

CAPE GRIM NEWS

We continue our efforts to build the Cape Grim brand and tell the Tasmanian grass fed beef story. Brand building is a marathon, not a sprint and we've only been at it for a few years, but we are making great progress.

The product really is becoming very well known, especially in the eastern mainland states, and volumes keep building. It's also doing well in our Asian markets but it's the home front that accounts for most of the sales.

FOOTY FEVER

Back in September we took advantage of footy finals fever in Melbourne and sponsored a luncheon in the Presidents Club at the Western Bulldogs home ground in Footscray.

Guests were served deliciously prepared Cape Grim beef (apologies to any vegetarians present) and Peter Greenham told the story behind the product. Everywhere you looked it was Cape Grim – menus, place cards, banners and more.

A video showed contented cattle grazing in top quality Tasmanian pastures, explaining why their beef is the best you can buy.

The Western Bulldogs players broke through a banner festooned with the Cape Grim logo.

NEIL LENDS A HELPING HAND

As brands gather momentum they sometimes gain a helping hand, and that happened when renowned chef Neil Perry participated in a magazine advertising campaign for Vittoria coffee.



He correlated his using 'only the best and freshest beef' with his choice of 'only the freshest and the best coffee'.

Neil is a great advocate for the Cape Grim label. It's a major feature of the menu at his Rockpool Bar and Grill in the Crown complex in Melbourne where he maintains a humidity controlled cool room to dry age beef for up to 35 days.

It's a great experience if ever you are in Melbourne. It isn't the cheapest restaurant in the city, but the aged Cape Grim beef will leave an impression you will never forget.

TOP OF THE RANGE SNAGS

At the other end of the scale, we have teamed up with Tibaldi to produce Cape Grim gourmet sausages with the range currently being trialled in 50 Coles supermarkets, including some here in Tasmania.

The packaging is tagged with a QR code that allows shoppers to scan it with their smart phone and then link directly to our website where they can get recipes, and even identify the farm where the meat came from.

We believe this is the first time that QR codes have been used in the Australian meat industry.



There will also be a Tibaldi/Cape Grim line of pre-cooked roast beef, and future plans include beef stock, jus and precooked pies.

The main purpose in moving in this direction is to obtain a better yield from the animal, but it also gives us broader brand exposure.

Thanks for all of your support in 2011 and we wish you and your families a very Happy Christmas and a prosperous New Year.



Tasmanian

MEATWORKS MESSENGER

DECEMBER 2011

GREENHAM



PROBLEMS PAYING FOR STUDY? THIS COULD BE YOUR ANSWER

It's that time of year again when enthusiastic students of our state's dairy and beef industries are encouraged to apply for the \$10,000 Greenham Tasmania Scholarship for 2012.

This award has been offered every year since 2003 to help committed students undertake formal study towards a career in one of these industries.

The scholarship is open to people aged 17-45 years who are immediate family, sharefarmers or employees of farmers who have sold cattle to the Smithton plant any time this year.

The winner will be expected to undertake the course or study next year and must complete it.

The scholarship can also be used to finish a course already begun or for study which will take more than one year to round off.

Peter Greenham says the scholarship is aimed at encouraging future leaders of the cattle industry.

"Ongoing education of this type is crucial to the future sustainability and development of the dairy and beef industries," he says.

"We're so pleased our company can help young people forge their careers in these industries. Our judges are looking for candidates with the potential to make their

mark, but who otherwise might find it difficult to complete their studies without financial aid."

Past scholarship winners have been involved in agribusiness, soil and pasture management and agricultural sciences.

This year's winner, Ashley Hobbins, of Burnie, has almost completed the second year of her Bachelor of Agriculture course at the University of Tasmania.

"The scholarship has made going to uni so much easier," Ashley says. "It's just a major stress release."

When she graduates next year, Ashley hopes to undertake a masters degree in education to allow her to teach agricultural science in high schools.

The criteria for the scholarship includes how the applicant plans to use the money, how it might contribute to his or her life ambitions, the potential benefits to the dairy or beef industry and previous academic, industry or personal achievements.

Applicants will be expected to outline their course expenses, involvements with community organisations and industry-related work experience.

They will need to provide a number of written references, plus a short essay addressing the judging criteria.

The winner will be chosen by an independent panel comprising representatives from the Tasmanian farm, community and education sectors.

Applications close on Tuesday, January 31, 2012, and the judges are looking forward to once again seeing an impressive list of applicants.

Tips, further information and application forms can be downloaded from www.greenham.com.au, by phoning Rivergum Marketing on (03) 5445 6100 or by faxing a request to (03) 5442 5301.

