

April 2013 Update



ADF Membership

Have you become a member of ADF?
Any dairy farmer who is a member of their State dairy body may join ADF at no additional cost.

Dairy farmers can now communicate with ADF directly on national issues, attend ADF annual general meetings and will be able to vote on the election of Business Directors.

Further information regarding ADF membership can be found at the ADF website www.australiandairyfarmers.com.au

We encourage all dairy farmers to join ADF by simply downloading the Membership Form on our website, completing and returning the form to the ADF office.

Contact: Natalie Collard



Seeking Expression of Interest for ADF Policy Advisory Groups (PAGs)

ADF is seeking Expression of Interest for members to join one of ADF's PAGs.

WE WANT YOU

The ADF PAGs are committees that assist the ADF Board and National Council in fulfilling responsibilities to:

- Develop appropriate business goals and objectives;
- Anticipate and research potential policy settings, interpret implications for the dairy industry and formulate ADF strategies and policies
- Recommend policy settings to the Board via the National Council
- For issues impacting on the whole of dairy supply chain, formulate strategies and policies for the ADIC
- Consult with and provide feedback to Dairy Australia Reference Groups; and
- Consult with and provide guidance and feedback to State Dairy Farmer Organisations (SDFOs) and key industry partners, particularly Dairy Australia, National Farmers Federation, Australian Dairy Products Federation, Australian Dairy Industry Council and Animal Health Australia.

The five ADF Policy Advisory Groups are:

- Animal Health and Welfare
- Farming Systems and Herd Improvement
- Markets, Trade and Value Chain
- Natural Resources
- People and Human Capacity

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ADF Business Members are invited to lodge a brief statement indicating reasons for interest in the PAG and a brief summary of experience relevant to the PAG. In order to obtain a copy of the form, please contact the ADF office directly, applications close 10 April 2013.

Contact: Natalie Collard

ADF welcomes new staff

ADF is pleased to announce the appointments of Rachel Jones, Nick Green and Emma LaRosa to the ADF team.

Rachel Jones has joined the ADF team in the position of Policy Officer. Rachel comes to ADF with a strong policy and advocacy background, having previously worked in federal politics. As a Policy Adviser, Rachel was responsible for developing policy in the field of justice and public security. Rachel's most recent role was Communications Officer to a Federal Member of Parliament.

Communications Manager Nick Green is a marketing, public affairs and communications specialist. In a career spanning 15 years, Nick has worked within the corporate, not-for-profit and government sectors delivering campaigns and programs across areas such as telecommunications, ICT policy and education, environmental sustainability, transport, health and science.

Nick holds a Bachelor of Arts degree in journalism and political science and post graduate qualifications in digital media technologies and writing and editing.

Emma LaRosa has joined ADF and is our new Receptionist. Emma comes with a background in Administration and Coordinating. Emma's most recent role was the Primary Division Sales Coordinator and New Zealand Sales Representative for Oxford University Press.

Contact: Natalie Collard

ADF supports NFF calls for a mandatory code for supermarkets

ADF has welcomed the National Farmers Federation's (NFF) calls for the Australian Government to introduce a mandatory code of conduct for the super market industry aimed at preventing misuse of market power.

Mr Noel Campbell, President of ADF, said that "like the NFF, we are also calling for an Ombudsman and penalties to apply when supermarkets breach the code. What we need is a code with teeth."

Contact: David Losberg

ADF wary of direct contracting

ADF is cautious of moves by Woolworths to establish direct contracting between itself and a small group of NSW dairy farmers for fresh milk supply, as announced at Sydney's Royal Easter Show in late March.

Woolworth's announcement is an acknowledgement that its milk war with Coles is pushing dairy farmers to the wall, but does not address the underlying cause of farmers' hardship, \$1/L milk.

Mr Noel Campbell, President of ADF, noted that similar arrangements in the UK broadened the gap between the "haves" and the "have nots", and that the best way to ensure all dairy farmers received a fair price for their product was to increase the price of private label milk, and the establishment of a mandatory Code of Conduct and Supermarket Ombudsman.

"ADF will continue to look at ways to work with the major retailers and believes that a Code of Conduct and Ombudsman (with teeth) that covers the entire value chain and balances retail market power are even more important in the context of Woolworths' latest announcement."

Contact: Nick Green

ADF CEO a finalist in the National Leadership Award

The National Australia Bank (NAB) Women's Agenda Leadership Awards announced Australian Dairy Farmers CEO, Ms Natalie Collard, as a national finalist in its Emerging Leader in the Public or Not for Profit category.



The NAB sponsored women's leadership award recognises women that are agenda-setters, leaders in their field and celebrating the valuable contribution women make to Australian business.

Ms Collard has been recognised as one of six finalists for her work in restructuring the ADF and creating a stable financial platform for the organisation.

