

## A SURPRISE FOR DARRYL

Tasmania was the last place Darryl Pearce expected to end up when he sent to his CV to HW Greenham.

Hailing from Picola near the Murray River in northern Victoria, Darryl applied for a job at our sister plant in nearby Tongala. To his surprise, Graeme Pretty suggested that he give Tasmania a try.

"I came over to Smithton to have a look," Darryl says, "and it looked like a pretty good spot, so I thought why not give it a crack?"

"I thought if I didn't give it a go I may well regret that decision in five years time."

Darryl comes from a family owned 1500 acre beef farm where he did a lot of the buying. Productivity levels in Tasmania have been a revelation to him.

"There's so much grass. I keep seeing young cattle that are so far ahead of where they would be at the same age back home," he



DARRYL PEARCE

says. "You can see why this area produces such fantastic beef."

Darryl is based at our Smithton plant and buys mainly around the Circular Head region. He says he has settled in well and is playing football with the local club. He previously played for Picola in the Picola & District Football League.

"Greenham are a good family company. Their buyers know what they're talking about and I'm learning a lot."

## KING ISLAND YACHTIES PUNCH ABOVE THEIR WEIGHT

In seven years of competition in the Stonehaven Cup for 12 ft Cadet dinghies, the King Island Boat Club, representing Tasmania, has won twice and been placed second a number of times - quite an effort for a small club with a small pool of sailors.

This year's event was sailed at Largs Bay, Adelaide. Greenham Tasmania sponsored the team by providing a set of sails carrying the Cape Grim logo.

It was the 84th Stonehaven Cup. The event has been held annually except during the war years. Tasmania's love affair with boats shone through over the years with the state winning the Cup 30 times.

However, some years ago interest declined and Tasmania stopped fielding a team. It was then left to little King Island to pick up the baton, a task it has taken to with gusto.

Tasmanian team manager John Brewster says the three crew 12 ft Cadet is a good boat for King Island conditions. Carrying a jib mainsail and a spinnaker, it teaches teamwork and seamanship. He says these skills are directly transferable to larger boats.

Next year's Cup will be held in Victoria. In 2015 John believes there is a very good chance the Championships and Regatta will be hosted by the King Island Boat Club at Grassy.



John Wood of US Wellness Meats is a regular export customer and a big fan of Cape Grim, regarding it as the best grass fed beef in the world.

He has built an expanding online business selling only grass fed products. As well as beef, he also supplies lamb, poultry, bison, pork, butter and cheese.

He visited Tasmania in January and is seen here in our cool room inspecting carcasses during the judging of the Circular Head Show carcass competition. The competition was won by John Bruce from Stanley who first met John Wood in the US some 10 years ago while studying grass fed beef production under a Tasmanian Beef Industry R&D Trust travel scholarship.

It was through this connection that John Wood learnt of the superb quality of Tasmania's grass fed beef. He became a customer after an introduction to Peter Greenham in 2004.

During his visit John Wood shot a video which will be used to promote our local product in the US. You can find it at <http://youtu.be/xDdgmMb-58s>

He is very impressed with our MSA system and describes it as 10 years ahead of what US processors are currently using.

## CATTLE DISPATCH CHECK LIST

Before dispatching cattle please check:

1. That you have correctly filled in your NVD. Please pay particular attention to the Russian eligibility question (Question 11 on the Greenham form and Question 9 on the MLA form). It's the one that is most often overlooked.

However, we are pleased that the great majority of NVDs are now being filled in correctly. Thank you for your assistance.

2. That all animals have an electronic ear tag in their right ear. It's easy to think that because they are going straight to slaughter it doesn't matter, but it is a government

requirement and you could be subject to a fine for dispatching cattle without NLIS tags. If you don't have adequate restraint facilities, or have an animal that is too dangerous to handle, there is an alternative. Go to your local DPI and get an 'Application & Permit to Dispatch Cattle Without NLIS Ear Tags'. It's designed for situations where it just isn't possible to fit a tag.

And while it might seem obvious, the tag must be in the ear - we have had them handed to us in a plastic bag!

RCM/GRT3646



Tasmanian

## MEATWORKS MESSENGER

MAY 2013

GREENHAM



### SCHOLARSHIP CHALKS UP 10 YEARS

The presentation of our 2013 Scholarship marked 10 years since the program started. It was great to have five of the previous winners join us for lunch and tell us what they are now doing. Their careers are progressing well and all spoke warmly of the support provided by the Scholarship saying it had helped them achieve more than might otherwise have been possible.

### SUPPORT FOR AGRITAS

We were also very pleased to have Don McLaren, CEO of AgriTas, with us to make the presentation to Emily Hall. He challenged the previous winners to maintain contact with each other, forming a group that he believes will become an influential force in the cattle industry over the years.