In our last *Meatworks Messenger* I commented that with the rain we had had to date, supplying top-quality beef wouldn't be a problem over the following months.

With the continuation of a great season, that prediction has proven to be something of an understatement. At the moment 80 to 90% of our throughput is meeting the requirements for sale under our premium Cape Grim label.

TASMANIA TOPS IN BEEF

This really underscores what a fantastic beef industry we have in this state. It says a lot about our pastures, the quality of our cattle and the way Tasmanian farmers run their enterprises.

We are very strict about what goes out under the Cape Grim brand – we have to be to protect its reputation. There are 18 grades in the MSA grading system, and Cape Grim has to score in the top four.

The fact that up to 90% of the current kill is going out under the Cape Grim brand says a lot.

EXTRACTING MORE VALUE

But we certainly aren't sitting on our hands. In recent months we have teamed up with a smallgoods processor to produce a range of products that will help us to extract more value from secondary cuts.

One of the challenges in selling premium quality branded beef is getting a decent yield for the whole animal. The prime cuts are the easy bit. If the quality is there customers will readily pay a higher price, but it is much harder to establish a price differential for the secondary cuts.

Unless that can be achieved, it can be a challenge to provide farmers with the appropriate premium for their best stock.

Thanks for your support over the last year. We value the partnerships we have with our farmers and look forward to working with you again to make 2012 another successful year.

Happy Christmas to you and your families.

