



## ThriveAgri expands fodder operations through Hay Australia purchase

AgTrade's livestock nutrition division, ThriveAgri, has expanded its operations with the acquisition of Western Australia and Victoria-based fodder business, Hay Australia.

Responsible for approximately 10 per cent of Australia's 1.35 million tonnes of hay exports last year, Hay Australia sources high quality fodder from producers to provide a premium product range for dairy, beef and equine customers – in both domestic and international markets.

ThriveAgri General Manager, Charlie Brown, said adding the business to the AgTrade portfolio would broaden ThriveAgri's reach across animal nutrition and present new opportunities to both producers and buyers of hay products.

"Providing a consistent and trusted supply of fodder through Hay Australia entirely supports ThriveAgri's overarching mission to help to ensure healthy animals and productive supply chains through delivery of high-quality animal nutrition services," Mr Brown said.

"Not only does this acquisition have some obvious benefits for our own hay needs, it also expands ThriveAgri's capability to service, develop and grow fodder markets."

Mr Brown said ThriveAgri would prioritise growing Hay Australia's supplier base by both engaging with dedicated hay suppliers and

with primary producers seeking to expand their business.

"Strengthening relationships with existing suppliers, while identifying new supply partners, will allow us to expand our product lines and operations, while meeting the unique needs of a broadened range of customers," he said.

Mr Brown said Hay Australia would have opportunities to leverage AgTrade's half a century of trusted partnerships in livestock industries, while also supplying hay to its own portfolio of livestock, genetics and meat companies.

"AgTrade has been operating for more than 50 years and is a trusted partner of businesses throughout the livestock supply chains in Australia and New Zealand," Mr Brown said.

"We also have strong, long-term relationships with major international customers across more than 26 nations, including the Japanese and Chinese fodder markets, while the AgTrade portfolio of businesses itself is one of the largest single consumers of hay in Victoria.

As part of the acquisition, AgTrade is delighted to welcome more than 60 Hay Australia employees to its existing team of 160 across Australia, New Zealand and trading partner nations. Hay Australia's Managing Director, Andrew Bolt, one of the company's founders, will continue in his role.

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### About AgTrade

AgTrade is an Australian-owned private company operating a diverse portfolio of global export agribusinesses, developed over the past 50 years. Specialising in breeder livestock and genetics, feeder and beef cattle, protein and animal nutrition, AgTrade's brands include AUSTREX, Paradigm Foods, ThriveAgri and Hay Australia. AgTrade contributes significantly to Australian and New Zealand rural economies and values its long-term relationships with more than 15,000 farming and primary production businesses. The AgTrade Group also invests in technologies for global best practice in agribusiness supply chains.