

# Coastal beef recognised

OUR beef is getting the thumbs up on the mainland.

Greenham Tasmania performed well at the recent Sydney Royal Fine Food Show in both the grain and grass fed categories.

The Cape Grim brand came up trumps, winning a silver medal, the highest awarded on the day, in the 2010 branded beef section grass fed category.

Greenham Tasmania managing director Peter Greenham said he was pleased with the result.

"The Cape Grim got the top medal, there was no gold given," he said.

"We couldn't wish for anything else.

"I've said it before and I'll say it again, we definitely have the best grass-fed beef in Australia, if not the world."

Greenham's newly introduced Pure South Natural Angus brand also

fared well in the grain fed division.

Mr Greenham said the company had been exporting the grain-fed beef for some time, but only recently started marketing it in Queensland, New South Wales and Victoria.

"It's been very well accepted," he said.

"It is aimed at the premier butchers shops."

The brand's entry at the show had only been on feed for 70 days, but still finished with the second highest score out of the 12 competitors and was awarded the silver medal.

This was a great result, considering the winner had spent 300 days, or almost a year, in the feedlot.

Mr Greenham said the good showing by Pure South vindicated the company's decision to introduce a grain fed brand earlier this year catering for top-quality

Angus cattle in southern Australia.

"Our branding focus has been on grass fed until now, but we've also recognised that many of these top cattle are finished on grain," he said.

"This really shows the superiority of our southern Angus," Mr Greenham said.

"We have a wonderful environment for producing top cattle with moderate temperatures, good rainfall and great pastures.

"These animals get a great start in life.

"They grow quickly and produce very tender meat regardless of whether they are finished on grass or grain.

"For an animal that's been finished on grain for only 70 days to be up there with a 300 dayer says a lot about its background."