

Media Release

Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



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REGIONAL EXPANSION DRIVES LOCAL JOBS, GLOBAL CONTRACTS

The Allan Labor Government is supporting a sixth-generation, family-owned beef company to expand production at its regional Victorian abattoir, create 270 new jobs and secure major new contracts, including Woolworths.

Parliamentary Secretary for Regional Development Michaela Settle today represented Minister for Regional Development Jaclyn Symes, at Greenham Australia's now fully operational abattoir in Tongala, which has seen its production nearly double to more than 1,300 cattle each day.

Greenham's growth has been made possible by the expansion of its Tongala facility, supported by a Labor Government investment as part of our ongoing work to attract new investment, create jobs, and improve productivity and competitiveness in regional Victoria.

An Australian-owned company, Greenham specialises in high-quality, responsibly raised beef – with humble origins in an early 1800s butcher shop in Melbourne, Greenham today exports beef to 25 domestic and international markets and employs more than 1,000 people.

Located in the agriculture-rich Goulburn Valley region, the company completed upgrades at its Tongala facility in 2023, such as state-of-the-art technology, a solar-power system and new water recycling capabilities. Now fully operational, the upgraded site is delivering a major boost to regional jobs and the livestock agriculture industry.

Powered by a daily onsite workforce of 500 staff, the Tongala abattoir expansion has helped Greenham enter new international markets and secure contracts with large global retailers, including McDonalds.

Such is the success and growth of its Tongala operations, Greenham has also invested \$5 million to expand a caravan park in town and leased 20 houses in the area for workers.

Victoria is the country's largest food and fibre exporter by value, with exports reaching a record high of \$20.1 billion in 2023-24. Driven by companies like Greenham, our beef export market is worth more than \$2.5 billion per year.

Quote attributable to Minister for Regional Development Jaclyn Symes

"Regional Victoria has the best beef producers and a world-class agribusiness sector that is driving billions of dollars of export value every year."

Quote attributable to Parliamentary Secretary for Regional Victoria Michaela Settle

"We're supporting companies like Greenham to expand and employ, backing our regional industries and the surrounding communities that rely upon them."

Quote attributable to Greenham Managing Director Peter Greenham

"This expansion means more jobs for the community and a stronger future for the region -- with the support of the Victorian Government, we've been able to modernise our operations and continue producing high-quality beef for customers here in Australia and around the world."