

Case Study

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GRIFFITH IS THE REGIONAL SERVICE CENTRE FOR THE VAST MURRUMBIDGEE IRRIGATION AREA, ONE OF THE MOST PRODUCTIVE AGRICULTURAL REGIONS IN AUSTRALIA. STRATEGICALLY LOCATED HERE IS PROTEN, A LEADING BROILER CHICKEN FARM DEVELOPER AND OPERATOR, WITH A TOTAL OF 21 POULTRY SHEDS ACROSS 56 HECTARES IN THE REGION OF GRIFFITH ALONE.

ProTen owns and operates over 659 poultry sheds across 54 broiler farms throughout New South Wales, Victoria, South Australia, Western Australia, and Queensland. ProTen's aim is to be the market leader in the design, construction, and operation of broiler chicken farms in Australia.

ProTen attributes a great deal of its past success to the adoption and implementation of a continuous improvement culture that encourages employees and other stakeholders to share new ideas and improved practices.

ProTen's existing Farms have the capacity to produce up to 174 million broiler chickens per year. This represents about 20 % of Australia's annual broiler chicken production.

ProTen utilises water from the Murrumbidgee Irrigation (MI) channels for all their Griffith farms. All dams and water channels on the farms are closely monitored, measured and operated by Murrumbidgee Irrigation. This has been an ongoing relationship for the past 20 years.

ProTen relies heavily on the water allocation delivered by Murrumbidgee Irrigation to ensure successful and sustainable water business operations for poultry, dams and shed management.



murrirrigation.com.au

Staying ahead of the game, using our modernised system to drive efficient operations and enable our region to grow in a time of less water.

Sustainability: A key driver

Sustainability of operations is a core part of ProTen's strategy and business vision. ProTen is strongly committed to protecting the welfare of its chickens and reducing environmental impacts to improve the sustainability of its business into the future.

ProTen continues to invest in a range of initiatives to reduce its environmental footprint. These initiatives include the management of water levels which are heavily relied upon for growing healthy poultry.

With efficient infrastructure associated with remote access and shortened water channels across the farms, ProTen can conserve water for both drinking and cooling agents.

The potential for adverse impact to surface water and groundwater resources from the operation of intensive poultry production farms is very low, with the risk of impact considered far less than traditional agricultural activities.



ProTen CEO and Board members visit new farm in Hanwood.

“ Given the controlled environment in which the Griffith poultry farms operate, along with the environmental licensing conditions with which it is required to comply, it poses a low risk to local water resources and no detectable impact is expected – the water requirements are met via an annual water allocation via the Murrumbidgee Irrigation Scheme.”

The importance of infrastructure

ProTen’s farms are modern facilities, equipped with leading edge technology to enhance the environmental conditions and maximise the efficiency of the growing of broiler chickens. The design features of ProTen’s poultry sheds include the following:

- Insulated wall and ceilings
- Solar Systems for sustainable energy use
- Computerised Climate Control and Tunnel Ventilation and cooling systems to ensure bird comfort under all conditions
- Automatic Feed and Drinking Systems
- Back-up generators for protection during power outages

ProTen has standardised its model for broiler chicken farming throughout the whole process from design to construction to the operations phase. Cost effective quality infrastructure is integral to ProTen’s business to enable stable production costs and consistent returns.

The relationship with Murrumbidgee Irrigation is key to ensuring the future of poultry for ProTen’s farms in Griffith. With the automation of the channel gates which are managed via Murrumbidgee Irrigation, they are able to access and operate these gates without setting foot onto the farms.

“ The Murrumbidgee Irrigation infrastructure is extremely innovative, their technology and remote access operating systems form part of our success – sustainability, efficiency and innovation is a primary driver at ProTen.”

The future of poultry

ProTen dominates the agriculture region of Griffith for poultry, but with the acquisition of new assets and updates to existing farms in the region ProTen will ensure a continued relationship with Murrumbidgee Irrigation.

Water management, sustainability, infrastructure, training, communication and engagement with the community is forefront of ProTen’s company vision.

