



HEREFORDS
Australia

Productivity Driven Sustainability - Developing a Beef Sustainability Standard

Tuesday 14 May 2024
Wodonga



Greenham



Developing a beef
sustainability standard: a
collaborative approach

Hereford Breed Forum

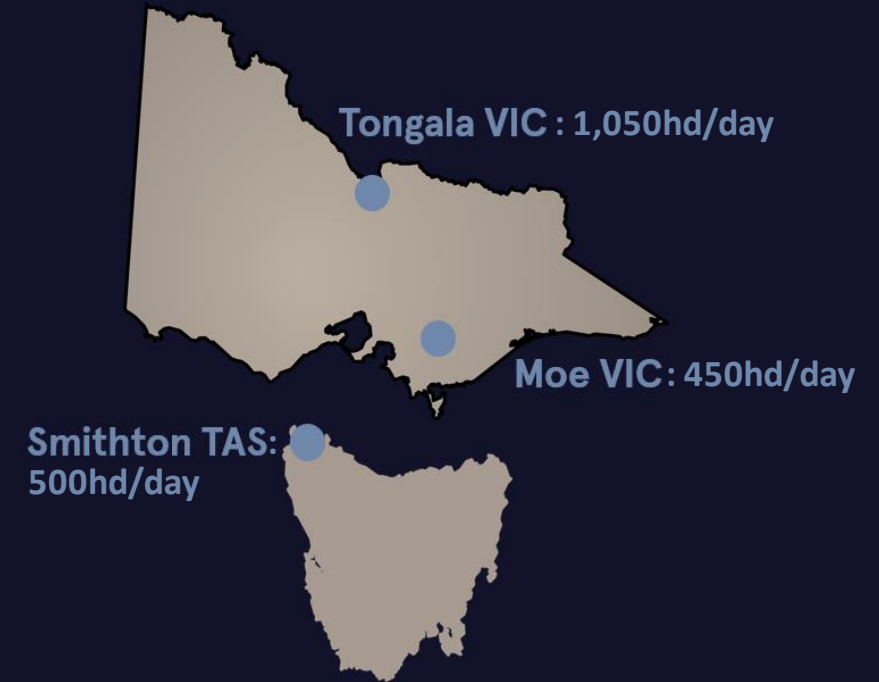
14 May 2024



About Greenham

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

From a sole-trader in the mid-1860s, HW Greenham & Sons Pty Ltd has grown in to a multi-million-dollar beef processing business with export accredited facilities in Tongala, Smithton and Moe.



