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 HD Fresh **milk** export on agenda
 BY Brad Thompson
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A WA processor is targeting bulk fresh **milk** exports to **China** as the State Government continues to shop around for a major overseas investor in the **dairy** industry.

Brownes managing director Ben Purcell warned that tough trading conditions were holding back the local industry, despite the demand on WA's doorstep.

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Mr Purcell said Brownes was already exporting bulk fresh **milk** to Taiwan and fielding inquiries from **China**.

"It (**China**) is a complicated supply chain and we would need to find the right local partner but it is on our agenda," he said.

Mr Purcell showed about 30 **Chinese business** people and government officials around the **company's** Balcatta plant last week, part of a big **Chinese** contingent who looked at investment opportunities in WA.

The Department of Agriculture and Food WA-hosted events and site visits also showcased investment opportunities in beef, grains, sheep, **wine** and fodder.

DAFWA has continued to spruik its plan for **Chinese** investors to **buy dairy** farms and build infrastructure as part of a \$650 **million** project to double the size of the industry in WA.

The investment blueprint, circulated in **China** and South-East Asia since early last year, is based on producing about 30,000 tonnes of whole-**milk** powder a year.

The study established that a significant increase in **dairy** production from WA was feasible, but required a major shift in the production sector.

Milk production in WA fell to 336.6 **million** litres in 2012-13.

Brownes and Harvey Fresh, the latter of which was acquired by Parmalat recently, have processing capacity to increase exports but need more **milk**. Both say they will work to boost supply.

CO

wadafo : Western Australia Department of Agriculture and Food

NS

greg : Regional Politics | gcat : Political/General News | gpir : Politics/International Relations | gpol : Domestic Politics

RE

china : China | waustr : Western Australia | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | austr : Australia | bric : BRIC Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcos : Developing Economies | easiaz : Eastern Asia

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