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Greenham

FOR THE VERY BEST

EST.



1933

AUSTRALIAN BEEF



Greenham is a sixth generation, Australian family-owned business specialising in high quality, responsibly raised beef from some of Australia's most renowned beef-producing regions.

We believe that how and where your beef is bred, fed, and raised directly affects how it tastes. With this in mind, we select the best farmers across Southern Australia and Tasmania who are committed to ethical practices.

Operating with three export accredited processing facilities within these regions, we provide a range of quality beef brands that can be found at top restaurants and retailers across the globe.

Our Plants

Greenham operate three export-accredited processing facilities, which are strategically located in southern Australia's premier cattle-producing regions.

With a commitment to quality, sustainability, and supporting local farmers, Greenham processing sites neighbour pristine Australian farmland in close proximity to prime cattle herds to minimise transport distances and prioritise animal welfare.





Greenham Tongala

Tongala is where Greenham began operations in 1993. Tongala started its journey as the first hot boning plant in Australia, designed to efficiently process cull dairy cows and bulls for the commodity export market.

It has since been redeveloped with a new state-of-the-art facility built in 2023, now leveraging the latest technology to also be able to provide premium chilled beef products. The construction of the new Tongala facility was underpinned by Greenham's commitment to environmental stewardship; featuring a solar power system, cogeneration, and upgraded water recycling capabilities.



Greenham Tasmania

Greenham Tasmania is where our premium branded beef was born. After purchasing a closed meatworks in Smithton in 2001, Greenham discovered that the abundant rainfall and climatic perfection in northwest Tasmania is the perfect environment for raising the highest quality grass-fed beef.

Today, the plant is the biggest employer in the area, employing more than 200 people, and produces premium beef for the domestic market and over 20 export destinations. The Smithton plant processes our exclusively Tasmanian brands, Cape Grim Beef and Robbins Island Wagyu, found at leading restaurants and retailers across the globe.



Greenham Gippsland

In October 2017, Greenham Gippsland P/L was incorporated with the purchase of the former Moe Meatworks site.

The new site has undergone extensive renovations and includes tender stretching capability, a method not widely available at other meat processing businesses. From Greenham Gippsland a further four premium beef brands were created; Bass Strait Beef, Altair Grass-fed Wagyu, Wanderer Barley Fed Beef, and Pure Black, giving Greenham access to more markets.

Our brands

Greenham has a proud collective of premium beef brands which can be found on the menus of leading restaurants around the world and at top retailers. With a suite of products to meet every taste, Greenham offers; 100% grass fed beef, barley finished British bred beef and Wagyu.

These brands are backed by third-party audited, lifetime traceable programs and are rigorously graded using the Meat Standards Australia (MSA) system to guarantee only the finest beef ends up on your plate.

Bass Strait

— PURE SOUTHERN BEEF —





PURE BEEF MADE BY NATURE



PURE BEEF
CAPE GRIM®
TASMANIA

Cape Grim Grass Fed Beef

Cape Grim in the far northwest corner of Tasmania, shaped by wild Southern Ocean swells, has abundant rainfall and the cleanest air in the world.

Our proud collective of beef farmers throughout Tasmania, King and Flinders Islands, have a commitment to ethical practices and are audited by a third-party.

They nurture the finest quality cattle, without harming the pristine environment.

Raised on rich pastures with nothing else added, Cape Grim Beef

TM

is hand-selected and rigorously graded, rewarding you with pure beef flavour – made by nature.

WHOLESOME GRASS-FED BEEF TENDER AND RICH IN FLAVOUR



100% GRASSFED • NO ADDED HORMONES

NO ANTIBIOTICS EVER • CERTIFIED HUMANE • FREE RANGE • NO GMO'S



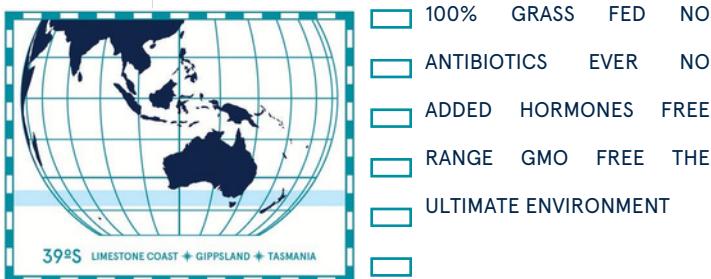
Bass Strait

— PURE SOUTHERN BEEF —

39°S

The world's best latitude for grass fed beef.

