

NEWRY YABBY FARM

Business plan

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

Executive Summary

This business plan outlines the operation of a yabby farming business based on a 40-acre property located in Newry, Victoria. The farm will focus on breeding and cultivating freshwater yabbies for supply to local restaurants, with an annual revenue target of \$80,000. The property has four functional dams which will be used to rear yabbies in an eco-friendly and sustainable manner, adhering to all relevant Victorian and Wellington Shire council regulations.

Our goal is to establish a reliable and consistent source of high-quality yabbies for the local market, positioning ourselves as a key supplier to restaurants in the region. Currently, yabby farms are a niche market due to the high demand and minimal number of Australian farms illustrating that there is substantial demand for this business within the market. We will operate under the strict guidelines of the Victorian Government and Wellington Shire Council to ensure environmental sustainability, biosecurity, and business growth.

Business Objectives

- **Revenue Target:** \$40,000 per year from sales to local restaurants within the Wellington Shire and surrounding areas.
- **Sustainability:** Maintain an environmentally sustainable and bio secure yabby farm.
- **Quality:** Consistently supply high-quality yabbies to meet restaurant demand.
- **Compliance:** Comply with all Victorian legislation and Wellington Shire Council regulations.

Business Overview

Business Name: Newry Yabby Farm

Location: Newry, Victoria

Property Size: 40 acres with 4 functional dams

Target Market: Local restaurants in the Wellington Shire and surrounding regions.

Annual Revenue Goal: \$40,000

Business Model: Farming, harvesting, and selling yabbies to local restaurants.

Market Research & Analysis

Market Overview: Yabbies are a popular freshwater crustacean in Australian cuisine, especially in regional areas. Local restaurants in the Wellington Shire, particularly those focusing on Australian cuisine, seafood, and specialty dishes, are increasingly seeking fresh, locally sourced ingredients. The demand for high-quality yabbies from sustainable sources presents a significant opportunity for growth.

Target Customers:

- **Local Restaurants:** Restaurants focusing on local seafood, Australian cuisine, and specialty dishes.
- **Catering Services:** Local catering businesses that focus on regional or premium seafood.
- **Gourmet Retailers:** Potential for direct sales to high-end grocers or markets that focus on fresh, local produce.

Competitive Advantage:

- **Local Sourcing:** By supplying locally sourced yabbies, the business reduces transportation costs and carbon footprint as well as overseas importation, a growing consideration for eco-conscious consumers and restaurants.
- **Sustainability and Eco-Friendliness:** Focus on sustainable farming practices that meet local environmental regulations.
- **Freshness and Quality:** Direct supply to restaurants ensures the freshest product.

Operations Plan

Farm Layout:

Dams: The 40-acre property has four existing dams that already have a flourishing yabby presence. The yabbies will be managed for optimal growth and harvest cycles.

- Dam 1 and 2: **Grow-Out Area** – Where juvenile yabbies will be raised to marketable size.
- Dam 3: **Harvesting Area** – Reserved for the harvesting of mature yabbies.
- Dam 4: **Backup and Quarantine Area** – Used for quarantine purposes and backup stock.
- **Breeding tanks:** Used for breeding yabbies.
- **Shed:** Minimum shed size 18x9 metres for Breeding tanks, cleaning yabbies, freezers, storing equipment and feed.

Farm Operations:

- **Stocking:** Yabbies will be stocked at different stages of their life cycle (juvenile, sub-adult, and mature). The goal is to stagger harvest times to ensure a steady supply year-round.
- **Feeding and Care:** Yabbies are omnivorous and will be fed a mixture of natural pond food and supplemented with protein-rich feed.
- **Harvesting:** The harvesting process will be done by hand using nets and traps to ensure minimal environmental impact.
- **Processing:** Yabbies will be cleaned, packaged, and stored in a cool environment before delivery.

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

Labour Requirements:

- The farm will be a sole proprietorship between us as a couple.
- As the business grows, the need for part-time or full-time labour may increase.