We see AgriTas as a most worthwhile initiative. Livestock manager Graeme Pretty sits on the board and we will continue to provide whatever support we can.

### GRASS FED GROWING

Our marketing thrust on behalf of Tasmanian grass fed beef continues with our Cape Grim brand leading the way. We continue to host visits from buyers keen to understand the environment that produces such a premium product. They're also very keen to connect with the growers.

John Wood from US Wellness Meats paid us a visit in January and shot new video material for his website. He sells only grass fed beef and is experiencing strong growth as consumers come to better understand the advantages of the natural product. He's a great fan of MSA and says it's 10 years ahead of the US grading system.

John was accompanied by a New York based food broker specialising in supplying top end US restaurants. He was keen to understand more about Cape Grim before recommending it to his clients.

### SIGN ON FOR NEVER EVER

We're pushing our Never Ever program as another point of difference, especially in the American market. It's being well received and we're looking for more growers to sign on. Forward contracts are available over winter. Contact your local Greenham rep for more information.

Peter Greenham

## WORK EXPERIENCE NOW EASIER FOR SCHOLARSHIP WINNER

Emily Hall will now find it much easier to complete the extensive work experience required by her university course after winning our 2013 Greenham Tasmania Scholarship valued at \$12,000.

The 21-year-old is in the second year of a Bachelor of Rural Science degree at the University of New England at Armidale in New South Wales.

She needs to complete at least 16 weeks of work experience but has found it difficult to fit in.

"I've had to earn money over the summer holidays and that's always the best time for work experience."

Emily grew up on the family farm at Waterhouse, north of Scottsdale, but moved to Bridport in her mid-teens when her parents, Grant and Robyn, bought the 2500-acre "Four Winds" property on Flinders Island. They added a further 1000 acres in 2010.

"Having grown up on the family farm, I have a firm understanding of cattle operations," Emily said.

After finishing Year 12, Emily began a traineeship with Elders Rural Services at Scottsdale and on Flinders Island, and subsequently gained a Certificate III in Rural Operations.

"During the next three years, I aim to complete a wide range of work experience, both in Tasmania and other states," she said.



WINNER OF THE 2013 GREENHAM SCHOLARSHIP EMILY HALL WITH PETER GREENHAM

"I plan to take horse riding lessons this year and then apply for placements at a variety of cattle operations.

"My ambition is to one day become involved in the beef industry and work with farmers to improve their business.

"I'm also interested in learning more about agronomy and genetics and how breeding affects meat quality."

Emily was presented with her award by AgriTas CEO, Don McLaren, at a function held last month in Smithton.

It is 10 years since the annual scholarship was launched and previous winners were invited back to mark the occasion. Five attended and provided the gathering with a summary of their achievements.

Managing director Peter Greenham said it was great to hear the positive stories. "It really underscores the value of the program. These people are the future leaders of our industry."

# KING ISLAND HOLIDAY A LIFE CHANGER



DOUG COLLINS HAS NO REGRETS ABOUT MOVING HIS LARGE OPERATION FROM SOUTH AUSTRALIA TO KING ISLAND. THE HIGHER AND FAR MORE RELIABLE RAINFALL MAKES A BIG DIFFERENCE.

## It started with a holiday.

Some 10 years ago Wendy and Doug Collins, then farming at Lucindale in South Australia, were looking for somewhere different to take their holidays. At Wendy's suggestion they decided on King Island. Little did she realise it would be a life changing experience.

The holiday was very enjoyable but Doug didn't entirely switch off. He couldn't help comparing King Island's higher and more reliable rainfall with the parched country he had left behind. And there was also the issue of land prices - much better value in his opinion than at home.

And so the decision was made. They would relocate their farming enterprise to western Bass Strait, a process which started with the purchase of two farms in the central part of the island in 2004. Their Lucindale operation consisting of a 700 cow dairy herd, 2000 beef breeders and 200 acres of potatoes, was gradually wound down. After selling the property

to a tree company the couple relocated to King Island in 2006.

## 2500 breeders

It was a move they haven't regretted. The two original farms have grown to a 7500 acre aggregation now running 2500 breeders.

Doug likes his area in the centre of the island. "It's good sheltered country, gently undulating. We've got cows everywhere but you don't easily notice them," he explained while driving Meatworks Messenger around the 'neat as a pin' spread. "They're tucked away behind shelter belts and down in the lower areas.

"Our rainfall is 40 inches compared with 26 inches back on the mainland. Sometimes it gets a bit dry and you start to worry about the rain but then it rains - always!

"It's great country. I really think King Island is underrated."

The Collins brought all their breeders and heifers across from Lucindale. "We had

very good genetics and didn't want to lose them.

"We had a predominantly Angus herd and now it's all Angus. Our bulls come from Booroomooka up near Inverell in northern New South Wales."



