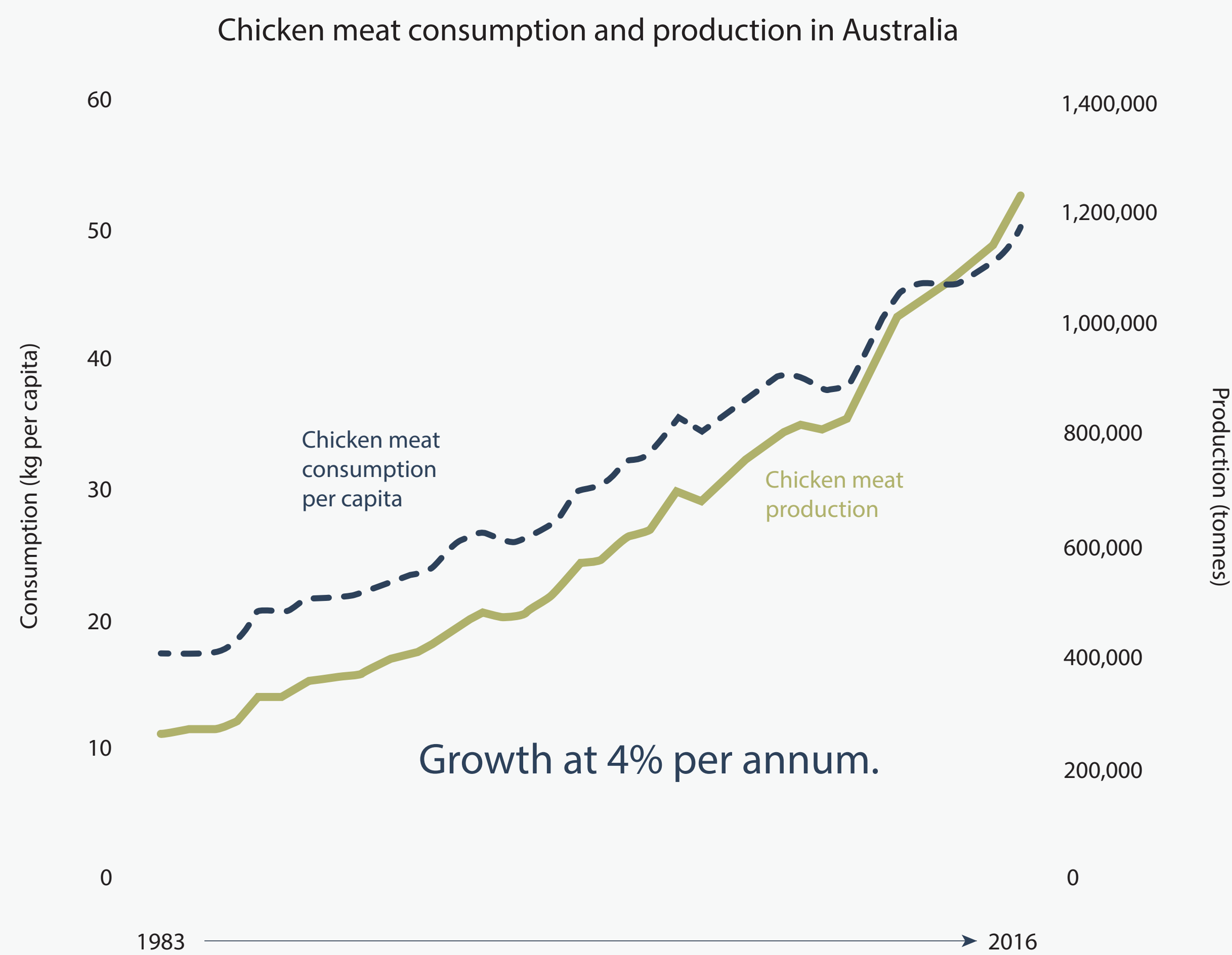


# CHICKENS VERSUS LATTES

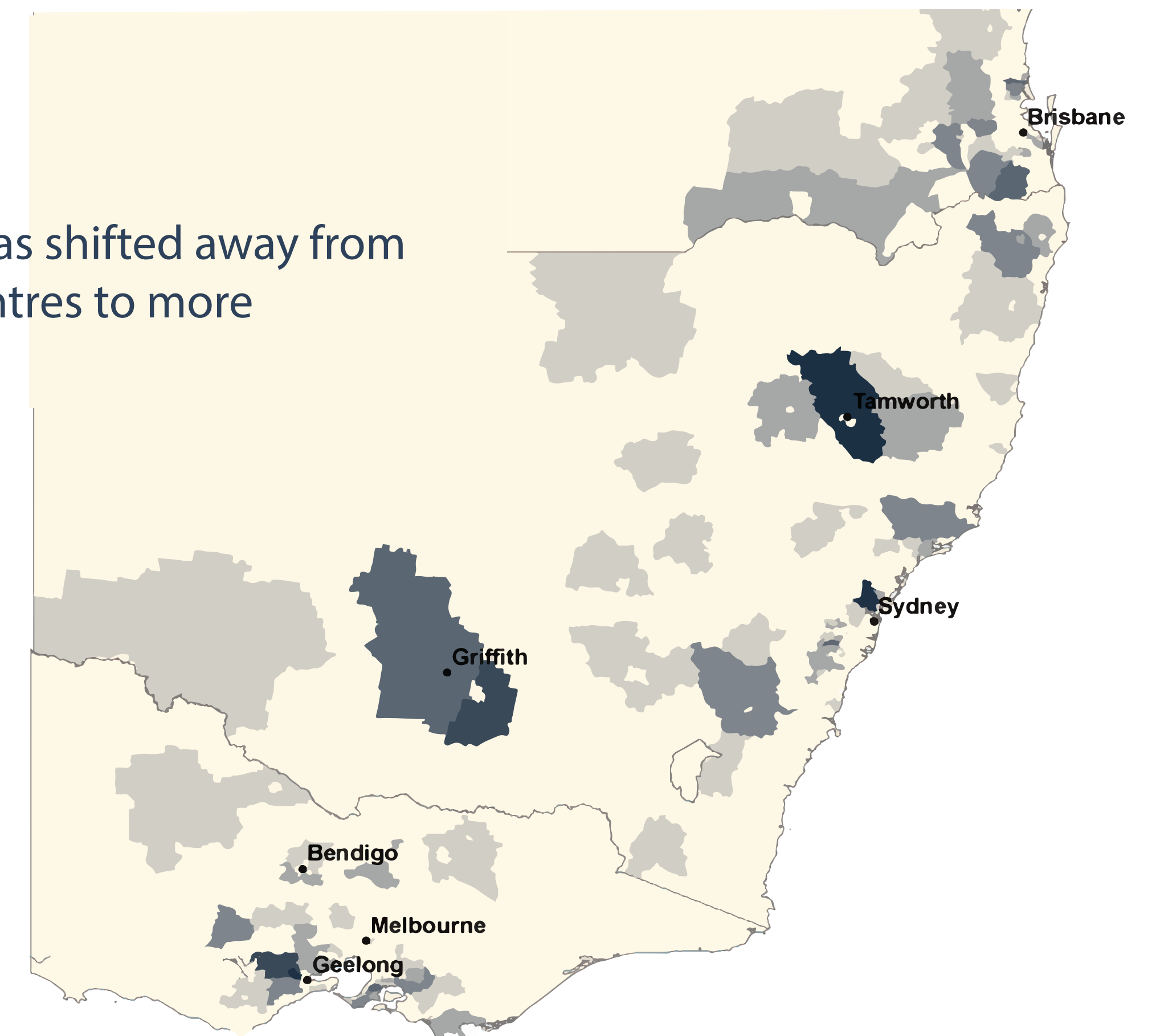
WILL HENDERSON, SENIOR CONSULTANT, RMCg



The industry is a significant employer in some towns.