Peter Greenham

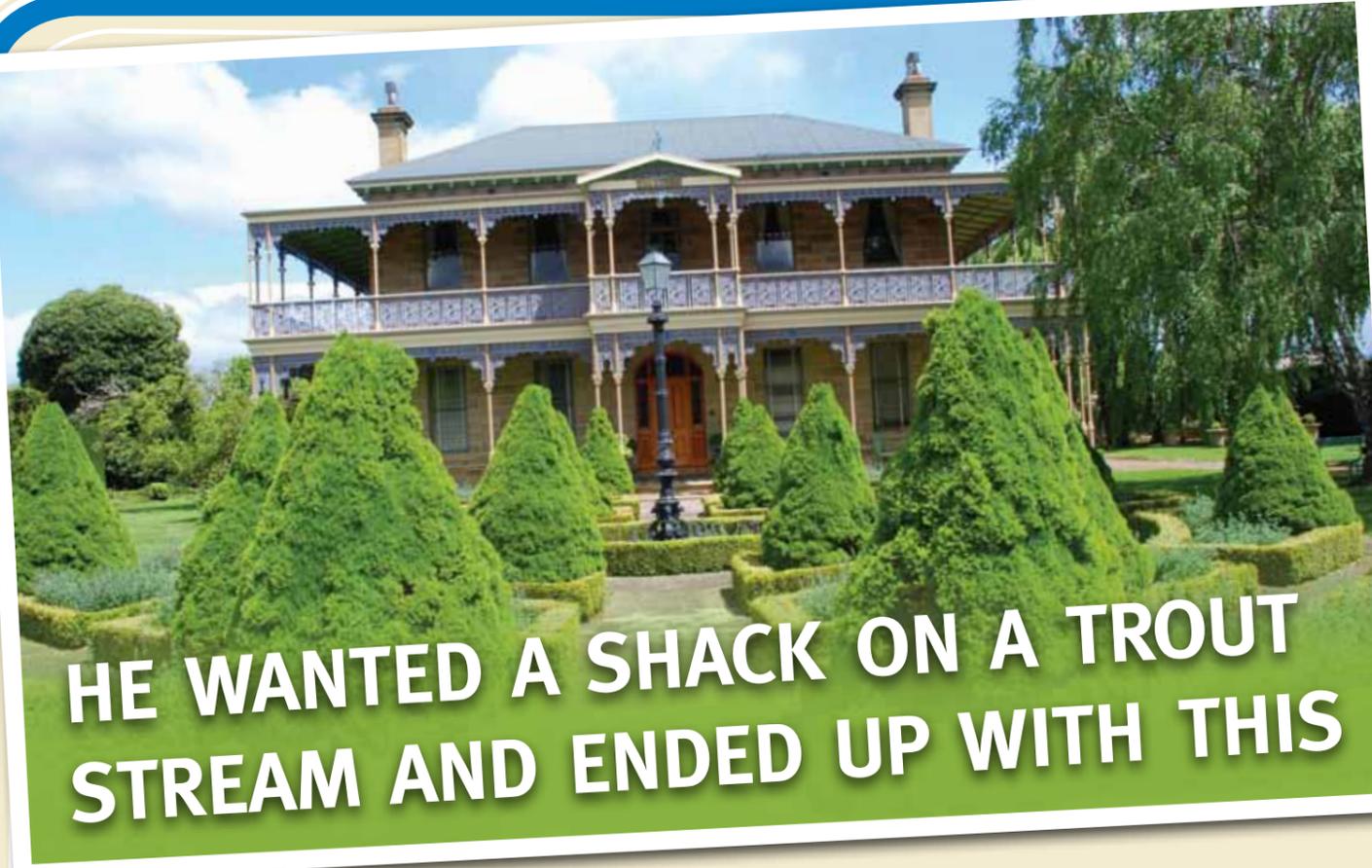


RGM/GRT3543



Our Smithton plant will be closed on Monday and Tuesday December 26 and 27, and Monday, January 2.

Normal operations will apply on the other working days between Christmas and New Year, and we are back into full swing on January 3.



HE WANTED A SHACK ON A TROUT STREAM AND ENDED UP WITH THIS

Ross Mace was busy servicing his silage wagon in preparation for the coming season when *Meatworks Messenger* arrived at the Derwent Valley property, 'Lawrenny Estate', between Hamilton and Ouse.

He climbed from the bowels of the machine, silenced the pressure washer while handing over the task to farm worker Ben Isles, and offered a warm greeting.

Having driven past contented mobs of cattle, and the historic two-storey stone dwelling with immaculately manicured gardens, it was easy to imagine that Ross had been part of this landscape all his life.

But a very different story emerged as we drove around the 400 acre property that bounds the river and straddles the Lyell Highway.

Ross and his wife Mary are relative 'blow-ins' having moved south from Goondiwindi on the Queensland – New South Wales border some 19 years ago. He had always been involved in farming but in a different way.

CROP DUSTING

"My career was in crop dusting. I went to school in Warwick and started flying as soon as I left. Apart from a couple of years in the army I only ever worked in aerial agriculture.

"We mainly worked around Inverell and Moree, and later on down around Coffs Harbour and Port Macquarie.

"My son has the business now with a fleet of aircraft just dedicated to fire fighting activities," Ross said.

"When it was time to give the game away, we decided to head for Tasmania. All I wanted was a shack on a trout stream but then my wife got involved," Ross laughed, gesturing towards their impressive home.



ROSS IS PROUD OF HIS NEWLY REFURBISHED 'DOG HOUSE' ON THE RIVER. IT'S AN OLD TRAPPER'S HUT THAT HE RESCUED FROM OUT THE BACK OF BOTHWELL.

It's hard to imagine that the garden didn't exist when the couple moved in. It looks as though it has been there since the house was built in 1883.

Instead, Ross says, there was nothing but a bare paddock. "It was a 200 acre dairy farm when we bought it. This whole area along the river here was a series of

200 acre dairy farms that had been part of a second world war soldier settlement scheme.

"We ended up buying the block next door later on as well."

SETTLED IN 1813

The history of 'Lawrenny Estate' goes back to 1813 when the land was granted to Lt Edward Lord.

He had arrived in Tasmania with Governor David Collins in 1803, and took part in the founding of Hobart Town. Later, following the death of Collins in 1810, he became Administrator of Government for a short period.

He returned to England but came back as a free settler in 1813. He named 'Lawrenny' after the family estate in Wales.

Following Lord's death in England in 1859, WJT Clarke (Big Clarke) who is reported to have been Tasmania's first millionaire, and who also owned 'Norton Mandeville' at Gretna, purchased 'Lawrenny'.

WJT Clarke's son Joseph inherited 'Lawrenny' in 1874 and in 1883 built the two storey sandstone house designed by Henry Hunter.

The property was then sold to Mr H T Brock in 1896, and was retained by the Brock brothers until it became part of the soldier settlement scheme after the Second World War.

INTENSIVE

Ross describes the farm as a fairly intensive operation. He uses strip grazing, getting down to a three day interval when spring growth is at its peak. "It's nothing like in the dairy industry but we are still trying to extract as much production from the area as we can."

There are currently 220 Angus breeders with an aim to build up to 300. He buys his bulls from the Landfall and Rosedale studs.

The herd is split to calve twice a year in December and July.

EASY TO DEAL WITH

The Maces had been selling all their young cattle into the feedlot but recently sold their first shipment to Greenham.

"When Cade Ebdon came along, we were happy to give them a go and were happy with the results. He has been very genuine and is easy to deal with," Ross said.

"That lot was 18 to 22 months but next time I will probably sell them at 20 to 24 months. I think that's the optimal time."

Ross has a novel answer when asked if he eats his own beef. "Yes, we sell our best beast for as much as we can get, and then take the cash down to the butcher and buy only the cuts we want."