100+
years of experience

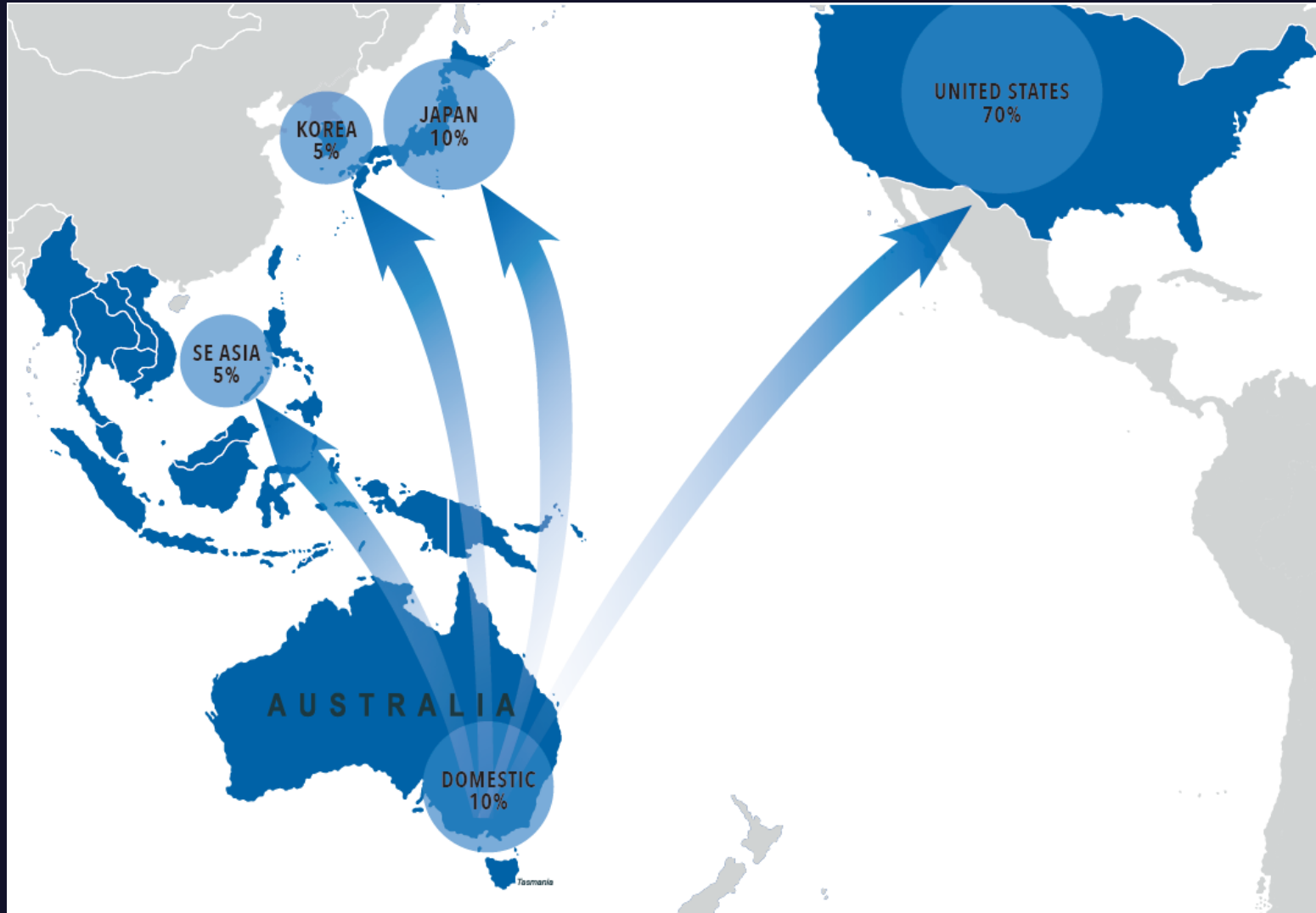
3
strategically located
processing sites



6
generations of family
involvement in the red
meat industry

25
markets across the globe
enjoying Greenham beef

Our key markets



- USA
- Australia
- Japan
- Entering new markets
 - Dubai
 - Jordan
 - Saudi
 - Egypt
 - Indonesia
 - Thailand

Securing the future of our NEVER EVER Beef Program

2012: program established in response to growing demand for grassfed beef

2017: addition of Certified Humane

2018: program brought to the Mainland

- More than 4,300 accredited suppliers
- Supply from all eastern states (largest VIC & TAS)
- Half our total production
- 3rd party audited & assured



- ✓ 100% GRASS FED
- ✓ NO ANTIBIOTICS EVER
- ✓ NO ADDED HORMONES
- ✓ NO GMO'S
- ✓ FREE RANGE
- ✓ CERTIFIED HUMANE®



What are our customers looking for next?

- Maintain consumer confidence in new and existing products
- Support in telling the beef sustainability story through socials, labelling, consumer FAQs
- On-pack claims that resonate with consumers
- Investor confidence & adherence to policy
- Data, record keeping & audits to verify claims



Demonstrating performance under four themes

ANIMAL WELFARE



- ✓ Certified Humane
- ✓ polled genetics
- ✓ age limits & pain relief for adverse procedures

ENVIRONMENTAL STEWARDSHIP



- ✓ ground cover & grazing management
- ✓ soil health
- ✓ healthy waterways
- ✓ climate resilience
- ✓ biodiversity
- ✓ carbon management

ECONOMIC RESILIENCE



- ✓ measuring performance for key business drivers
- ✓ use of objective feedback tools
- ✓ setting KPIs

PEOPLE & COMMUNITY



- ✓ staff training and performance reviews
- ✓ workplace health and safety
- ✓ worker rights & remuneration

Access the full standards at greenham.com.au/gbss

A closer look at Carbon Management

TIER

1

EN34: The producer has successfully completed one of the following carbon training programs or equivalent:

- MLA Carbon 101 and Carbon Sense e-learning modules
- University of Melbourne Carbon Neutral Agriculture
- CarbonEDGE
- Environmental Credentials for Grassfed Beef carbon e-learning modules.

