



News

China's local model

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306 words

3 June 2015

Weekly Times

HERWEK

WeeklyTimes

13

English

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TWO Gippsland **dairy** farms bought by **Chinese company** DFP will become model farms that could be replicated in the future.

That's according to DFP Australia general manager Roy Wang, who heads up the \$US5 **billion business** specialising in printing, cigarettes, packaging and alcohol, which recently bought farms at Poowong and Athlone.

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Mr Wang said DFP Australia's interest in **dairy** farming in Australia stemmed from food safety concerns in **China**, but the free-trade agreement between the two countries made it more attractive.

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"The environment is really important for food quality, especially for agriculture products." Gippsland was selected for its reliable rainfall and prominence in the Victorian **dairy** industry.

Mr Wang said DFP Australia could **buy** more farms in the future, but the current focus was on the recent acquisitions.

"We are new to the agricultural **business**, especially **dairy**," he said. "It is a big project for us. The **dairy business** will take some time to develop." Mr Wang hoped to create a model from these two farms that could be rolled out across others.

He said DFP Australia was happy to continue supplying the Gippsland farms' current processors Burra Foods and Murray Goulburn, but shipping **milk** back to **China** could be an option in the future.

The farms will employ local staff. "We want to be an Australian local **company**, we don't want to be seen as a foreign investor," Mr Wang said.

"We live here, use a local team and run the **business** the way the Australians do."

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