Regions seek to attract the industry.

The industry has shifted away from population centres to more remote areas.



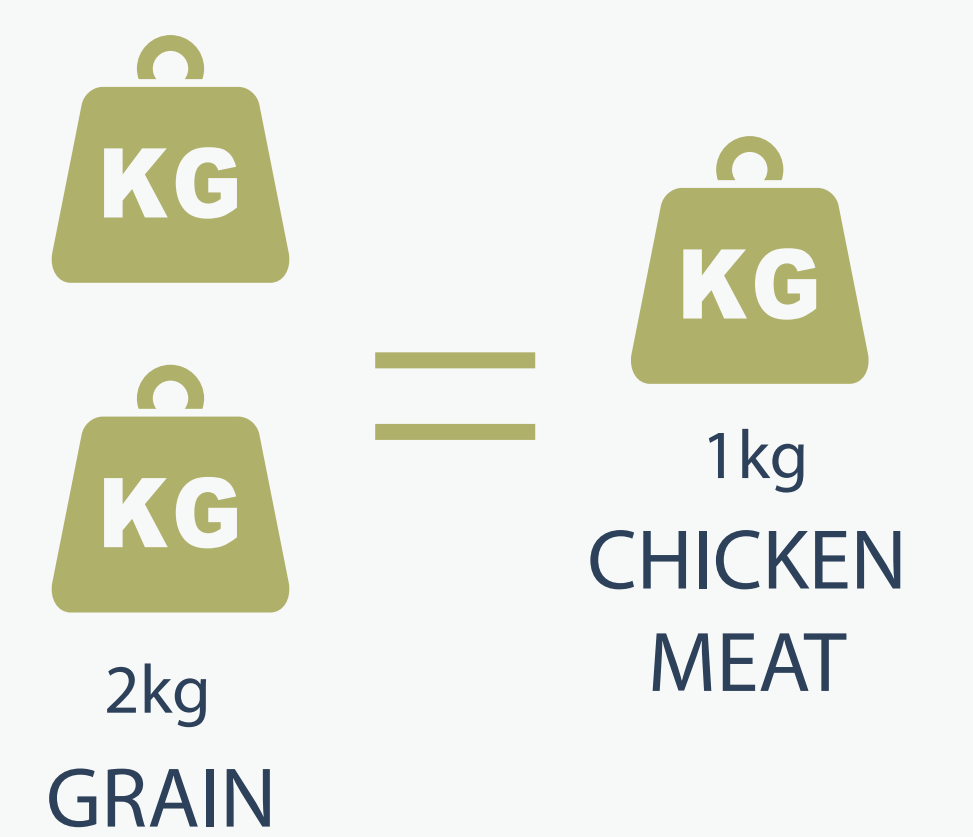
## THE INDUSTRY LOOKS FOR:

- Local grain supply
- Three-phase power
- B-double capable roads
- Reliable water supply
- Readily-available planning approvals

## Why has the industry shifted away from peri-urban locations?

### TRANSPORT

Cost of refrigerated transport has fallen. Better to be located near grain supply than markets.



