



Murrumbidgee Irrigation

Case Study

Baiada
Griffith



The Baiada story began over one hundred years ago, when the founder, Celestino Baiada, moved to Australia in 1916 and launched a successful career in both the poultry and property industries.

Fast forward to today, the Baiada business continues its poultry processing and farming in the Riverina, which began in the late 1950's.

One of Baiada's most significant achievements was the acquisition of Bartter Holdings, which included the iconic Steggles brand, making the company one of the biggest producers of chicken meat in the country.

INTEGRATED BUSINESS MODEL

The Baiada business is fully integrated consisting of a hatchery, breeder and rearing farms, feed mill, abattoir, processing plant, rendering, distribution centre and water treatment.

"We have farms everywhere from Darlington Point, Narrandera, Rankin Springs, around to Balgownie, and then in Griffith itself," said Chris Quinn, Griffith's Operations Manager.

Upwards of 45 percent of the Baiada business comes out of the Griffith area, meaning the MIA holds the largest poultry processing area and plant in Australia.

SELF-SUFFICIENT PROCESSING

The Baiada business is proud of their self-sufficiency, allowing them to continue to consistently deliver quality products to their customers.

MI supplies the water required for the farms, including over 400 chicken sheds. A significant amount of water is used within the processing plant.

"We receive the water from MI – treat it, filtrate it and use it for processing and then we use treated water from our new water facility for farming irrigation which is recycled from the processing plant."

WHY PARTNER WITH MI?

The main driver that secured the partnership between Baiada and MI was a cost versus benefit analysis. Offering better access to water and less dependence on town water, it was a necessity from a business standpoint.

"There would have been costs involved in running town water to our facilities and in having a line big enough to supply this level of water. Now our processing water is direct from MI's channel."

"For decades, Baiada and MI have had a good working relationship with them providing quality water for our birds to drink on our farms and supplying the water we use in our processing plant."





Murrumbidgee
Irrigation

Case Study

Baiada
Griffith

“MI have been great to us—any time we ask for water to be delivered to a certain gate, they come back to us with what’s available and what they can do. We control the gates so we can take responsibility for the water coming in.”

CHALLENGES AND OPPORTUNITIES

“Water quality and security is a top priority for Baiada—we can only continue to expand in the Griffith area if we have water available.”

A partnership between Baiada, MI and the local council has allowed the business to achieve a position where water access is no longer an issue.

“We’ve built a 900 megalitre dam for processing so that we can store water over the period when MI needs to shutdown for maintenance. Without water security and excellence in water delivery, our business is unable to grow.”

In addition to water security, MI supports Baiada in their water treatment projects by offering advice and providing better ways to achieve their goals.

“Our water treatment plant now delivers a quality of water that can be used for many irrigation purposes. We process our chickens using water delivered from MI, and it is significant from a sustainability perspective that the processed water can be used to further irrigate and produce grain and cereals around our area.”

MODERNISATION – A KEY PLAYER

Modernisation is critical to effective water evaporation, the easing of water delivery pressures, and the delivery of precise water volumes.

“Overall, we believe that we will continue to see water security improve and become even more stable.”

“The MI team have always been very open and easy to work with, especially from a water treatment point of view. For instance, if we’ve missed a water order the team are always quick to jump onboard and help address the issue because they understand our business and they know how important our business is to the wider region. They know our success is integral to their success as a water delivery company.”

