Pregnancy testing is beginning to happen in the region on both beef and dairy cows, and I would urge suppliers to pre-book space to avoid disappointment.

Throughout the first two months of this year, we have had many entries into the Rockhampton carcass competition for beef week, with some outstanding examples of grassfed beef being submitted. Good luck to everyone.

The Circular Head Show was held in late 2023, featuring some great examples of Cape Grim Beef coming through the Carcass Competition. Well done to all trophy winners.

Moving forward into autumn and winter we're expecting to see more quality cattle coming forward, though may see lower yearling numbers as those cattle were processed earlier than normal during the dry before Christmas.

King Island

Much like the rest of Tasmania, conditions on King Island have been hot and dry as we haven't had a decent rainfall since September. The dryer conditions have caused many producers to wean and move cattle off the island earlier than normal – both over-the-hooks and

store cattle. As we head into the colder months, we're expecting supply to remain strong. Younger cattle are holding their condition well and we're still seeing strong grading results.

Northeast & Flinders Island

The summer season was very patchy. Following a poor spring because of cool and dry conditions, we saw limited growth and poor fodder production. Localised rain in parts of the northeast meant pockets of good grass production while other areas such as Flinders Island missed out altogether.

Cattle gradings and quality for the past six months have maintained a high standard but over February the dry weather took its toll with a noted slip in finish.

Large numbers are coming forward especially from dry areas, which put pressure on kill capacity but with overtime and Saturday work Greenham managed to keep up. We thank all suppliers for their patience and understanding.

Looking forward, once we get over this glut, we expect that supply will tighten for the winter months.

MAINLAND

Gippsland

Over the past 12 months we've seen everything from dry conditions in some eastern areas, to floods and even a cyclone, which ran through the middle of Gippsland.

Despite the weather extremes, all areas have bounced back and we're still looking at clovers through paddocks. This recovery allowed producers to hold back on selling and place more weight onto their stock,

as well as bring in new young cattle to get through the fodder on hand.

Supply started off slow at the start of 2024, but as prices and wait times for kill space have eased, producers have been able to move more stock.

We are seeing more cattle come through the plant with MSA Index results in the high 60s, which is a credit to our producers' breeding and feeding programs, and their use of carcase feedback data.

Southern NSW

After some decent rain over much of NSW and VIC over Christmas, 2024 started with slightly higher prices than the close of 2023.

The slight lift in prices in early January saw the physical marketplace take off on the back of higher returns on sale stock, and confidence to re-enter the market with younger cattle, cow, and calf units, and PTIC females.

Following decent rain throughout January and February, conditions are starting to dry out with the warmer weather heading into autumn.

Feedlot space seems to be full, as feedlotter soaked up quite a few cattle from the January sales in VIC, paddock sales and saleyards.

Same weight stock are also returning back to paddocks for grass finishing representing value buying for heavier stock and the potential to trade out earlier.

Meat yields for yearlings and cows has been good over past two months, coupled with good fat coverage and higher marble scores compared to the same time last year.

North & central VIC

As there was more grass around in January, cattle were a little bit harder to come by, however throughout February as dry conditions spread throughout the region, we saw an increase in the number of cattle coming forward, particularly in the number of bulls.

Across the board the quality of cattle has remained consistently high. Coming into early to mid-Autumn, we're expecting supply to remain strong.

Western District

Region held up well over a fairly wet spring and early summer but then dried very quickly over February, which saw farmers offloading their surplus and cull cows and bulls with numbers increasing dramatically at markets and liveweight buying scales.

The store sales have held up very well with big numbers being sold, mainly to interstate buyers, with some going as far north as Queensland. We saw numbers up to 5000 head at some sales throughout February.

We're expecting supply to tighten as we head into the colder months.

Our on-farm liveweight pickup truck is still operating throughout the Western District by appointment. Same day pick up available. Contact Andrew Wilson at 0408 315 927.

CLOSING THE LOOP ON NEVER EVER LIFETIME ACCREDITATION

Also a friendly reminder that from 1 October 2024, Greenham will require that all NEVER EVER-accredited cattle are vendor bred or come from an NE accredited breeder.

This means that all cattle consigned to Greenham under the NEVER EVER Beef Program must be born, backgrounded, and finished on an NE-accredited property/ies.

Additionally, only cattle with lifetime NE accreditation will be eligible for Greenham's 2024 winter base price agreement.

If you have cattle on your property that you plan to consign after the 1 October cut-off date that were not sourced from NE-accredited breeders, we will work with you to try to get those breeder properties accredited.

Contact your local Greenham Cattle Buyer if you have any questions.



Scan the QR code above for more information about using the NEVER EVER filter to buy and sell cattle on AuctionsPlus.

AUCTIONSPLUS NEVER EVER INTEGRATION

AuctionsPlus & Greenham are proud to announce the integration of the Greenham NEVER EVER (NE) Beef Program into the AuctionsPlus assessed listings. The new feature will allow producers accredited with the NE program to better market the credentials of their cattle by adding the 'Greenham NEVER EVER' description to sale lots, helping buyers to easily identify accredited cattle for purchase.