Bass Strait and its coastlines fall at the latitude where drenching rain, warming sun and saltwater winds combine to create climatic perfection for growing tender grass-fed beef.

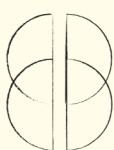


Cattle are peacefully raised on natural rye grasses and clover without the need of antibiotics or hormone growth promotants.

The taste – As clean as the winds of Bass Strait



@bassstraitbeef



W A N D E R E R

FREE - RANGE | BARLEY - FED

Wanderer Beef

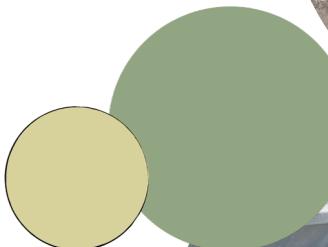
A truly unique product that combines both grass and barley feeding for a distinctive taste and year-round consistency.

Wanderer cattle are raised in southern Australia and Tasmania and are free to roam with access to lush grass pasture and barley. The additional access to barley provides exceptional marbling, delivering a rich, juicy flavour.

- Free Range
- Certified Humane
- No Added Hormones
- No Antibiotics Ever
- Tenderstretched



@wandererbeef





THE ART OF
BALANCE

WAGYU CRAFTED THROUGH BALANCE AT EVERY STEP

From a perfect blend of genetics to a unique feeding regime, dedicated patience, and an ideal environment. Taste the harmony of nature, science, and expertise in each Pure Black Wagyu cut.

Our two-step feeding program combines natural growth on premium pastures with a controlled finishing phase to deliver high-quality Pure Black Wagyu year-round. Cattle begin their journey grazing in southern Australia, where rich soils and consistent rainfall provide ideal conditions for optimal development. This is followed by a carefully managed long-feeding regime on a custom-formulated barley ration for depth of flavour and superb marbling.

- Crossbred Wagyu - Minimum F1
- Long Fed on a Custom Barley Ration
- No Added Hormones

Marble Scores Available:

MB 4+

MB 6-7

MB 8-9+



ROBBINS ISLAND

TASMANIAN WAGYU



Robbins Island Wagyu

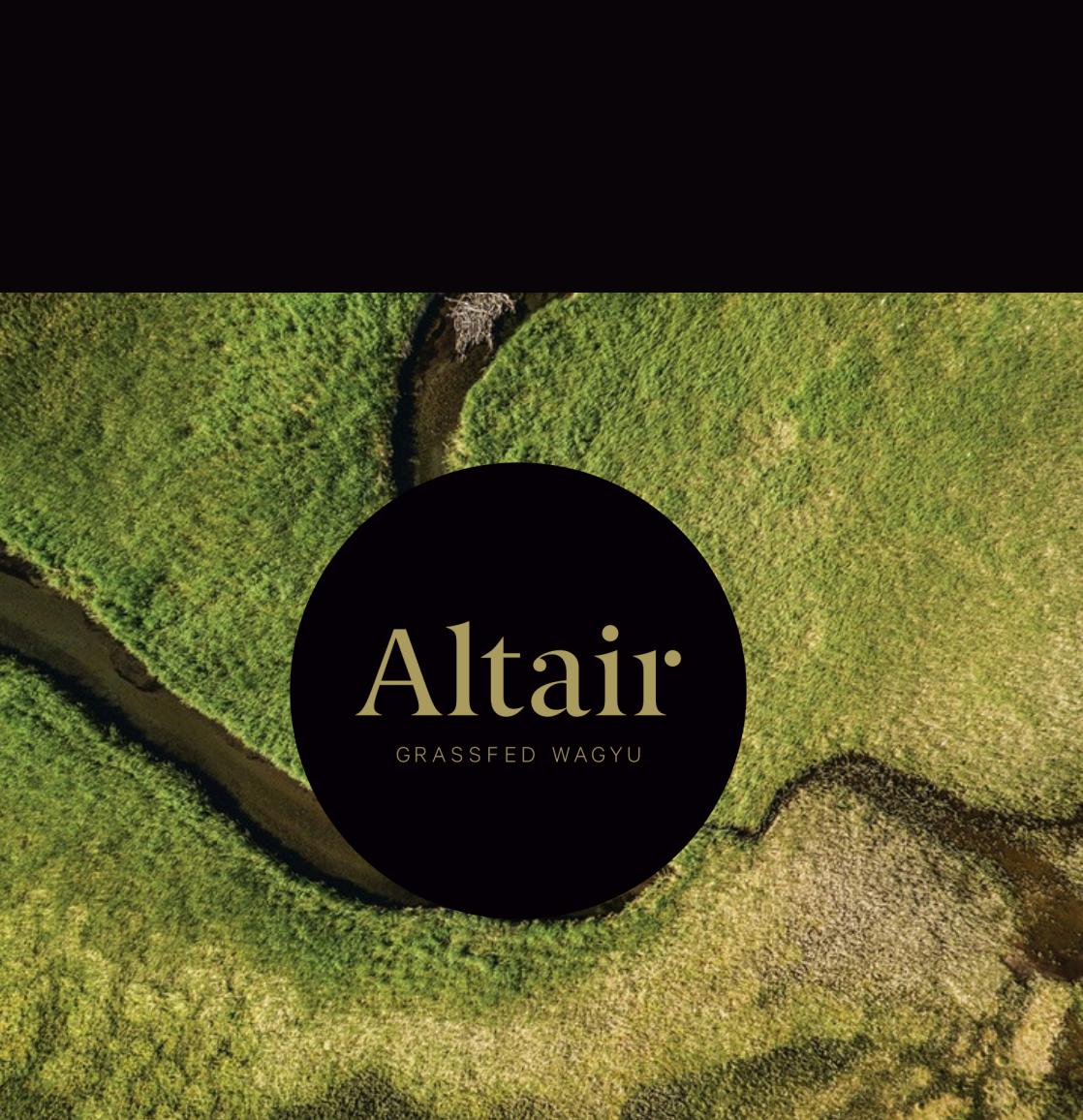
From Robbins Island, Tasmania, a unique taste - in harmony with nature.