Compliance and Regulatory Considerations

Victorian Guidelines:

1. **Fisheries and Aquaculture Regulations:**
 - Compliance with the **Fisheries Act 1995** and **Aquaculture Regulations 2001** to ensure the farm operates legally within Victoria's guidelines.
 - Register the farm with **Agriculture Victoria** for biosecurity purposes.
 - Adhere to regulations regarding the transport, sale, and release of yabbies to prevent environmental harm or the spread of disease.
2. **Wellington Shire Council:**
 - Obtain the necessary **Council Permits and Approvals** for farming operations, including the use of dams, land clearing, and any environmental considerations.
 - Adhere to the **Environmental Management Framework** as outlined by the Council, which includes water quality management and the responsible use of land resources.
 - Ensure compliance with **biosecurity protocols** for pest and disease management as per the **Wellington Shire's Local Laws**.

Environmental Sustainability:

- Implement sustainable farming practices, such as **water recycling** and the use of **native vegetation** around dams to maintain natural ecosystems and reduce water runoff.
- Conduct regular water quality testing to ensure that the yabbies thrive in a healthy environment.
- Adhere to biosecurity guidelines to prevent disease transmission, including regular monitoring for pests and diseases.

Marketing and Sales Strategy

Marketing Approach:

1. **Local Restaurant Outreach:**
 - Direct marketing to restaurant owners and chefs, highlighting the farm's commitment to local, fresh, and sustainable produce.
 - Organise tastings or farm tours for restaurant owners to showcase the quality of the yabbies.

2. Social Media & Website:

- Develop a simple, professional website with information on the farm, the product, and how local restaurants can order.
- Utilize social media platforms (Instagram, Facebook) to showcase the farm and its products.

3. Community Engagement:

- Participate in local farmers' markets or food festivals to build awareness of the brand.
- Offer special deals or collaborations with well-known chefs in the region.

Sales Channels:

- **Direct Sales to Restaurants:** The primary channel will be selling directly to local restaurants. This allows for consistent relationships with repeat customers.
- **Retail Opportunities:** Potential to expand into gourmet grocery stores or local markets in the future.

Financial Plan

Revenue Target: \$40,000 per year

To meet this target, we anticipate the following:

- **Selling Price per Yabby:** \$40 per kilogram (depending on market conditions).
- **Production Target:** 1000 kg of yabbies per year (adjusted based on harvest cycles, growth rates, and market demand).
- **Number of Restaurants:** 2-5 restaurants purchasing on a regular basis.

Expenses:

1. **Feed and Supplies:** Approx. \$5,000 per year for feed, equipment, and maintenance.
2. **Permits and Licenses:** Approx. \$2,000 per year for regulatory compliance.
3. **Marketing & Website:** Approx. \$300 per year for local marketing and website development.
4. **Maintenance and Utilities:** Approx. \$5,000 per year for dam maintenance, water quality testing, and other utilities.