TIER

2

EN35: Net carbon emissions and vegetation sequestration from the business are estimated following the farming enterprise using one of the following carbon calculators:

- Sheep & Beef GHG Accounting Framework (SB-GAF)
- MLA Carbon Calculator
- Zero30 Beef Farmer Carbon Tracker Tool
- Integrity Ag & Environment Verified Carbon Footprint System
- Clean Energy Regulator (CER) Beef herd management calculator.
- Agricultural Innovation Australia Environmental Accounting Platform
- Ruminati emissions calculator

EN36: Opportunities to improve the property's carbon footprint (either by reducing emissions or increasing carbon sequestration) have been identified and the producer can demonstrate actions taken.

TIER

3

EN37: The beef enterprise has achieved carbon neutrality.

OR

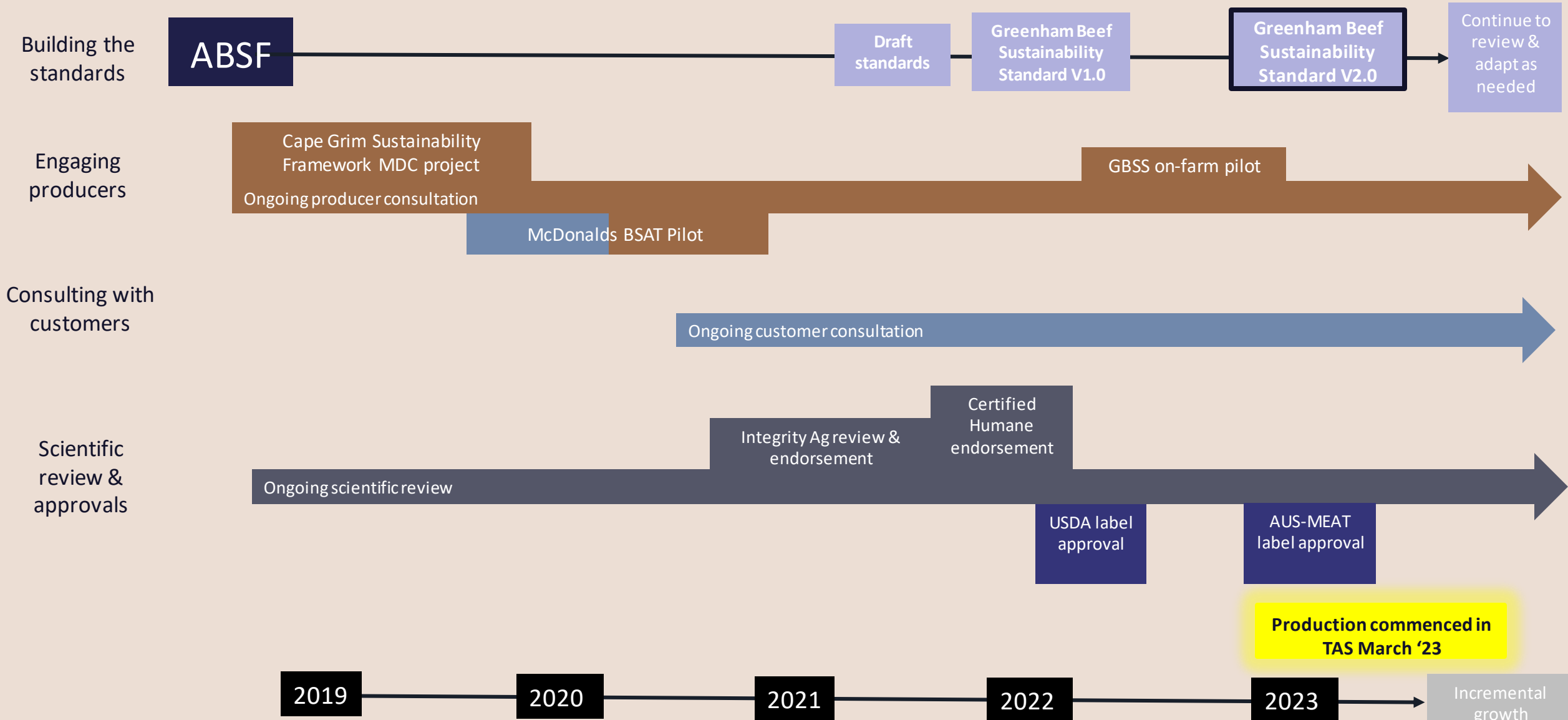
The emissions from the beef enterprise are ≤ 9.2 kg CO₂e per kg liveweight (30% below the 2020 national average of 13.1kg CO₂e per kg liveweight as reported by the ABSF).