Situated on the north western tip of Tasmania, the island has a temperate climate, clean air and a pristine coastal environment. Here, the Hammond family have been farming Wagyu for four generations.

The taste signature is a rare combination of specific Wagyu genetics, regional pasture influences and specific grain ration that aims to mimic the local flora of Robbins Island. Bred with a low-fat melting point, Robbins Island Wagyu has a distinct mouth feel and rich taste.

- Pure Bred Wagyu
- No Added Hormones
- Grain Fed





Altair

GRASSFED WAGYU



The secret to our Altair grassfed Wagyu comes from three founding pillars; Genetics, Grass and Time.

Carefully selected Tajima Wagyu bloodlines are combined with British and European dam lines.

Then, only the best grass grazing regions across Tasmania, Gippsland and the Limestone Coast of South Australia are selected. Those known for their year round rainfall, volcanic soils and ideal climate for growing high quality pasture.

Lastly, 30 months of patience, allowing cattle to grow naturally in a relaxed environment – much longer than typical beef programs. The result? The texture and melt-in-your-mouth experience of traditional Wagyu with the clean flavour of grassfed beef.



100% GRASSFED • NO ADDED HORMONES
NO ANTIBIOTICS EVER • CERTIFIED HUMANE • FREE RANGE



THE

VINTAGE BEEF[®]

COMPANY



Vintage Beef

Luxurious marbling with a developed, grass-fed flavour from vintage cattle.

Welcome to our take on Spanish Galician Beef. Our farmers have turned their breeding cattle out to pasture for retirement where they feed only on grass. These roamers further mature in a relaxed environment and are not processed until they are at least 60 months – more than twice the age of regular cattle. Because the cows are older, the meat has a rich, developed grass fed flavour alongside superb marbling. The result, a distinct and unique eating experience, enjoyed by Europeans for years.

MATURED FOR A MINIMUM
OF **60** Months

100%
GRASS-
FED

NO
ADDED
HORMONES

NO
ANTIBIOTICS
EVER

FREE
RANGE

[f](#) [o](#) @vintagebeefco

MSA Graded

Greenham uses the world leading Meat Standards Australia (MSA) grading system to grade all branded beef. Determining the eating quality of MSA beef requires standards to be maintained from paddock to plate.

Unlike other grading systems that only consider a few characteristics, the MSA grading system considers over 10 characterising to determine an eating quality score. Each carcass is graded by an MSA accredited grader with an eating quality grade assigned for each individual cut.

