

Hay

Summary

Hay production is a large industry within the region with a gross value of production around \$11 million per annum. Production is greatest in the Rural City of Wangaratta (approx. 35%) with the industry evenly spread throughout the local government areas with the exception of Benalla and Wodonga. As with other cropping the industry does not have any significant advantages or impediments particular to the region.

North East Region	1996 – 97 AG Census	2000 – 01 AG Census	2008 ABS
Gross value of production	\$8,196,419	11,456,447	\$15,502,000
Production volume (tonnes)	65,281	81,778	100,787
Total area of production (ha)	17,323	18,966	23,825
Contribution to Victorian GVP of commodity	3.9%	2.9%	4%
Contribution to Australian GVP of commodity	1.4%	1.3%	
Estimated number of farms	976	990	1,191

Source: ABS Agricultural Census 1997, 2001 and 2008

Industry overview

Detail	Comments
Product description	Clover hay, rye hay and lucerne hay.
Main season	Harvest mid October to early November
Industry associations	Australian Fodder Industry Association.
Domestic market information	Producers will only cut hay if they can sell at good price, use it themselves or there is a surplus due to good conditions. Most Commonly, hay will go to a region experiencing drought or be used locally.
Export market information	The major exporter of hay is based at Tocumwal. The volume of hay from the AlpValleys region which goes to Tocumwal is unknown. However it is likely to be relatively small as most hay for export comes from irrigated areas in New South Wales.

Location of Hay industry within Alpine Valleys region

2008 Ag Census	Production volume (t)		No. of farms	
	North East Region		North East Region	
Alpine Shire	10,653		175	
Indigo Shire	21,729		240	
Towong Shire	25,112		273	
Wangaratta (RC)	2,690		43	
Wodonga (RC)	40,603		458	

Source: ABS Agricultural Census – 2008a

Projected hay industry growth

No opportunities for expanding hay growth have been identified. Hay production is expected to remain constant and is dependent on seasonal conditions.

Hay labour requirements

Most hay production is based on large bales and is highly mechanised. Contract harvesters abound and are well known within the industry. A shortage of contractors does not appear to be a problem at harvest time.

Hay marketing activities

There are no regional specific marketing activities. The industry is largely based on large bales. Local marketing of small bales is through newspaper advertisements and roadside signage.

Taxes, rates and charges paid

Taxes, rate and charges
Further information required