

Farm Frites to set up \$300Mn potato processing hub in Western Victoria

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Global frozen potato giant Farm Frites is planting roots in Western Victoria, investing \$300 million to build a major Asia-Pacific manufacturing base in the Wimmera region. The project will create 250 local jobs and significantly boost Australia's food manufacturing and agricultural output.

The new facility in Dooen, near Horsham, will produce up to 250,000 tonnes of frozen potato products annually once fully operational in 2027. Supported by the Victorian Government, the plant will use locally grown Australian potatoes to make Farm Frites' popular range of fries and potato-based snacks supplying well-known fast-food chains such as Hungry Jack's and KFC, as well as pubs, clubs, and takeaways across the country.

Running 24 hours a day, the facility will leverage the Wimmera Intermodal Freight Hub to efficiently distribute products nationwide. Its strategic location provides proximity to key potato-growing regions across Victoria, New South Wales, and South Australia, as well as excellent road and rail connectivity.

"This investment cements Victoria's position as Australia's food manufacturing powerhouse," said a state government spokesperson. "It's a win for local farmers, for jobs, and for regional food production."

Victoria's food and beverage manufacturing sector already leads the nation, generating over \$44 billion in sales and employing more than 76,000 people. The addition of Farm Frites' regional base is expected to further strengthen the

state's agri-food ecosystem from paddock to plate.

The Dooen facility will also open new pathways for training and career development in food technology, production, and logistics, supporting the Wimmera region's long-standing agricultural heritage.

As demand for quality frozen potato products continues to rise, Farm Frites' Australian expansion marks a major milestone in building a sustainable, home-grown supply for the nation's favourite side dish, the humble hot chip.