Recently that involved buying some Greenham Cape Grim T-bone and scotch fillet. "We loved it," Ross said. "It's great meat."

His pastures are predominantly rye and clover which do well in the black, peaty soil. Lime applications have replaced superphosphate over the last four years.

"We were putting out more and more fertiliser for less and less results. I switched across to an application of two and a half tons of lime to the hectare, followed by the same again 12 months later.

"The pastures picked up dramatically. I'm planning on another 2.5 tons this coming autumn which will make it 7.5 tons over three or four years.

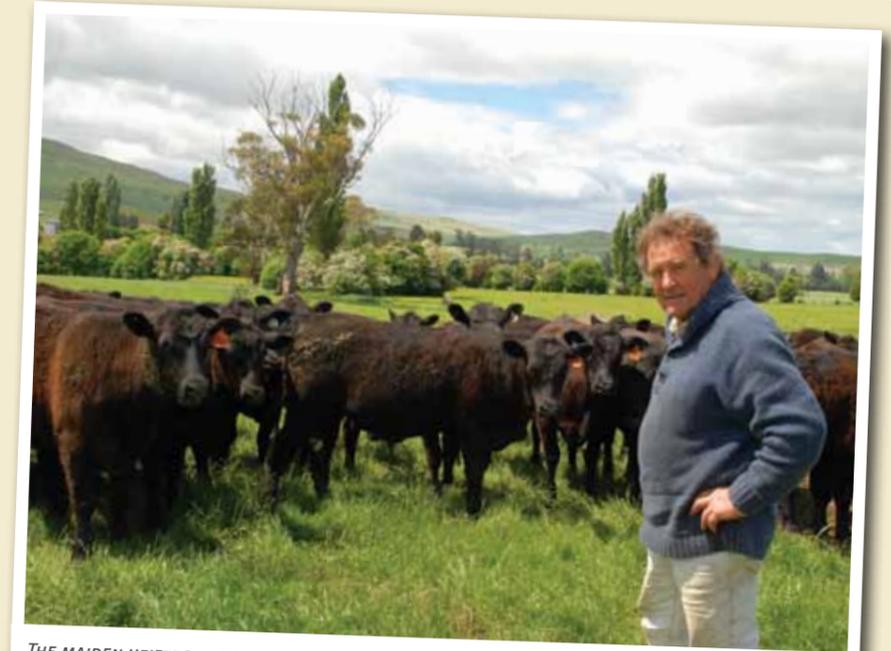
"The pH has come up from 5.8 to 6.2. We've also put out a bit of urea, and we add a bit of selenium to the lime," Ross said.

IRRIGATION UPGRADE

Another planned management improvement involves an upgrade to the flood irrigation system which will be followed by some pasture renovation. The property draws its water from the Ouse River via a channel which runs along the high side of the property.

It's an old system that distributes the water across paddocks using 'wild' or random drains, resulting in the pooling which leads to pasture damage and uneven watering.

Ross is impressed with what he has seen of 'border check' layouts in Gippsland that



THE MAIDEN HEIFERS WITH THE RED TAGS WERE DROPPED AND JULY, AUGUST AND SEPTEMBER 2010. THEY WILL BE JOINED IN MARCH.

get water on and off paddocks quickly. He plans to laser level some paddocks to this design shortly and will then sow new pastures.

At the time of *Meatworks Messenger* visit much of the farm was locked up ready to be cut for fodder. Ross thought he would only do silage this year. "It's better quality than hay and no dearer to make. We use a pit rather than round bales."

PRIDE AND JOY

The farm tour included a stop at Ross's pride and joy – his 'dog house' as he calls it on the banks of the Derwent. It's an old trapper's hut that he rescued from out the back of Bothwell.

"We had to winch it out of a gully. The original plan was to use the cottage near the house. When we got here it was so far gone we nearly put a match in it.

"But Mary worked her magic with a renovation and it ended up too good for my purpose.

"We've re-lined the old hut with macrocarpa pine and put a veranda on the front. It will be a great spot for a barby and a bit of fishing," Ross enthused.

By the time we got back to the yard Ben had the wagon gleaming and was almost finished with the grease gun. It would soon be time to attack the silage.

Tell us what's on your mind and win \$500 worth of farm supplies

Here's your chance to tell us what you think about the service you get from Greenham. Good or bad, it doesn't matter – we need to know, because if we don't know about problems, we can't fix them.

And even if you don't have any problems – and we hope that is the case – you might be able to suggest improvements.

Everybody who responds will go into a draw for the chance to win a \$500 voucher at a nearby farm supplies store.

Log on to our website and you will find a link to the survey site. We've kept it short, so it won't take long.