

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance



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HOT CHIPS SET TO CREATE HUNDREDS OF JOBS

The Allan Labor Government is backing a major international food manufacturer to establish its first Australian production facility in Western Victoria, creating 250 new local jobs and driving economic growth in the Wimmera.

Minister for Economic Growth and Jobs Danny Pearson today announced Farm Frites Australia is establishing a \$300 million APAC manufacturing base in Dooen to manufacture its popular frozen chips using Australian produce.

Farm Frites Australia supplies frozen chips, fries and other potato-based products to takeaways, pubs, clubs, and fast-food restaurants including KFC and Hungry Jacks right across Australia.

The 24-hour production facility, located next to the Wimmera Intermodal Freight Hub, will support Australian farmers, create jobs for local workers, and offer training and career opportunities for students in a region with a proud agricultural history.

Once operational in 2027, the manufacturing plant will have capacity to process up to 250,000 tonnes of Australian-grown potatoes every year.

The new food processing facility was granted planning permit approval under the Labor Government's Development Facilitation Program which expedites planning decisions for eligible projects that will inject investment into the Victorian economy – creating new jobs and promoting economic growth.

After a national search, Farm Frites Australia settled on Dooen, near Horsham, to open the manufacturing facility – showing once again that Victoria is the nation's manufacturing powerhouse.

Victoria has the largest and most established food and beverage manufacturing sector Australia, generating more than \$44 billion in sales and service income and employing more than 76,000 people.

Victoria is the leading Australian investment destination for the food and beverage sector, attracting \$170 million in foreign direct investment in 2024.

The Labor Government's Economic Growth Statement received \$240 million in the *Victorian Budget 2025/26* to deliver more than 40 initiatives in full, that will support investment, create jobs, drive exports and boost industry and innovation.

The new \$150 million *Victorian Investment Fund* will also drive business investment in the state, with \$50 million set aside for a regional stream to accelerate growth in priority sectors including advanced manufacturing and agribusiness.

Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

"This is a huge investment that will see hundreds of jobs created for local workers, driving revenue for the Wimmera and right across the state."

"We're proudly backing companies to invest in advanced manufacturing because we know it is key to unlocking economic growth and creating more opportunities for all Victorians."

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Quote attributable to Minister for Regional Development Jaclyn Symes

“Regional Victoria has the resources and workforce that make it an ideal place to do business – which is why we’ve supported this new facility, because it creates more local jobs.”

Quote attributable to Minister for Planning Sonya Kilkenny

“We’re making good planning decisions faster through the Development Facilitation Program and this project fits the bill – not only because it will boost investment and jobs and growth, it will also enhance the Victoria’s agricultural and manufacturing output.”

Quotes attributable to Farm Frites Australia General Manager Kieran Prestidge

“Farm Frites Australia is delighted to have chosen Dooen – and the Wimmera – for our first Australian production facility and our \$300 million investment in Victorian jobs, Australian farmers and local manufacturing.”

“Dooen is perfectly located between the best growing regions in Australia and has excellent road and rail links, which will help us put more Australian produce on plates and tables all around the country.”