Greenham Managing Director, Peter Greenham said, "We are delighted to see AuctionsPlus supporting the Greenham NEVER EVER Beef Program. Their commitment to quality and sustainability aligns with our mission to source and promote premium beef raised in alignment with consumer values."

"This feature has been designed to make it easier for accredited producers to source and sell NEVER EVER accredited cattle, and maintain lifetime accreditation, strengthening the integrity of our on-farm programs that underpin our suite of world-renowned beef brands."

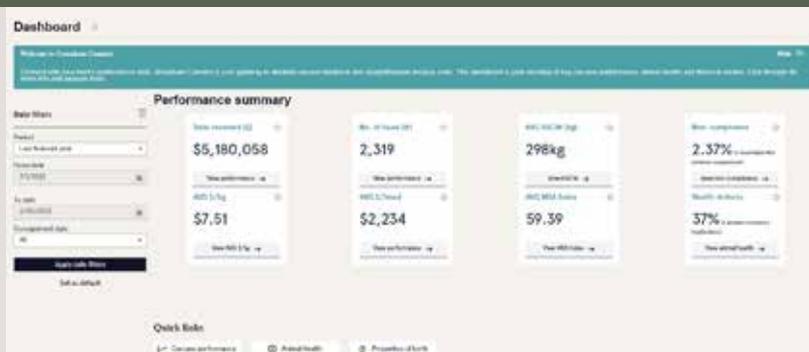
Through this collaboration, AuctionsPlus will now identify and display to buyers listings from Property Identification Codes (PIC) which are recognised as part of the NEVER EVER program. The platform will feature an automatic PIC accreditation linking in the assessment entry process, streamlining the verification procedure for sellers and buyers.



Analyse your data, your way with the all new Greenham Connect

OUR NEW CARCASS FEEDBACK PORTAL, GREENHAM CONNECT IS NOW LIVE!

GREENHAM CONNECT IS YOUR GATEWAY TO MEANINGFUL CARCASS FEEDBACK AND SIMPLE ANALYSIS TOOLS.



Features of the new portal include:

- A simplified design that makes it easy to find your way around
- Analyse your herd's carcass performance and animal health by kill date, season, year, or benchmark against your region
- Filter by traits that matter to you
- Identify NEVER EVER cattle
- Understand your animal health feedback and next steps with simple explainers and links to supporting resources.



Scan the QR code to gain access.

Coming soon:

- Draw the connection between your animal health outcomes, carcass performance (e.g., MSA Index and compliance, ossification and marbling), seasonal or regional trends, and your profit drivers.
 - Filter by organ, health defect, program, MSA outcome, gender, dentition and AUS-MEAT marbling.
- Finishers can compare the performance of cattle from different breeder properties.



Greenham launches new sustainability program, delivering on-farm benefits and financial premiums



IN A COMMERCIAL FIRST, GREENHAM HAS LAUNCHED ITS NEW ON-FARM BEEF SUSTAINABILITY STANDARD ALIGNED WITH THE AUSTRALIAN BEEF SUSTAINABILITY FRAMEWORK (ABSF).

Greenham's Beef Sustainability Standard (GBSS) launched to mainland beef producers in November 2023, representing the first time a commercial supply chain has applied the ABSF themes at a farm level to deliver a new product to market.

Held in Wangaratta VIC, the launch event featured an information seminar, BBQ lunch and interactive workshops delving into topics such as carbon, farm safety, ground cover and feedbase management, and biodiversity, as well as producer and supply chain panel discussions.

Greenham Livestock Supply Chain Manager, Jess Loughland said more than 120 people attended the launch event.

"Each requirement under the standard has been designed to deliver tangible on-farm benefits, including improved productivity, soil or waterway health, and greater business resilience," she said.

ABOUT THE GBSS

Open to all new and existing Greenham NEVER EVER-accredited beef producers, the voluntary on-farm program outlines a practical set of indicators across the ABSF's four themes of environmental stewardship, animal welfare, economic resilience, and people & the community, to enhance and showcase sustainable practices across Greenham's supply chain.

Jess said the scientifically-backed program was developed in partnership with industry experts, customers, and producers in response to growing, long-term market demand for robust

and transparent environmental credentials.

"Our goals were two-fold: to deliver consistent premium-quality beef raised in a manner that aligns with our customer's values, and to drive adoption of best practice management to protect the land and communities in which we operate for future generations," she said.

"It was also important to us that our program reflected broader industry priorities and provided producers with a clear path to contribute to specific industry goals including CN30."

The standard was piloted with 21 producers across Victoria, southern New South Wales and Tasmania to ensure it was practical to implement and delivered meaningful value on-farm.

Endorsed by agricultural and environmental consultants, Integrity Ag & Environment, and also by US-based animal welfare program, Certified Humane, Jess said the standard was structured in three tiers, "aiming to take producers on a journey".

