

# Media Release

**Ms Danielle Green MP**

Parliamentary Secretary for Sport

Parliamentary Secretary for Regional Victoria



Wednesday, 16 March 2022

## A BOOST FOR PLANT-BASED MEAT: MORE JOBS IN DONALD

The Andrews Labor Government is backing a processing facility in western Victoria to become one of Australia's newest producers of plant-based meat, while boosting local jobs.

Parliamentary Secretary for Regional Victoria Danielle Green today visited the Australian Eatwell's processing facility in Donald to see their new plant-based meat production line that has been backed by funding from the Labor Government's *Regional Jobs Fund*.

Australian Eatwell has created 11 full-time jobs through the project, including roles in management, maintenance, quality control production and logistics. The company has cemented its position as a major employer in Donald, now employing 40 full-time staff.

The project includes the installation of new equipment, including a packaging system and chiller to store vegan meat at the site. Australian Eatwell has also expanded its staff areas and increased the number of employees since the project was completed.

With the new production plant up and running, the company is now selling plant-based mince and sausages to supermarkets across the country directly from Donald along with its organic tofu, vegetable burgers and soy cheese products.

Established in 1993, Australian Eatwell has built its presence in Donald as a local manufacturer since relocating to the town in 2003. The company is a major supplier in Australia's \$200 million vegan food industry.

The business has continued to expand in recent years, acquiring leading health food brand Simply Better Foods in 2009, and launching the world's first chickpea tofu in October 2016.

The *Regional Jobs Fund* is part of the Government's flagship \$156 million *Regional Jobs and Infrastructure Fund*, which helps businesses create more jobs in regional Victoria, supports community projects and helps councils to build the infrastructure locals need.

The Fund is key to the Government's almost \$30 billion investment across regional and rural Victoria since 2015. More information about the *Regional Jobs and Infrastructure Fund* is available at [rdv.vic.gov.au/rjif](http://rdv.vic.gov.au/rjif).

### Quote attributable to Parliamentary Secretary for Regional Victoria Danielle Green

*"We're investing in towns like Donald to create jobs, grow local industries and businesses – making our regions great places to live, work, visit and invest in."*

### Quote attributable to Minister for Regional Development Mary-Anne Thomas

*"Our support for Australian Eatwell is a great regional success story as we have created more jobs and boosted the economy through supporting this business to create more locally made products."*