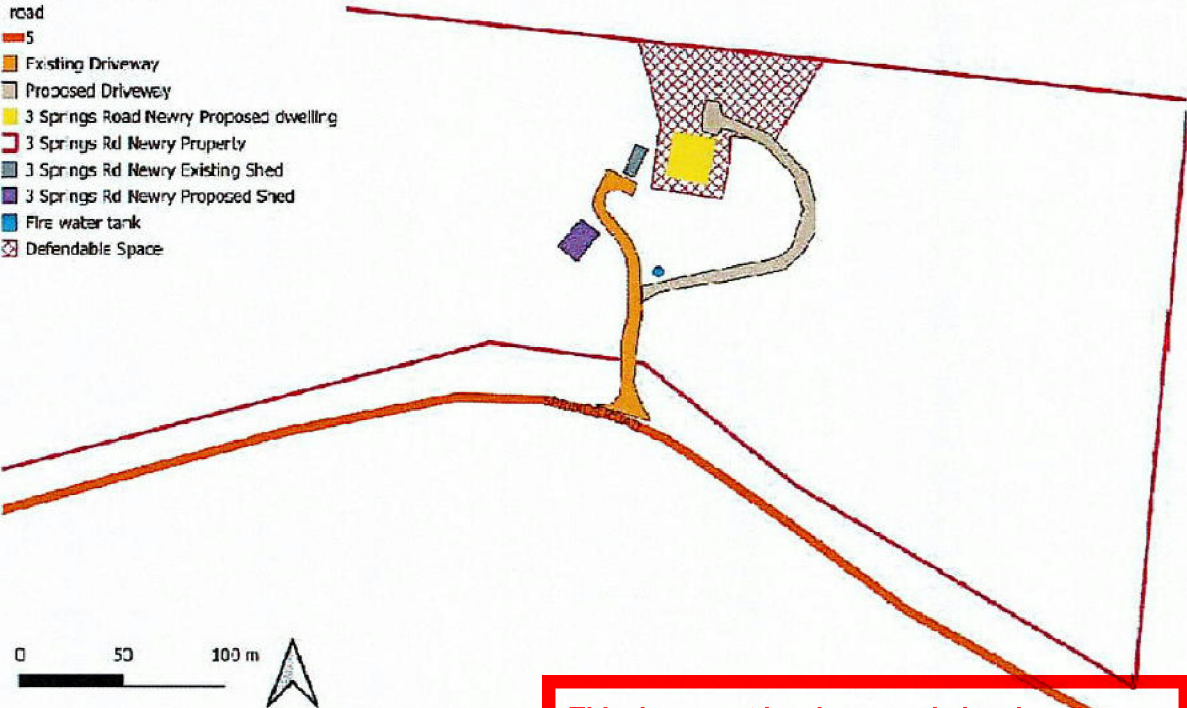
Profit Margin: With sales of \$40,000 and expenses around \$12,300, the expected profit margin would be approximately 69.25%.

Conclusion

Newry Yabby Farm is poised to capitalize on the growing demand for locally sourced, sustainable freshwater yabbies. By following the strict environmental and biosecurity guidelines set forth by the Victorian Government and Wellington Shire Council, the farm will operate ethically and efficiently. With a clear market focus on local restaurants, a strong sustainability model, and a clear operational plan, this business has the potential for steady growth and success in the region.

Bushfire Management Plan – Lot 3 Springs Rd Newry

- Legend
- 5
 - Existing Driveway
 - Proposed Driveway
 - 3 Springs Road Newry Proposed dwelling
 - 3 Springs Rd Newry Property
 - 3 Springs Rd Newry Existing Shed
 - 3 Springs Rd Newry Proposed Shed
 - Fire water tank
 - Defendable Space



Prepared By:

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

Bushfire Protection Measures

Mandatory Condition

The bushfire protection measures forming part of this permit or shown on the enclosed plans, including those relating to construction standards, defendable space, water supply and access, must be maintained to the satisfaction of the responsible authority on a continuing basis. This condition continues to have force and effect after the development authorized by this permit has been completed.

a) Defendable Space

Defendable space is provided for a distance as per attached plan around the building and managed in accordance with the following:

- Grass must be short cropped and maintained during the declared fire danger period.
- All leaves and vegetation debris must be removed at regular intervals during the declared fire danger period.
- Within 10 metres of a building, flammable objects must not be located close to the vulnerable parts of the building.
- Plants greater than 10 centimetres in height must not be placed within 3m of a window or glass feature of the building.
- Shrubs must not be located under the canopy of trees.
- Individual and clumps of shrubs must not exceed 5 sq. metres in area and must be separated by at least 5 metres.
- Trees must not overhang or touch any elements of the building.
- The canopy of trees must be separated by at least 5 metres.
- There must be a clearance of at least 2 metres between the lowest tree branches and ground level.

b) Construction Standard

Building designed and constructed to a minimum Bushfire Attack Level of BAL – FZ

c) Water Supply

The following requirements apply:

- An effective capacity of 10,000 litres
- Be stored in an above ground water tank constructed of concrete or metal.
- Have all fixed above ground water pipes and fittings required for firefighting purposes made of corrosion resistant metal.
- Include a separate outlet for occupant use

Where a 10,000 litre water supply is required, the following fire authority fittings and access must be provided:

- Be readily identifiable from the building or appropriate identification signage to the satisfaction of the relevant fire authority.
- Be located within 60 metres of the outer edge of the approved building.
- The outlet/s of the water tank must be within 4 metres of the accessway and unobstructed.
- Incorporate a separate outlet or gate valve (British Standard Pipe (BSP 65 millimetre) and coupling (64 millimetre CFA 3 thread per inch male fitting).
- Any pipework and fittings must be a minimum of 65 millimetres (excluding the CFA coupling).

d) Access

Access Required: Yes ☒ No ☐

The following design and construction requirements apply:

- All-weather construction
- A load limit of at least 15 tonnes
- Provide a minimum width of 3.5 metres
- Be clear of encroachments for at least 0.5 metres on each side and at least 4 metres vertically.
- Curves must have a minimum inner radius of 10 metres
- The average grade must be no more than 1 in 7 (14.4%) (8.1%) with a maximum grade of no more than 1 in 5 (20%) (11.3%) for no more than 50 metres.
- Dips must have no more than a 1 in 8 (12.5%) (7.1%) entry and exit angle.

Length of access is greater than 100 metres: Yes ☒ No ☐

Where length of access is greater than 100 metres the following design and construction requirements apply:

- A turning circle with a minimum radius of eight metres, or
- A driveway encircling the building, or
- The provision of other vehicle turning heads – such as a T or Y Head – which meet the specification of Austroad Design for an 8.8 metre Service Vehicle.

Length of driveway is greater than 200 metres: Yes ☒ No ☐

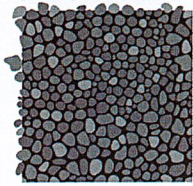
Where length of access is greater than 200 metres the following design and construction requirements apply:

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

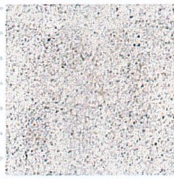
By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