"For us and our customers, it's not about immediate perfection; everyone is starting from a different baseline with unique business, infrastructure and environmental factors that need to be taken into consideration," she said.

"We wanted to provide producers with an accessible starting point with clear opportunities for improvement and a path to achieving long-term industry goals."

Tier one prioritises education and planning and sets a baseline for sustainable management, while tiers two and three focus on continuous improvement, striving for optimum ecological health.

Eligible cattle from accredited Tier 2 properties are eligible for financial premiums when supplying Greenham.

The program will be rolled out over the next two years, providing another premium market option for Greenham cattle suppliers.



Mick Taylor, Sustainability Manager - Fulton Market Group (McDonald's beef buying group) discussing customer requirements for sustainable beef.



Scan the QR code to read more or submit an expression of interest to become accredited or visit greenham.com.au/gbss

PRODUCER CASE STUDY – NANKERVIS



New sustainability standard delivers financial and environmental benefits to farm gate

“JUST GOOD MANAGEMENT”: ON-FARM SUSTAINABILITY STANDARD FUTURE PROOFS CATTLE BUSINESS.

For upper Murray cattle producers Linda and Gary Nankervis, joining the pilot of the ABSF-inspired Greenham Beef Sustainability Standard (GBSS) was about more than environmental benefits alone; productivity, profitability, and training were the final pieces of the puzzle.

Providing a practical set of indicators to enhance and showcase sustainable practices across Greenham’s supply chain, the optional on-farm GBSS was developed in response to growing market demand for robust and transparent environmental credentials.

With support from project partner, Meat & Livestock Australia (MLA), the third-party audited standard was piloted in 2022 with 21 cattle producers from a range of production systems across southern Australia, including the Nankervis family.

The pilot represents the first time a commercial supply chain has applied the themes identified in the Australian Beef Sustainability Framework (ABSF) – environmental stewardship, animal welfare, economic resilience, and people and the community – at a farm level to deliver a new product to market.

Before joining the pilot, Linda said it was vital the GBSS was in step with their existing business strategy and values.

“Everything in the GBSS is just good management,” she said.

“We want to be right at the forefront of industry, running as efficiently and sustainably as we can so we can

stay here and keep doing what we’re doing.”

Joined by their son Joe, Linda and Gary have been running the self-replacing Angus herd at the 1,100ha ‘The Ranch’ near Corryong in Victoria for almost 30 years, but the property has been in Gary’s family for more than 50 years.

During the pilot, the Nankervis’ found they were already aligned with a number of the standard’s requirements.

Effective pasture management and 100% ground cover had long been a cornerstone of the family operation with a mix of natural and introduced grasses, which are rotationally grazed at set intervals depending on seasonal conditions.

“The standard provides structure and incentivises some of those activities or improvements that have been in the pipeline for a while, like improving biodiversity in a way that benefits our property,” Linda said.

The standard is broken up into three tiers with tier one prioritising education and planning, it sets a baseline for sustainable management, while tiers two and three focus on continuous improvement, striving for optimum ecological health and carbon neutrality.

“Not all of the indicators are easy to reach – from where we are today it will be a challenge to reach carbon neutrality (a tier three indicator) as our current business model targets 400-day growth, so the size of our mature cows is a problem, but we’ve completed the carbon accounting

training and now have a starting point,” Linda said.

“We see it as a long-term goal...it gives us something to benchmark against.”

A focus on sustainability is both an ethical and commercial decision for Linda and Gary.

“We’re at the coal face of a changing environment...ethically we want to leave the land in a better state than we found it,” Linda said.

“Change is led by the consumer, and we want to produce high-quality beef that connects consumers to their desire to live sustainably.”

The GBSS is endorsed by agricultural and environmental consultants, Integrity Ag & Environment, and US-based animal welfare program, Certified Humane®.

The standard will be incrementally rolled out to Greenham’s broader supply chain over the next two years, providing another market option for Greenham cattle suppliers.

Beef sourced from properties that meet at least tier two of the standard is eligible for an on-pack Certified Regenerative® label and associated financial incentives.

To access the new carbon eLearning modules developed to demystify on-farm carbon management, and other stocking rate and feedbase planning tools, go to elearning.mla.com.au

To learn more about the GBSS and Greenham’s commitment to sustainable beef production, visit greenham.com.au.



SNAPSHOT

| | |
|-----------------|---------------------------|
| Property | 'The Ranch' 1,100ha |
| Livestock | 1,400 Angus cows & calves |
| Pasture | Phalaris sub clover |
| Soil | Granite sand |
| Annual rainfall | 750mm |



Greenham

NEVER EVER
BEEF PROGRAM



Changes coming to NEVER EVER on the mainland: your questions answered

From 1 October 2024, all cattle consigned to Greenham under the NEVER EVER (NE) Beef Program must have lifetime accreditation to be eligible for the program and associated financial premiums.

These changes will bring the mainland into line with existing practices in Tasmania.

Lifetime accreditation means that cattle must be born, backgrounded, and finished on NE-accredited properties only.