TOP TIP

Carbon action plan template developed to support producers in interpreting results & prioritising actions



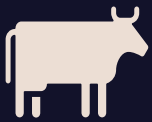
Extensive consultation & development process



Piloting for success



21 producers engaged in a six-month pilot



Gather feedback on the standard's on-farm practicality, value, and efficacy



Inform the development of a record templates and systems



Identify training opportunities




Greenham Beef Sustainability Standard Farm on-boarding assessment report

Overall tier achievement

You have achieved

Tier 2

Comments: Home Beef is close to achieving **Tier 2** of the Greenham Beef Sustainability Standard (GBSS). Areas for action and improvement are outlined on page 2 of this report. There are no major non-conformances, and for most items 6-months is reasonable to address.

Note, tiers are cumulative. Achieving tier two means that all indicators for both tiers one and two have been met.

Summary of non-conformances & areas for action

The table below details the indicators to focus on to achieve or maintain compliance to Tier 2. These minor non-conformances or commitments to comply must be addressed within the agreed timeframes or GBSS accreditation will be suspended.

Theme	Indicator	Details	Timeframe
 ENVIRONMENTAL STEWARDSHIP	EN3	Monitor and record ground cover using the AFM assessment tool.	Commence December 2023 and then quarterly As for EN3
	EN4	Ground cover results must be within stated thresholds.	
	EN8	Instigate regular program of soil biology testing (preference is field-testing using earthworm counts).	Start autumn or spring 2024
	EN19	Waterway management plan in place, which demonstrates risks to waterways and water quality have been considered and, where necessary, there are plans in place to address.	Plan in place by end March 2024
 PEOPLE & THE COMMUNITY	PC6	Use the GBSS templates to create the following: <ul style="list-style-type: none"> • a written workplace health & safety policy • safe work procedures for high-risk activities • records documenting incidents and near miss incidents • maintenance register 	All policies and procedures in place by next audit (2026)

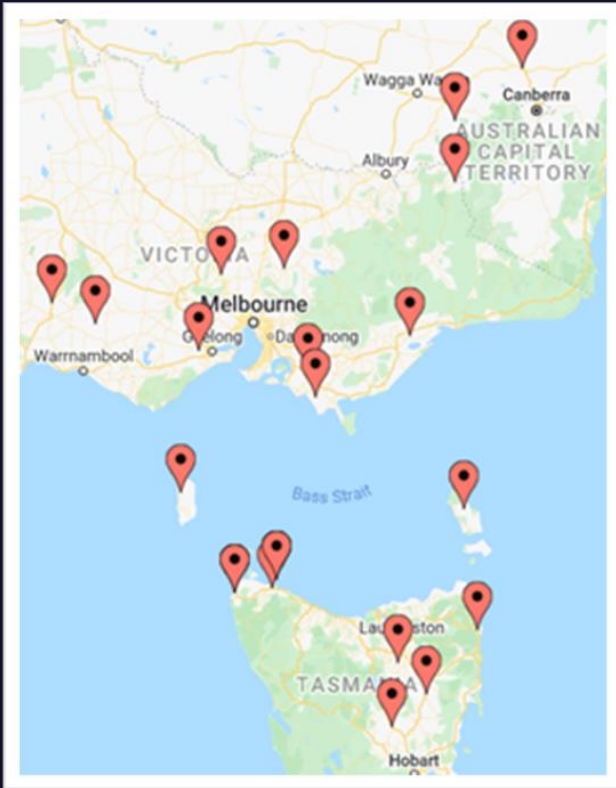
Who were our pilot producers?

