

# News releases - Geoff Brock

## Jobs and expansion for Port Wakefield business

**December 14, 2016**

Sixty new jobs have been created in the State's Mid North as a result of the expansion of Primo Smallgoods, which has also led to an increase in production capacity at the company's Port Wakefield abattoir.

The \$4.9 million project has been supported by a \$1.2 million Regional Development Fund grant from the State Government.

Boning capacity has increased by 30 per cent as result of expanding the boning room, adding an additional boning line and an additional packaging line.

The expansion of the existing pork boning facilities is already resulting in growth of boned pork products sales, largely targeting the domestic market.

This project is Stage One of a multi-stage expansion which will eventually see a full plant expansion more than doubling current capacity.

### **Background**

The Primo Group is the largest producer of ham, bacon and smallgoods in the southern hemisphere, with their South Australian pork abattoir in Port Wakefield currently employing over 400 staff.

The Port Wakefield facility's main activities are slaughtering, boning and packaging pork products for retail sale to domestic and export customers. It uses latest technology and industry best practice to ensure traceability of all products for quality assurance.

The Regional Development Fund (RDF) drives economic growth through grants to boost investment in regional infrastructure and the creation of jobs in South Australia.

According to independent analysis, projects awarded grants through Rounds 1 and 2 of the RDF created over 2000 regional jobs and contributed around \$930 million to the South Australian economy in 2015 - 16.

In the Yorke and Mid North, RDF projects from Rounds 1 and 2 created around 350 jobs and contributed around \$100 million to the economy in 2015-16.

This project supports the State Government's economic priorities of 'Premium food and wine produced in our clean environment and exported to the world' and 'Promoting South Australia's international connections and engagement'.

**Quotes attributable to Regional Development Minister Geoff Brock**

We are already seeing significant economic and social benefits for the lower Mid North community and the State thanks to the expansion of Primo's Port Wakefield abattoir.

In addition to 60 new direct jobs at the facility, the expansion created job opportunities for local trades during the construction phase and is generating flow-on employment in the local transport, grain, and pig farm industries.

Pork consumption domestically and internationally has been increasing, and this timely expansion will further underpin South Australia's reputation for premium food produced in a clean environment.

Expanding the abattoir means the Port Wakefield community and region will continue to grow.

**Quotes attributable to Primo Smallgoods Plant Manager Mark Viney**

Our abattoir at Port Wakefield was previously operating at capacity, and thanks to the RDF grant we have been able to fast-track our expansion and increase production volume sooner.

We are pleased to have expanded our South Australian facility with the support of the State Government, employing more people in the area and ultimately supporting local farmers.

South Australia is strategically and economically the ideal place to expand the pork industry, due to a large supply of premium grain for feed and outstanding conditions for high quality animal husbandry.

This project has laid the foundation for the larger expansion of our Port Wakefield site, a multi-stage development which will in turn lead to more jobs at the abattoir and in the livestock industry.