While the program has always required lifetime accreditation in Tasmania, and lifetime accreditation is encouraged across all Greenham's supply regions, historically mainland NEVER EVER cattle only needed to be finished on an accredited property to be eligible for NEVER EVER premiums and brands.

To talk us through the change, we sat down with Greenham Livestock Supply Chain Manager, Jess Loughland.

Why make the change?

Closing the NEVER EVER supply chain loop reinforces the complete confidence that we, our customers, and all of Greenham's 4500 NEVER EVER accredited cattle suppliers have in the integrity of our on-farm programs, which underpin our suite of world-renowned brands.

What are the benefits of the change for finishers?

Moving to lifetime accreditation gives finishers additional confidence that the cattle they purchased have been raised according to NE requirements and will perform within the NEVER EVER grassfed system.

What are the benefits of the change for breeders?

Lifetime accreditation adds additional marketing value for breeders as finishers increasingly seek to source cattle with verified NE credentials.

Does the change effect eligibility for the 2024 winter base price agreement?

Only cattle with lifetime NE accreditation will be eligible for the 2024 winter base price agreement. Cattle consigned during the 2024 winter period without lifetime NE accreditation will be subject to spot pricing at the time.

Do animals need to be on an accredited PIC for their whole life to be eligible for NEVER EVER at slaughter?

For any cattle born on a property prior to accreditation, they are covered under the grandfather clause provided they are at minimum

grassfed, HGP-free and antibiotic free.

For cattle bought in from other properties, the other farms need to become accredited for them to be eligible.

When and why was NEVER EVER first introduced?

NEVER EVER was first introduced in 2012 in response to growing market demand for traceable, premium grassfed beef, produced naturally. To demonstrate the best practice animal welfare of accredited producers, the program received Certified Humane accreditation in 2018.

The program reflects key consumer purchase drivers and underpins a number of our premium brands, which have been tailored to meet the requirements of more than 25 premium international markets, giving your beef a competitive advantage.

What if I'm a finisher and I've already bought cattle from non-accredited breeders?

If there are currently cattle on your property that you plan to consign after the 1 October cut-off date that were not sourced from NE-accredited breeders, we will work with you to try to get those breeder properties accredited.

We don't want you to miss out on your hard-earned premiums, and we don't want to miss out on your high-quality NE cattle.

For all future purchases, we strongly recommend purchasing from accredited NE producers as this will ensure a smooth transition and avoid any processing or payment delays after the October sunset date.

Where can I buy accredited NEVER EVER cattle for finishing?

Here are some steps you can take to find and purchase NEVER EVER cattle for finishing:

1. Talk to your livestock agent or local Greenham Cattle Buyer for recommendations for breeders in your region.
2. Keep an eye out for the green NEVER EVER stickers on cattle pens at your saleyards.
3. Talk to your preferred breeders and check their accreditation status. If they're not currently

accredited, direct them to your local Greenham Cattle Buyer.

4. Look out for the 'NE' status in print and online advertising descriptions. To make it easier for accredited producers to source and sell NE accredited cattle, online selling platform AuctionsPlus have introduced a NEVER EVER filter. Check out accredited cattle for sale in upcoming sales here.
5. Ensure we have your most up-to-date contact information and keep an eye out for our weekly email round up of NE accredited cattle coming up for sale.

If I'm a breeder, how do I advertise my cattle as NE accredited?

1. Ensure your NE accreditation is up to date. Reach out to your local Greenham Cattle Buyer if you're unsure.
2. Include the 'NE' description in your digital and print advertising.
3. If you use a livestock agent, make sure they're across your accreditation status. If you sell through saleyards, you can request green NEVER EVER stickers to add to your pen cards that let potential buyers know the accreditation status of your cattle.
4. Either send the details of your cattle for sale or ask your agent to send to us on your behalf, for inclusion in our weekly email round up of NE accredited cattle that are coming up for sale.

Does Greenham offer any tools to help identify accredited cattle?

Greenham's new carcass feedback platform, Greenham Connect is now live and can help you easily identify accredited breeder properties.

Gain access at greenham.com.au/greenham-connect

For more information about this change to the NEVER EVER Beef Program, contact jfarrelly@greenham.com.au or your local Greenham Cattle Buyer.



Using pain relief for Greenham's programs: your questions answered

The use of pain relief while conducting routine husbandry practices is increasingly considered an expectation among consumers and industry.

Greenham Dairy Beef & Animal Welfare Manager, Dr Sarah Bolton said as well as being an ethical responsibility, prioritising animal welfare is essential for profitable, productive farms.

"The Greenham NEVER EVER (NE) Beef Program is underpinned by the Certified Humane program, which requires accredited producers to provide pain relief when carrying out routine husbandry practices, including castration and disbudding," she said.

Sarah answers your questions below.

IS PAIN RELIEF COMPULSORY?

The use of pain relief during castration and disbudding/dehorning is mandatory for NEVER EVER, GAP and Greenham Dairy Beef Program-accredited producers.

