



## **Aussie Farmers Direct launches 100% owned 'Aussie Farmers Dairy'**

Aussie Farmers Direct ([www.aussiefarmers.com.au](http://www.aussiefarmers.com.au)), an independently owned, Australian home delivery business and Australia's fastest growing company (BRW 2009 Fast 100) is investing \$5.45 million in the launch of 'Aussie Farmers Dairy', securing the future supply of 100% Australian owned and produced milk for its customers.

Aussie Farmers Dairy will re-develop the former Bonlac Factory at Camperdown, in South West Victoria, Victoria's dairy heartland, which has stood largely disused for ten years but prior to that, had a history of 100 years of dairy production.

The company will create a new dairy processing and bottling plant for the supply of Aussie Farmers Direct branded liquid milk products, notably fresh, pasteurised 100% Australian milk. It will commence with two eight-hour shifts, five days a week with the potential to grow to a 24hr, seven days a week operation. At full capacity the plant will process 100,000 litres of milk daily.

To help this initiative, Aussie Farmers Direct has also benefited from a \$700,000 grant under the Brumby Government's *Regional Investment Initiative* (\$350,000) and *Community Regional Industry Skills Program* (\$350,000) through Regional Development Victoria.

Aussie Farmers Dairy will initially create 30 jobs in the Corangamite Shire, increasing to 100 jobs over the next five years, in roles ranging from managers, technologists and supervisors through to semi skilled operators.

Alongside job creation, Corangamite Shire Council's economic modelling predicts the Aussie Farmers Dairy will increase the shire's gross regional product by \$36.6 million within five years.

On top of the direct employment benefits, indirect employment is also expected to flow from the expansion to the local economy.

Aussie Farmers Direct branded 100% Australian milk will be sold by its local network of franchisees or 'Milkmen' across Australia.

Peter Skene, CEO, Aussie Farmers Dairy, comments: "We believe our entry into what is a consolidating farm-level milk purchasing market will not only benefit local dairy farmers by providing a greater choice of buyers, it will support local jobs and give consumers the choice of a 100% Australian owned and produced fresh milk."

He adds: "We're thrilled this venture has had such overwhelming massive local support from the outset, with no public objections, which is a true testament to the fact that the entire

region wants to see milk flowing through the site once again. Significant support has been greatly appreciated by locals, the local council, State Government and others.

On a personal level, having been born in Camperdown and having lived in the area for 30 years, with my first, permanent job actually filling milk powder sacks at the old Bonlac factory, I am also truly delighted to see new life being breathed into this site.”

Aussie Farmers Dairy will use Camperdown as its base and from there will source, process and supply Victorian milk to Australia’s eastern seaboard states, initially to customers across Victoria, New South Wales, and the Australian Capital Territory.

Victoria leads Australia’s dairy industry in production, processing and research and development and further concentration of dairy producers in Victoria will provide a greater critical mass and potentially greater economies of scale.

Western Victoria is one of the most significant dairy regions in Australia with approximately 23% of Australia’s milk produced from some 1,530 dairy farmers in the region.

The region employs around 7,300 people in both farming and processing.

Now in its fifth year of operation, Aussie Farmers Direct delivers 100% Australian produce direct to the doors of 77,000 customers across five states, by re-inventing the old fashioned service of the local, much loved ‘Milkman’.

From a standing start in 2005, Aussie Farmers Direct has grown substantially and succeeded by continuously developing and delivering on its brand promise to bring the tastiest, freshest, locally sourced, 100% Australian grown produce direct to your door, in a way that’s flexible and convenient to fit around the busy lives of all its valued and loyal customers.

Aussie Farmers Directs’ range of fresh goods includes milk, bread, eggs, cheese, bacon, butter, coffee, water, tortillas, orange and apple juice. It also delivers the freshest fruit and vegetables, meat, chicken and *now* salmon, prawns and even seasonal lines such as hot cross buns and fresh pasta.

Deliveries are made overnight and placed into esky cooler bags left out on the doorstep by customers before 7am ensuring freshness, whilst fruit and vegetables are delivered in the afternoons.

Aussie Famers Direct delivers to homes in Sydney, Melbourne, Brisbane, Perth, Canberra and also regional centres including Geelong, Ballarat, Wollongong and the Central Coast.

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**For more information visit [www.aussiefarmers.com.au](http://www.aussiefarmers.com.au) or phone 1300 MILKMAN.**

**For further press information or to arrange interviews, please contact:**

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