It was important to us that the pilot cohort captured the variation of producers in Greenham's supply chain.

Region



TAS (10), VIC (9) & Southern NSW (2)



Age

20s – 70s

Engagement level

- Dedicated Greenham suppliers (some for 20+ years)
- Infrequent suppliers
- Brand new suppliers

Sustainability awareness

Carbon neutral certified
 Industry level involvement
 Greenham/ McDonalds project
 Just interested in knowing more

Operation



Beef only



Mixed farming

- Breeders & finishers

Business type

Small, medium & large family farms
 Corporate farm

Farm size

200ha – 24,000ha

What's in it for our producers

- Important for the **future** of the beef industry and our business
- Support **education** – self, other beef producers, consumers.
- Industry **leadership**
- Support **continual improvement** in our business performance
- Align with **customer requirements**
- Promote sustainable agriculture and **tell our story**
- Access to **emerging markets & brands**



Photo credit: Georgie Mann Photography

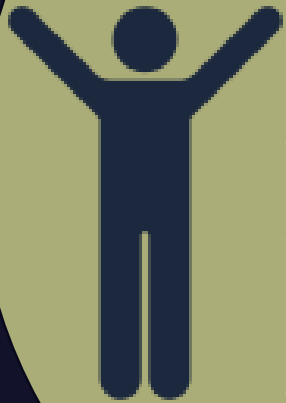


“...want to align our business with processors who can see value in what we are doing and add value to our operation.”

“We are trying to keep up with professional movement and to farm to best sustainable practice for future generations. We enjoy striving to farm better.”

Building on existing practices

Already doing



- strategic grazing management*
- climate preparedness
- Soil nutrient testing
- use of performance monitoring & feedback
- weed management
- ground cover*

New or challenging



- carbon accounting & action plans
- soil biology testing
- induction checklist
- hazard identification & risk assessments
- *records & plans for existing actions



Supporting adoption through time-saving templates and new systems

Focus areas are different for each business

Pre-audit: online self-assessment to inform likely tier & gaps

Carbon Management

53. Have you completed any carbon-focused training? Select all options that apply.

- MLA's Carbon 101 e-learning module
- MLA's Carbon Sense e-learning module
- University of Melbourne carbon neutral training
- Carbon EDGE
- Environmental credentials for grassfed beef e-learning
- no carbon training completed
- Other (please specify)

54. Have you estimated carbon emissions and sequestrations for your beef business within the last three (3) years? Select the response that best applies to your situation.

- Yes using SB-GAF
- Yes, using Zero30
- Yes, using MLA's online carbon calculator
- Yes, using Clean Energy Regulator beef herd calculator
- Yes, using Rumanati

Post-audit: indicators to achieve next 1-2 tiers

EST. 1933
Greenham



Greenham Beef Sustainability Standard Farm on-boarding assessment report

Overall tier achievement





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Supporting resources

Based on feedback from producers we developed:

1. Carbon eLearning modules
2. Management plans & templates for:
 - Waterways & wetlands
 - Grazing management
 - WH&S
 - Weeds
 - Biodiversity
3. Tips & tools for key measurements e.g. groundcover, and soil testing

The screenshot shows a web browser displaying the Carbon 101 eLearning module page on the MLA website. The page is titled "Carbon 101" and is categorized under "INTRODUCTION, SUSTAINABILITY". It features a green header with the MLA logo and navigation links for "Library" and "Tools & calculators". The main content area includes a "View training package details" button and a "Start this training package" button. The page also lists the training package includes: 12 Items, 6 Quizzes, and a Training package Certificate. The page is currently not enrolled, and the price is listed as "Free".