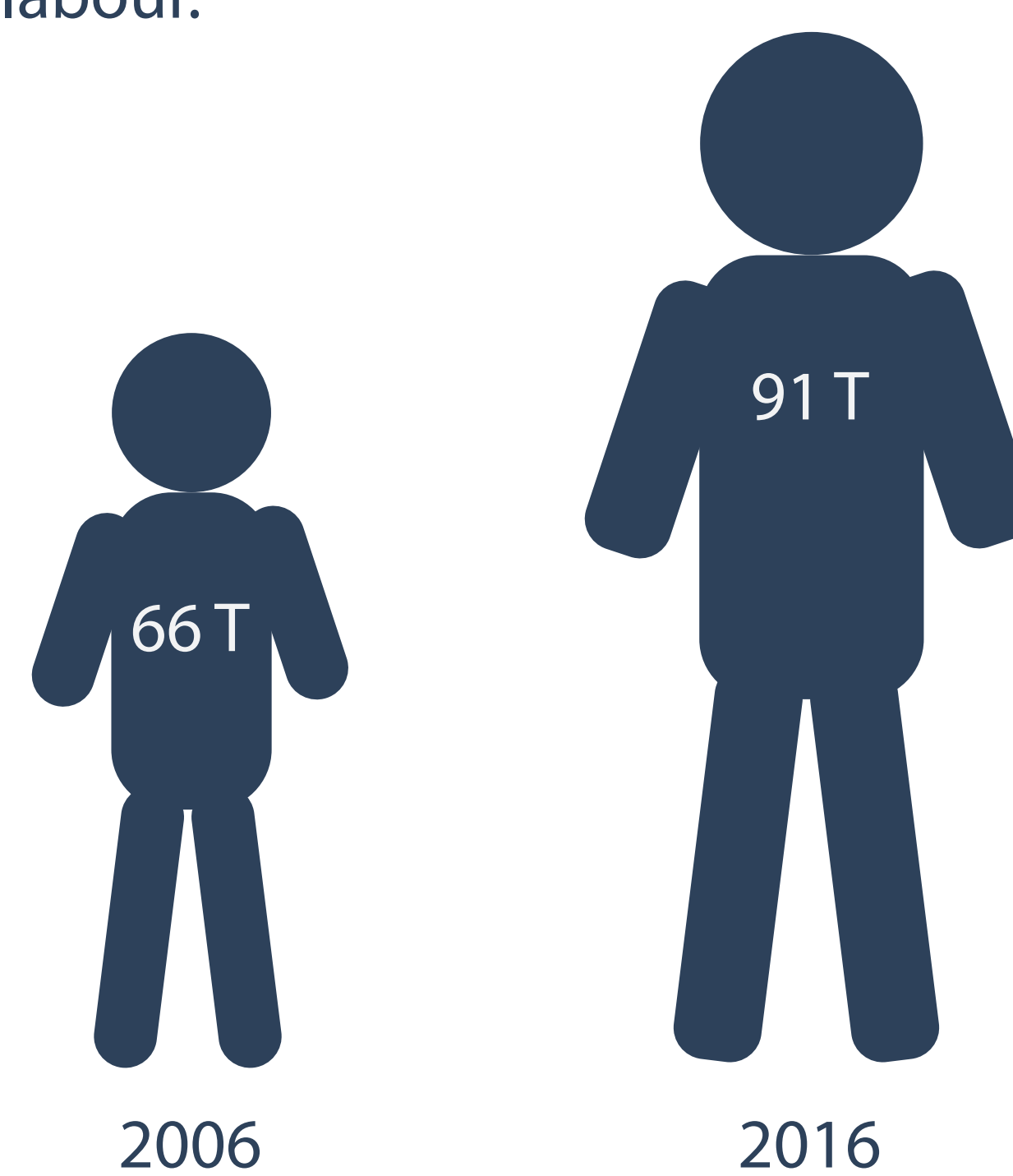
### CONFLICT WITH NEARBY RESIDENTS

One application near Castlemaine, Victoria received 900 objections. Planning appeals processes can cost more than \$500,000 for farmers.



### LABOUR EFFICIENCY

More efficient factories mean that processing plants no longer need to be located near to a large population for labour.



### ECONOMIES OF SCALE

Rise of 'mega-plants'. Lower cost to run one very large processing plant than two small plants.

Two companies control over two-thirds of production in Australia.



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<https://www.baiada.com.au>

## Implications for regional development

- 1 Intensive animal industries will progressively move to remote areas, away from population centres.
- 2 Peri-urban regions should not try to attract intensive animal industries to promote economic development.
- 3 Does your region have what it takes?