It's also good to keep in mind that the *Australian Animal Welfare Standards for Cattle* are being regulated progressively by state and territory governments. Where regulated within a state or territory, the use of pain relief is compulsory for castration and dehorning for animals above certain ages. For details refer to the Animal Welfare Standards and Guidelines for Cattle (Standards 6.2 and 6.4).

The Australian Beef Sustainability Framework (ABSF) also states that industry "is committed to the pursuit of non-invasive replacements for on-farm surgical procedures as part of responsible management practices and in the interim, aspires to 100% use of pain relief for those procedures by 2023".

And the Australian Dairy Industry Sustainability Framework also includes a 2030 target for all calves to be disbudded by two months of age with pain relief. This is also an Australian Dairy Farmers (ADF) policy.

WHAT IS THE COST VS. THE BENEFIT OF USING PAIN RELIEF IN CATTLE?

The benefit for producers in using pain relief is not only for peace of mind but also in meeting consumer expectations, and access to premium markets and financial incentives offered through Greenham's on-farm programs.

Routine animal husbandry practices can induce various physiological responses that can be detrimental to the animal's overall health.

The objectives of pain management include:

- Alleviating pain and inflammatory responses
- Reducing stress

- Regaining normal bodily functions as soon as possible (including grazing and suckling).

WHAT REGISTERED PRODUCTS ARE AVAILABLE FOR USE?

There are a number of products on the market that carry pain relief claims for cattle. Four common products are:

- Tri-Solfen (Bayer Australia) – topical local anaesthetic
- Illium Buccalgesic OTM (Troy Laboratories, meloxicam) – oral anti-inflammatory (NSAID)
- Metacam 20 (Boehringer Ingelheim) – injectable anti-inflammatory (NSAID)
- Butec OTM (Troy Laboratories, meloxicam) – oral anti-inflammatory (NSAID).

Additionally there are a number of other injectable non-steroidal anti-inflammatory drugs (NSAIDs) that can be obtained from a veterinarian, including Flunixin, Ketoprofen, Tolfenamic acid and other Meloxicam registered products.

NSAIDs are analgesics that reduce pain by suppressing inflammation, however they don't totally block (anaesthetise) pain. Local anaesthetics block (anaesthetise) pain, however their duration of action can vary.

WHAT ARE DRUG 'SCHEDULES' AND HOW DO THEY IMPACT PRODUCT AVAILABILITY?

There are 10 categories or 'schedules' of drugs in Australia, which control how medicines and poisons are made available to the public. A schedule 4 (S4) drug can only be purchased from a veterinarian. S5 and S6 drugs can be purchased over the counter at major distributors.

Oral meloxicam has recently been reclassified from an S4 to an S6 drug and can now be purchased from your local feed store or major distributor as Butec OTM.

WHAT HAPPENS IF A PAIN RELIEF NON-CONFORMANCE IS IDENTIFIED DURING AN AUDIT?

If pain relief is not used as required in the NEVER EVER standards, the auditor will record this as a major non-conformance. Major non-conformances must be addressed within four weeks to retain accreditation and eligibility for financial premiums when selling cattle to Greenham.

IF I'M A GAP PRODUCER, AM I ALSO NEVER EVER ACCREDITED? AND DOES THAT MEAN I NEED TO COMPLY WITH PAIN RELIEF REQUIREMENTS?

GAP (Global Animal Partnership) accredited producers are also dual accredited with NEVER EVER, which requires producers to adhere to mandatory pain relief requirements.

Pain relief requirements will be reviewed by your auditor at your next triennial GAP & NEVER EVER audit.

WHAT ARE THE SIGNS OF PAIN I SHOULD LOOK OUT FOR IN MY CATTLE?

It's important to remember that cattle are prey animals, which means they experience pain from the same stimuli as humans, but don't express it in the same way. Signs of pain to look out for include:

- Depressed or quiet demeanour (e.g. increased lying time)
- Kicking, stamping, head shaking, tail twitching
- Increased incidence of other diseases (suppressed immune function)
- Delayed or reduced feeding
- Reduced growth rates.



Greenham Dairy Beef & Animal Welfare Manager, Dr Sarah Bolton



Scan the QR code to access MLA's free pain relief eLearning module.



Scan the QR code to read our fact sheet 'Pain Relief for Greenham On-Farm Programs', which contains further info about specific pain relief products, where to find them and how to use them on-farm.





Using 'easy and cost effective' pain relief minimises calf set backs

What started as an ethical decision to use pain relief during routine husbandry procedures, has also delivered a raft of productivity and market access benefits for fourth generation cattle producer, Kate Klug.

After the Flinders Island family operation – including Kate, her mum June and sister Jo – saw the firsthand benefits of using pain relief for lamb marking in 2020, they extended the practice to calf castration.

"We found calves were up and back drinking from mum much quicker. We also felt it was an important step in the right direction for the industry on the whole," Kate said.