MSA calculates and differentiates on three levels of eating quality for each cut – MSA three star (MSA graded), four star (premium quality) and five star (supreme quality). Any meat that does not meet these grades cannot be packed under Greenham's brands.

Grading inputs	MSA Meat Standards Australia	USDA United States Department of Agriculture	EUROP European Beef Grading System	JMGA Japan Meat Grading Association
Tropical breed content	✓			
Hormonal growth promotants	✓			
Sex	✓			
Carcase weight	✓	✓	✓	✓
Carcase conformation		✓	✓	
Ossification (maturity)	✓	✓		
Meat texture		✓		✓
Meat firmness		✓		✓
Milk-fed veal		✓		✓
Hanging method	✓			
Marbling	✓			
Meat colour	✓	✓		✓
pH	✓	✓		✓
Rib fat measurement	✓			
Ribeye area	✓	✓	✓	✓
Fat colour		✓		✓
Via saleyard	✓			✓
Cut ageing	✓			
Cooking method	✓			
Individual cut	✓			
	✓			



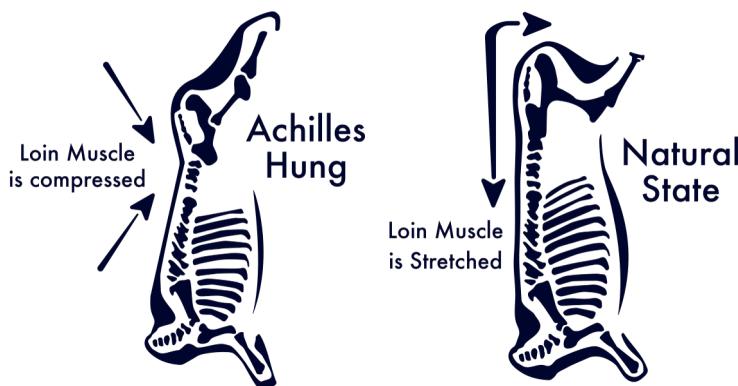
Tenderstretching

Usually a rare capability in the Australian meat industry, Greenham has the ability to tenderstretch carcasses using the 'Natural State' hanging method. Carcasses are hung from the hip bone rather than the traditional Achilles heel method during chilling. This method is referred to as tenderstretching and improves meat tenderness by positioning the body in its natural state to promote muscle elongation and superior tenderness.

The tenderstretch effect varies by muscle, with the eating quality of most hindquarter cuts improved. Meat Standards Australia (MSA) has shown that when comparing the same carcass attributes, a tenderstretched carcass achieves an 8% increase in eating quality compared to a traditional Achilles heel hung carcass.

Discover a world-class eating experience with tenderstretched beef.

Hanging methods



Lifetime traceable programs

The lifetime traceable Greenham Never Ever Beef & Barley Beef programs require farms to be continually audited by a third-party to ensure animals are raised and handled to specification.



The Greenham NEVER EVER Beef Program was established in 2012 to source, certify and promote premium quality natural grass-fed beef.

Never Ever Certified Beef is:

- 100% Grass Fed
- No Added Hormones
- No Antibiotics Ever
- Free Range – Never Confined to Feedlot
- Free from Genetically Modified Organisms (GMO)
- Certified Humane

Greenham brand which are certified Never Ever include: Cape Grim Beef, Bass Strait Beef, Vintage Beef & Altair Wagyu.

The Greenham Barley Beef (BB) Program is a fodder-fed standard that was established in 2020 to fill a market gap for premium beef sourced from free range cattle, finished on grain.

The program demonstrates the stringent on-farm animal welfare practices and nutritious diet fed by BB producers to supply top-quality beef, all year-round.

All certified Barley Beef is:



- Barley Fed
- No Added Hormones
- No Antibiotics
- Free Range
- Certified Humane

Certifications



Sustainability



We believe in a holistic approach to sustainability; one that produces beef in a manner that is socially, environmentally, and economically responsible.

Backed by science, the optional on-farm Greenham Sustainability Standard delivers real ecological, social, and economic benefits to the farm gate.

The program is aligned with the Australian Beef Sustainability Framework's (ABSF) these four themes:



The GBSS is being incrementally rolled out across Greenham's grassfed supply chain, providing another market option for Greenham cattle suppliers.

The GBSS is structured in three tiers, recognising that everyone's starting point is different with unique business, infrastructure, and environmental factors that need to be considered.

