

# Media Release

Ms Mary-Anne Thomas MP  
Minister for Regional Development  
Minister for Agriculture



Thursday, 25 November 2021

## HELPING VICTORIAN AGRIBUSINESSES ACCESS NEW MARKETS

The Andrews Labor Government is backing Victorian agricultural food producers to grow exports, build domestic market capability and respond to supply chain risks.

Minister for Agriculture Mary-Anne Thomas today visited Kyvalley Dairy in North Geelong, the first of 15 recipients awarded funding under the \$5.3 million second tranche of the *Food to Market* program.

The Kyvalley Dairy Group has been awarded a \$485,000 grant to install new packing equipment which will allow the business to boost production, improve cost efficiencies and increase job security at the North Geelong site.

Kyvalley Dairy Group is one of Australia's largest suppliers of fresh dairy products with exports going to markets across China, Malaysia and Singapore.

The \$15 million *Food to Market* program provides funding to key industry and regional peak bodies to support projects including traceability pilots, innovation in sea freighting of fresh produce, and programs to protect and grow existing export markets for our premium produce.

The *Food to Market* program is just one example of the Labor Government's commitment to driving the state's recovery from the pandemic and bolstering the economy, through its 10-year Agriculture Strategy.

The Strategy has reached a significant milestone, with 12 months of investments towards the sector focusing on key themes of Recover, Grow, Modernise, Protect and Promote.

The *Victorian Budget 2021/22* continues to deliver on this transformative strategy with a further \$46.4 million to strengthen the sector. The investment builds on the \$115 million from the 2020/21 Budget which focused on key projects to get this important work off the ground.

The Agriculture Strategy identifies key projects to help the agriculture sector remain strong, innovative and sustainable now and into the future.

To learn more visit [agriculture.vic.gov.au/about/agriculture-strategy](https://agriculture.vic.gov.au/about/agriculture-strategy).

### Quotes attributable to Minister for Agriculture Mary-Anne Thomas

*"It's fantastic to acknowledge the one-year milestone of our transformative Agriculture Strategy."*

*"This Food to Market funding forms part of our vision for the sector, delivering tangible benefits along the supply chain – from farms, to manufacturing, to the people who buy or produce in Victoria and around the world."*

### Quote attributable to Member for Lara John Eren

*"We are proud to support the industrious team at Kyvalley Dairy through the Food to Market program as they continue to grow their newly launched Geelong Dairy brand and expand into new markets."*

### Quote attributable to Kyvalley Dairy CEO Michelle Sonnenschein

*"The Kyvalley Dairy team are thrilled to be successful applicants of a Food to Market grant which will allow us to complete critical upgrades to our Geelong facility and provide job security to our employees."*

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