

# Media Release

**Jaclyn Symes MLC**

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Thursday, 29 May 2025

## PAWS UP AS NEW PET FOOD FACTORY TAKES SHAPE

A leading pet food manufacturer is pouncing on the booming cat food market, with works progressing on a major expansion at its regional Victorian facility to create new products, with support from the Allan Labor Government.

Minister for Industry and Advanced Manufacturing Colin Brooks, representing the Minister for Regional Development Jaclyn Symes, today viewed progress on Mars' \$112.6 million expansion of its pet food factory in Wodonga.

The fit-out of Mars' new 7,800 square metre manufacturing facility will support the production of more than 290 million single serve cat food pouches each year for Australian and New Zealand markets, including brands like Whiskas and Dine.

The expansion which is supported by the Labor Government investment will create around 60 new jobs and bring the company's Wodonga workforce to almost 500 people, while shifting the manufacturing of its cat food pouches onshore. Operations at the new facility expected to start early next year.

The new factory will allow Mars to meet the continued rise in cat ownership in Australia and the growing demand for convenience and trusted brands, like Whiskas, Advance, Optimum and Dine, with pouch products representing the biggest share in the Australian wet cat food market.

Mars Australia is the largest manufacturer of pet care products in Australia, with its Wodonga pet food manufacturing facility the largest supply site for Mars Petcare in the Asia Pacific region, originally opening in 1967.

It is set to become Australia's first manufacturing facility of its kind to deploy a 100 per cent renewable energy solution within two years.

In addition to Mars' expansion, the Labor Government is also supporting the development of a major transport depot in Wodonga, with O'Brien Transport's new multi-million-dollar headquarters well underway at the Logic Wodonga industrial precinct and expected to be completed later this year.

For more information go to [rdv.vic.gov.au](http://rdv.vic.gov.au).

### Quote attributable to Minister for Regional Development Jaclyn Symes

*"With more 50 years of manufacturing in Wodonga, we're proud to support Mars' growth and strengthen their partnerships with regional and rural producers, while creating dozens of new jobs in regional Victoria."*

### Quote attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

*"We're proud to back Mars' expansion in Wodonga, which is boosting advanced manufacturing, creating local jobs, and strengthening regional Victoria's role in Australia's pet food supply chain."*

### Quote attributable to Mars Petcare Australia and New Zealand Supply Director Caroline Aspidris

*"We're proud to be one of Australia's leading manufacturers and are committed to enhancing our production capabilities locally in Wodonga. As one of the largest regional employers of brands such as Whiskas and Dine, we have proudly been part of the Wodonga community for more than 50 years."*

**Media contact:** Rhys Devine 0432 621 118 | [rhys.devine@minstaff.vic.gov.au](mailto:rhys.devine@minstaff.vic.gov.au)

*“This investment in our petcare facility is not only creating more regional jobs and impact for the local community but also demonstrates our ongoing commitment to Australian-made products and regional manufacturing.”*