Carbon 101 - The Toolbox - MLA

elearning.mla.com.au/courses/carbon-101/

Library Tools & calculators

meat & livestock AUSTRALIA

INTRODUCTION, SUSTAINABILITY

Carbon 101

View training package details

Not Enrolled

Start this training package

Free

TRAINING PACKAGE INCLUDES

- 12 Items
- 6 Quizzes
- Training package Certificate

Training package Materials

Overview

This module will provide foundational information about carbon farming and greenhouse gases relevant to agriculture (including the carbon cycle), as well as give you an understanding of the language of carbon.

Additional resources and further reading are available in the

Growing consumer confidence through on-pack claims

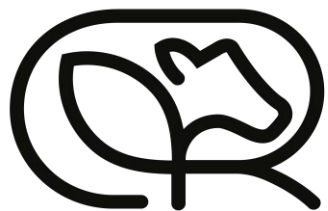
Greenham have introduced a 'Certified Regenerative' claim to market to demonstrate to customer and consumers that our farmers are;

- ❑ prioritising soil health,
- ❑ enhancing natural landscapes,
- ❑ supporting healthy waterways,
- ❑ improving climate resilience,
- ❑ promoting biodiversity, and
- ❑ increasing carbon storage.



Our regenerative claim is;

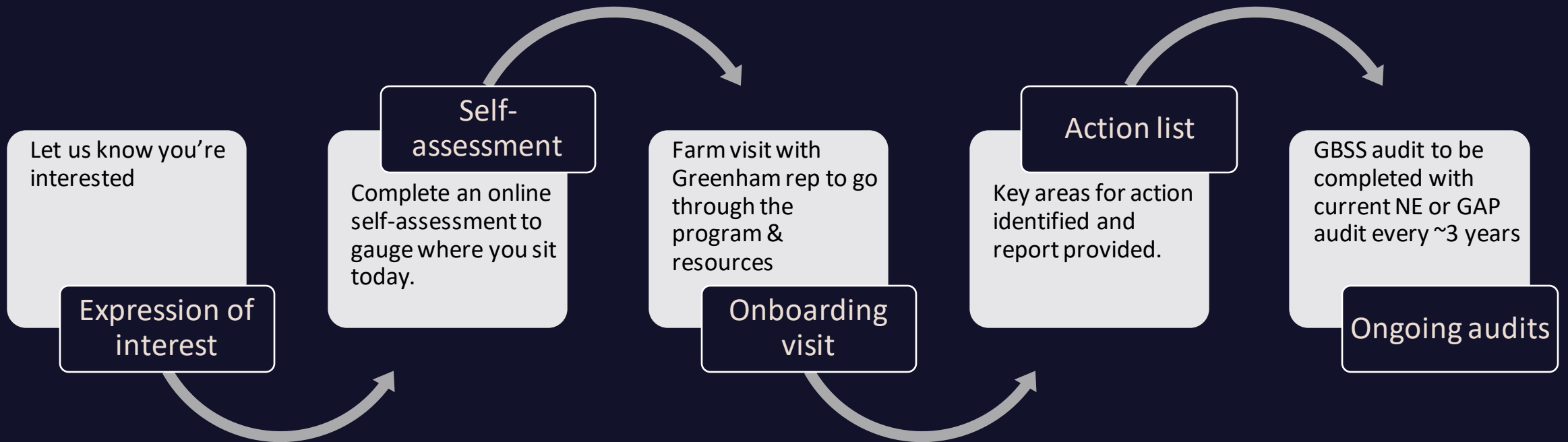
- ✓ Aligned with globally recognised regenerative agriculture definitions & principles
 - 5 principles of soil health
 - Carbon Underground definition
- ✓ Endorsed by Integrity Ag & Environment & Certified Humane®
- ✓ AUS-MEAT & USDA approved for label use



CERTIFIED REGENERATIVE
 ENDORSED BY CERTIFIED HUMANE®
certifiedhumane.org/regenerative



Getting accredited



Register your interest today



Or visit greenham.com.au/gbss

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