

# Reid Stockfeeds Expands Operations into Western Victoria



## **Customer**

Reid Stockfeeds has been in business for over 25 years, supplying mixed feed to Victoria's dairy, poultry and pig farms. Reid Stockfeeds is the largest family owned manufacturer and supplier of dairy and intensive animal stockfeed in Victoria. Employing in excess of sixty people and manufacturing 200,000 metric tonne of feed annually, it operates three feedmills in Colbinabbin, Trafalgar and Cobden.

## **Customer Need**

The customer already had mills servicing Eastern and Central Victoria and was keen to expand its operation with a new mill in the Western region of the state.

## **Solution**

A new feedmill was built in Cobden in 2010.

Gordyn & Palmer was awarded the contract for the supply, installation and commissioning of the electrical and control system. This included all Main Switchboards, Motor Control Centres and associated field cabling and hardware supply. Gordyn & Palmer also provided plant electrical engineering and documentation.

The latest state of the art Genius Feedmill control system, produced locally by Gordyn and Palmer, was installed at the mill. The system controls feed production from the raw material intake to the outloading of finished product and includes highly accurate batch weighing.

## **Outcome**

Gordyn & Palmer worked closely with Talbot Milling, who managed the mechanical design, supply and installation, and Reid Stockfeeds to ensure the project was delivered on time and on budget. The accuracy and throughput of the system upon completion exceeded the customer's expectations.

The system is Ethernet based and operates on a standard PC making the need for specialized equipment obsolete reducing downtime. It handles all weighing and mixing tasks as well as recipe input, batch sequencing, destination control and reporting. Recipes are automatically downloaded from Reid's least cost formulation software via the network eliminating manual handling and contamination.

The hardware used to build the Genius system includes the latest developments in computer and process control technology. This structure enabled all communication security to be handled using the same security technologies with which Reid's IT departments used.

“One of the most important aspects of working with a supplier of this type of equipment, is the suppliers employees. I congratulate Gordyn & Palmer on the professional attitude of their staff. Not only during normal business hours, but most importantly, after hours. Their electrical & industrial automation is first class and we commend the Company on its products and after sales service”.

**Rob Jenkins**  
**Group Operations Manager**  
**Reid Stockfeeds**