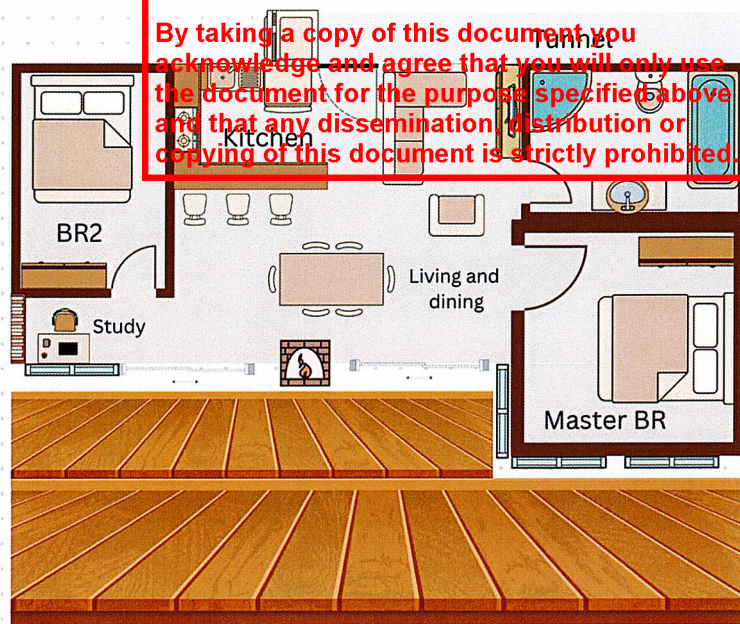
Internal walls

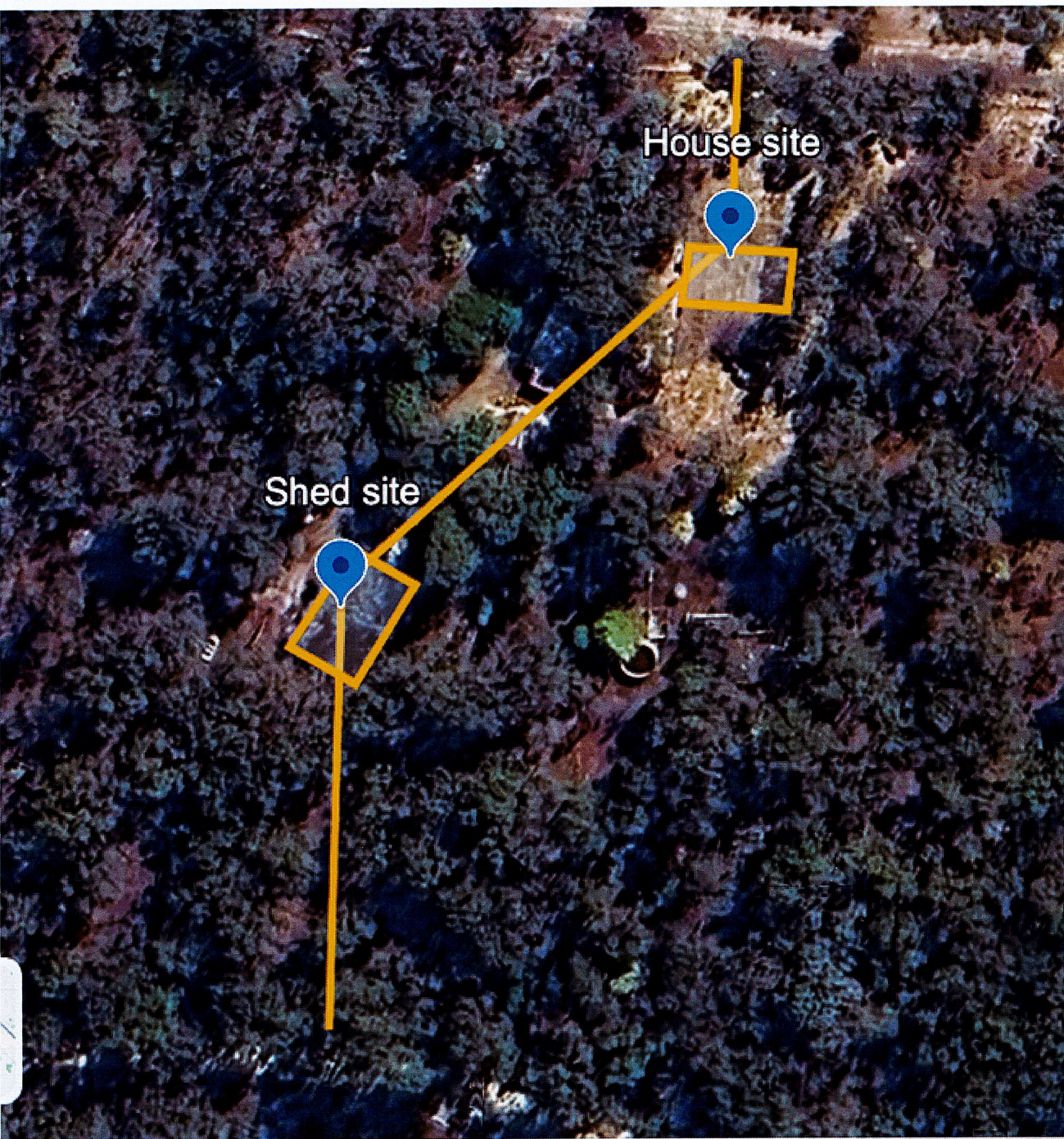


External walls



Flooring





Shed foot print



Perimeter

59.46 m

Area

210.58 m²

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

Advanced measurements ⓘ

Elevation estimate

Min: 154.48 m | Median: 155.95 m | Max: 156.75 m



Edit



100%

[Data attribution](#)

8/22/2024

37°50'46.19"S 146°53'53.80'

This document has been copied and made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose.

By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