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

Regenerative farming principles



CERTIFIED
REGENERATIVE

ENDORSED BY CERTIFIED HUMANE®
certifiedhumane.org/regenerative

Available beef cuts

— BEEF PRIMAL CUTS —

A
SHIN / SHANK
HINDQUARTER 2360



SHIN / SHANK
FOREQUARTER 2360



B
SILVERSIDE 2020
OUTSIDE 2030



OUTSIDE 2030



OUTSIDE FLAT
2050



EYE ROUND 2040



C
SIRLOIN BUTT 2081
RUMP 2090



RUMP 2090



D-RUMP 2100



ROSTBIFF 2110



D
SHORTLOIN 1550
STRIPLOIN 2140



STRIPLOIN 2140



E
BLADE (Clod) 2300



BALAR BLADE 2302



OYSTER BLADE 2303



F
CHUCK 2260
NECK 2280



NECK 2280

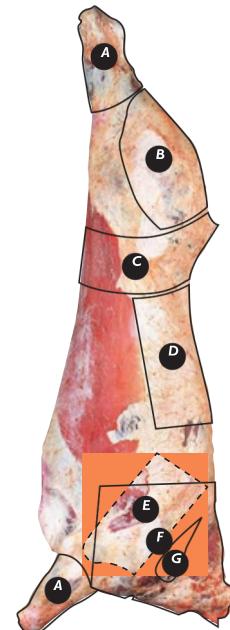
CHUCK-SQUARE
CUT 2270



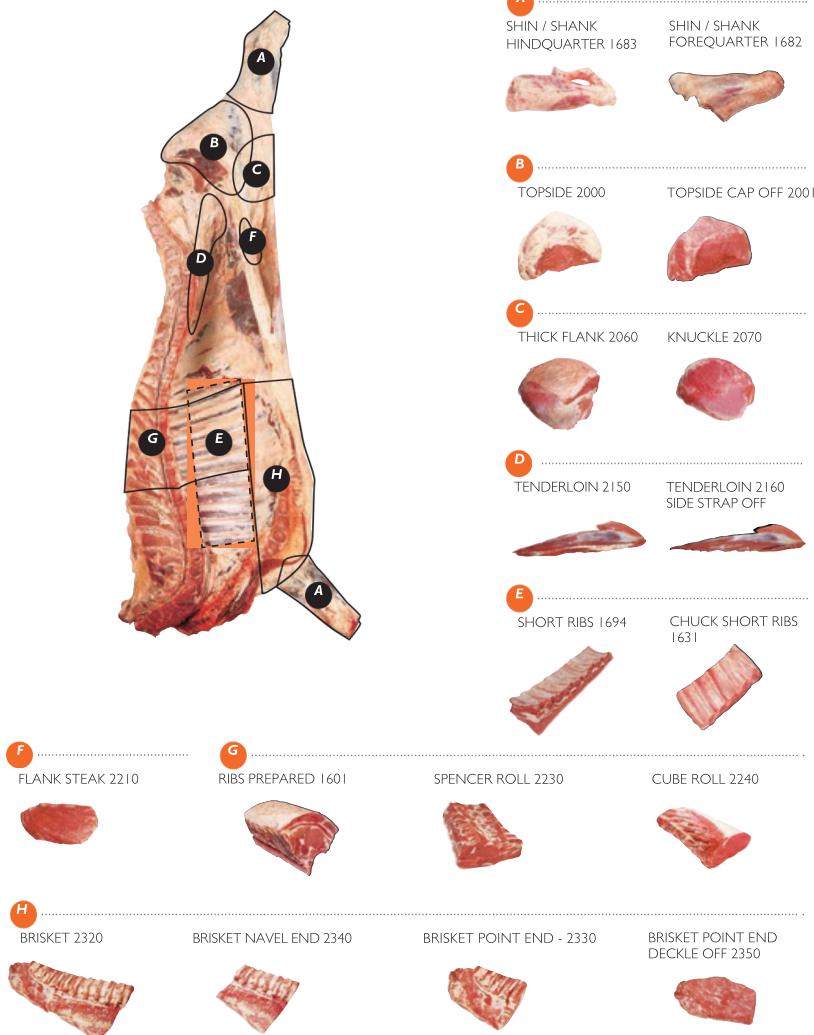
CHUCK ROLL 2275



G
CHUCK TENDER 2310



— BEEF PRIMAL CUTS —



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FOR THE VERY BEST

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