



Australian Dairy Industry Council Inc.

Media Release

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Dairy industry prepares for 70% increase in world's food demand by 2050

For immediate release

The Australian Dairy Industry Council (ADIC) held its Annual Industry Leaders Breakfast today in Melbourne. The event's theme of *Eating & drinking in 2050: Consumers and markets of the future* was discussed and debated heavily among attendees and prominent members of the dairy industry.

According to research by the United Nations Food and Agriculture Organisation, by the year 2050, the world's population will reach 9.1 billion, a 34% increase on today's current headcount.

With this surge in population, demand for food will increase by 70% - this is a statistic the dairy industry does not take lightly. Providing for a much larger population will challenge the dairy industry and its supply chain to remain sustainable and united, a topic widely discussed at the breakfast.

"Sustainable growth is vital for survival in any industry. Dairy farmers and dairy companies across Australia must continue to grow and adapt to the challenges presented so that they may thrive in the future" said Chris Griffin, outgoing Chair of the ADIC.

The keynote speaker for the event was world renowned economist Professor Neville Norman, ably supported by Mr Steve Spencer of Fresh Logic and Mr Charles McElhone of Dairy Australia.

The ADIC Annual Industry Leaders Breakfast debuted in 2006 and provides a forum for the dairy industry's most valuable members to congregate and discuss issues important to them.

The event attracts over 200 members of the dairy industry, ranging from farmers to manufacturers to industry leaders. It is a celebration of growth and a chance to encourage unity in the dairy industry.

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