DOUG COLLINS AND HIS WIFE WENDY IN THE HOUSE THEY BUILT OVERLOOKING CURRIE HARBOUR.

Doug's South Australian operation was focused on backgrounding for feedlots. "We used to aim to turn them off at about 450 kg. Now we finish everything," he says.



THREE SETS OF STRATEGICALLY LOCATED PRATLEY YARDS MEAN CATTLE NEVER HAVE TO BE MOVED VERY FAR.

"We join in November leaving the bulls in for six weeks with the heifers and nine weeks for the cows. That puts calving over August and September. Spring growth is usually under way in September which gets the calves away, and then we wean in April before it gets too wet.

"They're turned off at 14 to 18 months around 600 kg live, aiming for 280 to 300 kg dressed. We keep about 600 to 650 heifers for replacements."

laneways. New watering systems based on sun tracking solar pumps were installed. Water is delivered from several large, spring fed dams to tanks situated on the high points from where it is gravity fed through a ring main system to troughs.

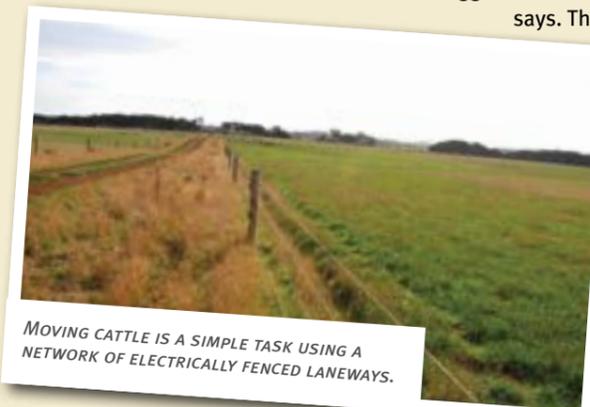
Rubble from the dams was used to form the laneway roads.

## Mobs of 100

Doug uses rotational grazing moving the cattle around in mobs of around 100. Bigger mobs are too hard to handle, he says. They move every five days

on a 30 to 40 day rotation.

"If it gets really wet and we can't move them, we just spread them out across a number of paddocks."



MOVING CATTLE IS A SIMPLE TASK USING A NETWORK OF ELECTRICALLY FENCED LANEWAYS.

## Three separate operations

The operation, which trades under the King Angus Beef brand, is split into three separate operations - cows and calves, steer fattening and heifers. The entire aggregation is crisscrossed with extensive, electrically fenced laneways that make stock handling very easy.

Steers are stocked at a head to the acre which Doug describes as 'fairly high'.

Each of the three operations is serviced by a set of Prattley yards. Doug says he set out to make the whole operation very simple.

"The cattle are easy to move in the laneways and the yards are never far away. It doesn't take long to get them in. You can do it on your own if you have



SOLAR PUMPS PUSH WATER FROM SEVERAL SPRING FED DAMS TO TANKS ON THE HIGH POINTS FROM WHERE IT GRAVITY FEEDS TO TROUGHs.

The cows aren't fed any hay or silage, although Doug does conserve a bit of fodder. "It's too big a job to feed the cows and it gets too wet. We look after the bulls, and the steers also get a bit of fodder," he says.

too. We run the whole show with three staff."

As each property was acquired pastures were resown and it was completely re-fenced into small paddocks with the

"We spread super and nitrogen in the autumn and that builds up a feed wedge to get through the winter. We also address trace element deficiencies. Copper is the big one here but the country is also low in zinc and selenium.

"Every few years we drag a smudger over the paddocks to level them off. They look pretty awful afterwards but it's amazing how the feed comes away."

## Top MSA grades

Doug's association with Greenham started long before the move to King Island. "Back in South Australia we used to send 300 - 400 dairy bulls a year to their abattoir at Tongala in northern Victoria. They'd go off at about 550 kg.

"I used to deal with Graeme Pretty back when he was in Victoria. They're family company and have done a great job with the Cape Grim brand," he says.

"Our cattle go into the Cape Grim program and nearly always score in the top two MSA grades. They get a bit of hay before shipping and we always use Travel Calm. The shipping really isn't an issue in terms of quality.

"I believe if we can get the shipping right, everybody will be happy. Opening up Stanley is a good move. We need to get the price down around half what it is now, and I don't see why that can't be done.

"Using Stanley has to reduce costs and there's a fair bit of freight that can come back as well," Doug says.

The Collins have settled firmly into King Island life. "We love the community here. It's a great place to live and a great lifestyle."

They've built a house in Currie overlooking the harbour

and Doug has found the experience of living off the farm quite revealing.

"Back in South Australia we lived on the farm. Now I leave work behind at the end of the day when I go home. It does give you a different perspective."