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Mitchell 'Benalla' Sells at \$360/acre in Buffel Grass Auction

August 9, 2025

— Categories: *Economics*



The sale of “Benalla,” a substantial 7,158-hectare (17,688-acre) buffel grass property in the Barcoo district near Mitchell, closed at auction for roughly \$360 per acre, marking a strong performance in today’s rural land market. Hosted by Ray White Rural, the auction drew solid interest from prospective buyers keen on high-quality grazing land with proven productivity.

The property supports an estimated carrying capacity of 640 adult cattle or “adult equivalents” underscoring its solid suitability for beef production enterprises.

A range of rural and agricultural platforms, including Queensland Country Life, Farm Weekly, FarmOnline, and Stock & Land, reported on the sale, noting both the size of the

holding and its productivity credentials.

At approximately \$360 per acre, the reported sale price reflects strong demand for quality grazing land in central Queensland. Buyers in this sector typically look for reliable pasture species, like buffel grass, that offer both drought resistance and consistent feed availability. The per-acre value of “Benalla” aligns with market expectations for productive rural holdings with proven cattle-rearing capacity.

The successful sale also highlights investor confidence in agricultural property amid ongoing domestic and global shifts in commodity markets. Rural land remains a strategic asset, particularly for agribusinesses aiming to expand herd productivity or secure long-term grazing reserves.

While final buyer identity and future land-use intentions remain undisclosed, observers see opportunities for both cattle operation expansion and potential diversification, such as combining grazing with carbon farming or renewable projects, given the property’s scale and resilience.

In summary, the “Benalla” auction underscores enduring appetite for prime Central Queensland grazing land. With its proven capacity, strategic location near Mitchell, and execution via a reputable broker, this sale sets a strong benchmark for similar properties moving forward.