

Media Release

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



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MILKING VICTORIA'S DAIRY EXPORT POTENTIAL FOR ALL IT'S WORTH

The Andrews Labor Government is supporting another local food producer to make new products, boost sales in international markets and respond to supply chain risks.

Minister for Agriculture Mary-Anne Thomas and Member for Tarneit Sarah Connolly today visited Purearth Foods in Truganina, which has been awarded \$485,000 from the \$15 million Food to Market program.

The funding will help the company purchase and install new processing equipment to increase efficiency and reduce allergen risk between dairy and plant-based products.

The specialised equipment will also enable the development of new products while also increasing production volume of existing lines.

By increasing production capability, Purearth Foods will take its milk and plant-based products to new domestic and international markets.

The facility expansion will also allow for additional manufacturing capacity to support local independent brand owners.

Once complete, the \$4 million upgrade will create an additional 15 full-time manufacturing jobs as well as support local supply chain partners and farmers in the longterm.

The \$15 million Food to Market program is funded through the Labor Government's Agriculture Strategy.

Fifteen Victorian agri-food businesses have been awarded funding under the second tranche of the program for projects delivering on the strategy's vision for a Victorian agriculture sector that is strong, innovative, and sustainable.

To learn more about the 10-year Agriculture Strategy, visit agriculture.vic.gov.au/about/agriculture-strategy.

Quotes attributable to Minister for Agriculture Mary-Anne Thomas

"By supporting local producers like Purearth Foods to reach their full potential we're helping break barriers for expansion to domestic and international markets."

"By helping companies to diversify their export markets we are backing them to grow, making them more resilient, reducing supply chain risks and supporting new jobs."

Quote attributable to Member for Tarneit Sarah Connolly

"Supporting local businesses such as Purearth Foods here in Truganina is a win for everyone — creating local jobs while supporting local suppliers and transport workers in the area."

Quote attributable to Purearth Foods Chair Lachlan Armstrong

"This funding supports our ambitions to create new products, expand in untapped export markets and build overall supply chain resilience – benefiting our local community and suppliers."

Media contact: Nadia Dimattina 0438 701 306 | Nadia.dimattina@minstaff.vic.gov.au