"Beyond the immediate on-farm benefits, the customer is wanting to know that we are putting animal welfare at the top of our list, and using pain relief means we can confidently say we 100% care and are doing the best we can to ensure our cattle are happy and healthy.

"Meeting pain relief requirements for programs like the Greenham NEVER EVER Beef Program, gives our beef access to premium markets and attracts a financial premium."

Kate said pain relief had also been beneficial in supporting sick cows or cows who had experienced difficult births.

"If they've had an infection and are on antibiotics or had a rough birth, administering pain relief has been a big help in getting them up and eating, quicker," she said.

Kate's top tips for using pain relief

- Make sure you record pain relief product use, including procedure date, batch numbers and expiry dates.
- Talk to your local vet about your options e.g., injectable, or oral pain relief products. Select the most affordable and effective option that suits your business.
- Put yourself in the animal's shoes. We need to implement new ways to optimise animal

welfare, fulfill our ethical obligations and meet customer demand.

Choosing the right pain relief product

After discussions with their local vet, Metacam was chosen as the Klugs pain relief product for castration.

"We source our Metacam from our vet, which costs roughly \$3.55/unit," Kate said.

"We didn't need to do any additional training to administer Metacam as we were already able to administer injectable health products, so it was quick to get a system in place.

"The little bit of extra time it takes to administer the medication is well worth it when the calves are out of pain and back up and drinking sooner."

Greenham Animal Welfare & Dairy Beef Manager, Dr Sarah Bolton said registered animal medicines for pain relief are either local anaesthetics or non-steroidal anti-inflammatory drugs (NSAIDs).

"Local anaesthetics are intended to provide immediate relief during painful procedures and for a short time afterwards, whereas NSAIDs are intended as slightly longer-term analgesics," she said.

"NSAIDs can be administered by injection, or into the cheek cavity via the mouth (buccal administration), which allows absorption into the bloodstream without needing the animal to swallow. Local anaesthetics can be administered either topically (e.g., Tri-Solfen) or via injection.

"Different procedures and animals may require different medications and applications.

"Best practice recommends using a combination of local anaesthetics and NSAIDs to achieve the highest level of pain mitigation."

The following is a list of common products that carry pain relief claims for cattle:

- Tri-Solfen (Bayer Australia) – local anaesthetic (topical)
- Illium Buccalgesic OTM (Troy Laboratories, meloxicam) – NSAID
- Metacam® 20 (Boehringer Ingelheim) – NSAID
- Butec OTM (Troy Laboratories, meloxicam) – NSAID (oral)

Alternative husbandry practices

The Klug's also select for polled genetics, negating the need for painful disbudding procedures.

"For us it's about stepping back and looking at where we can make things more bearable and humane, and then implementing strategies to mitigate pain where possible," Kate said.

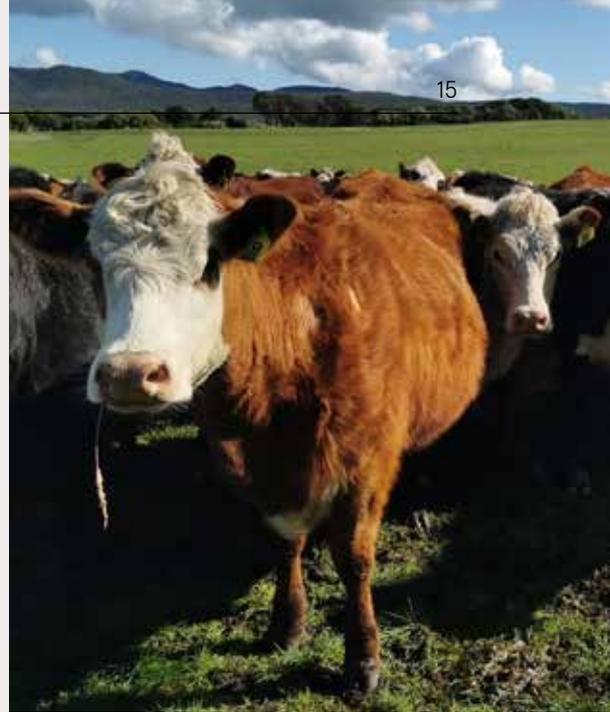
Dr Bolton said polled gene selection is an important step for the industry to cease the painful practice of dehorning cattle.

"Currently 73% of registered Australian cattle are polled, according to the Australian Beef Sustainability Framework," she said.

"Prioritising polled genetics decreases dehorning and improves the overall welfare of the herd."

"For us it's about stepping back and looking at where we can make things more bearable... and then implementing strategies to mitigate pain where possible."

Kate Klug



Kate & Jo Klug



SNAPSHOT

| | |
|----------------|---|
| Property name: | Killarney |
| Area: | 893ha across two properties at Lackrana and Whitemark, Flinders Island TAS |
| People: | fourth generation. Kate runs the farm with her mother June and sister Jo. |
| Enterprise: | calving 650 cows, breeding, turning off 14-18 months and 450-550kg, targeting GAP & NEVER EVER markets. |
| Pasture: | ryegrass and clover with some cocksfoot |
| Soil: | sandy loam |
| Rainfall: | 730mm |





Which on-farm program is right for you?



