

# New dairy to boost regional jobs

**Nigel Austin**

FAST-growing home delivery company Aussie Farmers Direct will invest \$5.4 million in a new dairy manufacturing business based at the former Bonlac dairy factory at Camperdown in western Victoria.

The resumption of milk processing at the site will create 30 jobs initially, with 100 employees expected within five years.

“The Corangamite Shire Council predicts the dairy will increase the shire’s gross regional product by \$36.6 million within five years,” Aussie Farmers managing director Braeden Lord said. “Part of the reason for starting the milk factory is to ensure we can continue to grow rapidly by expanding both our territories and product range.”

Mr Lord said the business would process and bottle 100,000 litres of branded milk daily at full capacity for Aussie Farmers clients nationally.

“With so much of Australia’s

fresh milk market in the hands of foreign ownership, Aussie Farmers Dairy will benefit local dairy farmers by giving them a greater choice of buyers,” he said.

“It will also support local jobs and give consumers the choice of a 100 per cent Australian-owned and produced milk.”

Mr Lord said the Australian milk market was consolidating and Aussie Farmers Direct felt there was a drastic need for change.

“At the heart of the company’s core values is connecting the farming community to Australian households and creating and fostering rewards and opportunities for everyone,” he said.

Aussie Farmers is ranked as one of Australia’s fastest growing businesses with its turnover nearing \$100 million a year with 77,000 customers in five states since starting in 2005.

Mr Lord said it succeeded by re-

inventing the old fashioned service, trust and loyalty of the local milkman with a product range including dairy, bread, meat, seafood and fruit and vegetables.



**Milking it:** the dairy will reopen