Our range of practical on-farm programs underpins our suite of premium brands, which have been tailored to meet the needs of established customers, unlocking more than 25 premium international and domestic markets.

Each program is designed to set Greenham beef apart on menus and retail shelves, and deliver financial premiums back to the farm gate for eligible cattle.

Scan the QR code or visit greenham.com.au/supply-us-cattle for more information.



NEVER EVER BEEF PROGRAM

Who's it for: grassfed beef producers

Key requirements:

- ✓ 100% grassfed (not fed grain ever)
- ✓ no HGP's
- ✓ no antibiotics (no financial penalties for treated animals. Just identify them with an ear tag to receive the full premium for compliant cattle)
- ✓ free range
- ✓ Certified Humane®

WHAT BRANDS DOES IT UNDERPIN:



BARLEY BEEF PROGRAM

Who's it for: beef producers who are set up to provide a daily ration in the paddock

Key requirements:

- ✓ barley finished
- ✓ no HGP's
- ✓ no antibiotics (no financial penalties for treated animals. Just identify them with a 'Treated' ear tag to receive the full premium for compliant cattle)
- ✓ free range
- ✓ Certified Humane®

WHAT BRANDS DOES IT UNDERPIN:



GREENHAM DAIRY BEEF PROGRAM

Who's it for: dairies and calf rearers

Key requirements:

- ✓ dairy-cross beef genetics (at least 50% British, Euro or Wagyu)
- ✓ 100% grassfed (not fed grain ever)
- ✓ no HGP's
- ✓ no antibiotics (no financial penalties for treated animals. Just identify them with a 'Treated' ear tag to receive the full premium for compliant cattle)
- ✓ free range
- ✓ Certified Humane®



LIVELINE AGISTMENT PROGRAM

Who's it for: landholders in southern Australia with excess pasture, looking for long-term steady income

PROGRAM DETAILS:

- Flexible entry and exit weights
- all animal health costs covered by Greenham
- payment is based on liveweight gain and market prices at time of contracting
- must be LPA, MSA and NE accredited
- grass and grainfed options available.

All programs require Livestock Production Assurance (LPA) and Meat Standards Australia (MSA) accreditation.

Talk to your local Greenham Cattle Buyer for more information.

1300 548 378 | www.greenham.com.au

WHAT BRANDS DOES IT UNDERPIN:





Best recipe ideas using Australia's finest grassfed beef

CAPE GRIM BEEF PRODUCES PREMIUM BEEF THAT IS 100% GRASS FED, ETHICALLY-RAISED AND FULLY TRACEABLE TO THE PRODUCER.

Australian and international consumers are invited to choose quality, sustainable and pure beef products sourced from a community-minded, value-focused food system.

In these pages you will find a range of recipes where cuts of Cape Grim Beef will be perfectly suited to creating delicious and healthy snacks or meals.



RECIPES FOR ROASTING BEEF • GREAT IDEAS TO COOK A STEAK
ASIAN STYLE OR BRAISING RECIPES • BEEF RECIPES FOR THE BBQ
CREATIVE RECIPES FOR SAUSAGES

Think you have got a terrific beef recipe and would like to share it with us?

Feel free to suggest and submit your favourite Cape Grim Beef recipe to info@capegrimbeef.com.au and we will consider it for publishing to the site.

CAPE GRIM RIB EYE WITH CHIMICHURRI SAUCE

Serves: 6



Ingredients:

Parsley 1 cup chopped
Oregano 1/2 cup chopped fresh
Shallot 2 diced
Garlic 3 cloves crushed
Chilli 1 deseeded chopped
Olive oil 5 TBL

Red wine vinegar 1TBL
Lime juice 1/2 lime
Sea Salt and Pepper to taste
Kipfler Potatoes 500g washed
Clarified butter 100g
Cape Grim Bone in Rib Eye or
Scotch Fillet 4x300g Steaks

Method:

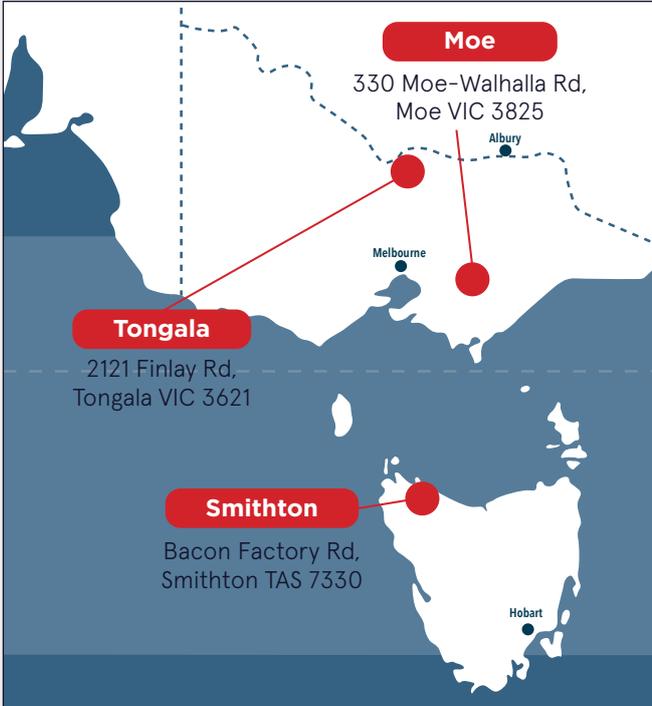
1. Chimmichurri Salsa is a very simple recipe some people like to mix the ingredients in a blender or mortar and pestle I prefer to simply chop them and mix in a bowl, this gives a nice crunch and texture to the dish.
2. For the Kipfler Potatoes bring to the boil in salted water with the skin on and two cloves of crushed garlic . Once boiled for 2 minutes take off the heat and allow them to cool in the water, they will be par cooked when they reach room temperature. Cut the potatoes in half and fry flat side down on the barbeque hot plate in clarified butter until crisp, season with salt and pepper.
3. Make sure to get nice thick pieces of Steak with a centred piece of fat, this will help you get a delicious crust without over cooking the steak. Season liberally with sea salt and pepper First seal on the hotplate until golden brown (around 1 minute on either side) and then move to grill to finish cooking (around 2 minutes either side for medium rare).

Rest the Steaks in a warm spot (around 50 degrees) for half the overall cooking time at least.

Three easy options to supply cattle to Greenham

All cattle types wanted: NEVER EVER, Barley Beef and Dairy Beef-accredited cattle as well as beef cows, bulls, bullocks, steers and heifers.

WHERE TO FIND YOUR LOCAL GREENHAM PROCESSING FACILITY:



OVER-THE-HOOKS: SELL DIRECTLY TO PLANT

Sending your cattle direct to your local Greenham processing facility is the best option to get the most out of your high-value program cattle.

LIVE IN VIC'S WESTERN DISTRICT? WE CAN COME TO YOU.

If you live in Victoria's Western District, our liveweight pickup truck can come to you. Sell your cattle without leaving the farm gate with same day pick up and payment available.

Contact Andrew Wilson on 0408 315 927 to book in today.



LIVEWEIGHT BUYING CENTRES

Bypass the hassle and high costs of saleyards and get paid quick. Sell your cattle at one of our conveniently located liveweight buying centres.

WHERE TO FIND YOUR LOCAL GREENHAM LIVEWEIGHT BUYING CENTRE

NORTHWEST VICTORIA

Cohuna
Address: Western Rd, Cohuna VIC 3569
Hours: Tuesday & Wednesday 9am-12noon
Contact: 0408 500 311

Leitchville
Address: 19 King George St, Cohuna VIC 3568
Hours: Monday 9am-12noon
Contact: 0408 500 311

Bamawm
Address: Cnr Bamawm Rd & Hansen Rds, Bamawm VIC 3561
Hours: Monday 9am-12noon
Contact: 0409 079 541

Picola/Waaia
Address: 27 Waaia-Bearii Rd, Waaia VIC 3637
Hours: Wednesday 9am-12noon
Contact: 0409 079 541

WHERE TO FIND YOUR LOCAL GREENHAM LIVELWEIGHT BUYING CENTRE

SOUTHWEST VICTORIA



GIPPSLAND



TASMANIA



Scan this QR code or visit greenham.com.au/supply-us-cattle for more information about supply options and how to contact your local Greenham Cattle Buyer.

Cattle on film



Winnaleah, TAS



Martyn Carr, TAS



Judy Fry, TAS



Irishtown, TAS



Book Book, NSW



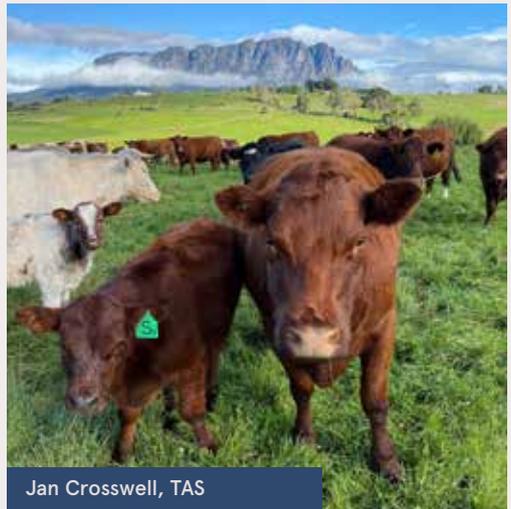
Mick Daly, VIC



Westmore, TAS



Montagu, TAS



Jan Crosswell, TAS



Outrim Properties, VIC

We asked, and our producers came through with the goods. Please send your best shots to Holly at hbastian@greenham.com.au and we will aim to put them in the next edition. Thank you to all who submitted pictures.