ADF President, Mr Noel Campbell said the ADF team were delighted with Ms Collard being named a national finalist. "Ms Collard's contribution to ADF and the value this brings to the dairy industry is immeasurable. The new structure and Natalie's many other achievements continue to positively impact on ADF's operations and its ability to deliver value to dairy farmers in the form of policy development, lobbying and advocacy," said Mr Campbell.

Contact: Natalie Collard

Coles Video just PR spin

A recent video produced by Coles that tried to justify its discounting of milk has been widely criticised by industry as simply an expensive piece of PR spin.

A Coles' spokesperson suggested at the time the video was released that the high production cartoon had been created to explain its position on discounted milk and reinforce the belief that its price discounting had little or no impact on farm gate prices. Coles claimed other factors such as the high



Australian dollar and poor export environments were the cause of Dairy's problems.

Coles stated that it is wrong for the dairy industry to blame Coles for this. Australian Dairy Farmers spokesman Nick Green said the campaign glossed over the impact activities such as milk price discounting had on the dairy supply chain and farmers profits.

"ADF welcomes the recent government calls for a mandatory grocery code of conduct commission" said Mr Green.

Contact: Nick Green

ADF Policy

ADF has been working hard on Markets, Trade and Value Chain related issues and is pleased to see some of that work coming to fruition.

ADF helped establish the Senate inquiry into the \$1 per litre milk and put in a number of submissions that showed its impact on the dairy industry. We have also written numerous times to the ACCC on the issue pointing out areas that need to be investigated – the most recent being the misleading and incorrect facts in the Coles video and cartoon.

We have spoken to many politicians and have helped them understand the importance of the dairy industry, the way it is being affected by \$1 per litre milk and its impact on dairy farming families. ADF has also appeared at the Senate inquiry into the processing sector and are extremely pleased that the ACCC has announced it is investigating the major retailers and the way they treat their suppliers.

ADF has been at the forefront of developing and lobbying for a Code of Conduct and Ombudsman to balance the market power of the major retailers. We have pushed this hard for the last two years and have fought against the interests aligned against us. We have lobbied hard, both privately and publicly and have moved politicians from saying there isn't a problem, consumers are doing well, to realising that farmers and suppliers aren't being treated right and that consumers will suffer in the long term.

We are also working on changes to the Competition and Consumer Act 2010 to strengthen it and the powers of the ACCC to give it some teeth.

In 2011 we got the Collective Bargaining authorisation for the dairy industry from the ACCC for another ten years and we are working on ways to strengthen it for dairy farmers.

Contact: Nick Green

ADF Meetings

ADF has been involved in several meetings lately, which include:

Developing Dairy Leaders Program - The first residential of the current Developing Dairy Leaders Program was held from 4 to 8 February 2013. Noel Campbell, Natalie Collard and David Losberg from ADF presented at the first residential on Tuesday 5 February on policy development and advocacy.

The presentation covered how policy is formed, how to provide advocacy and representation and how it all ties together at a national level. ADF National Council members also attended a dinner held for the participants on 6 February.

The overall feedback from the program was highly positive, and following the program several of the participants contacted ADF with advocacy or policy ideas, with some expressing an interest in joining a Policy Advisory Group.

The second residential of the 2013 DDLP will be held in Canberra from 24 to 26 June.

Election Priorities - We recently met the Parliamentary Secretary for Agriculture, Mr Sid Sidebottom, who has responsibility for dairy and put our election requests to him.



They cover trade, value chain, industrial relations, R&D funding, immigration, water, carbon and other issues.

Australian Dairy Leaders

Luncheon – President Noel Campbell and CEO Natalie Collard attended the Australian Dairy Leaders Luncheon, hosted by Chairman Mike Taylor and CEO Mary Harney from The Gardiner Foundation.

Guests heard presentations from The Hon. Peter Walsh - Minister for Agriculture and Food Security, Mr Barry Irvin – Executive Chairman of Bega Cheese and Mr Angus Taylor – Director of Port Jackson Partners.

Trade Reference Group Meeting - ADF President Noel Campbell, CEO Natalie Collard and Senior Policy Manager David Losberg, attended the dairy industry's Trade Reference Group meeting on Tuesday 12 February. Key agenda items included an update from DFAT on trade negotiations, including Free Trade Agreements and the Trans-Pacific Partnership Agreement, a review of trade policies and priorities and future trade engagement.

ADF has worked closely with others in the industry to maximise trade for the industry. We understand the need for a strong export market and constantly push this with government, other countries and industry. The importance that dairy places on Free Trade Agreements is something Government and DFAT negotiators can be in no doubt on.

Meeting with Coles - ADF President Noel Campbell and CEO Natalie Collard met with Coles Managing Director Ian McLeod and senior staff on 1 February 2013.

The meeting was part of ADF's ongoing dialogue with Coles. ADF's aim was to again explain the impact milk priced at \$1 per litre is having and work with Coles to ensure we have a strong and viable dairy industry into the future.

Cattle Animal Welfare Standards and Guidelines

The development of these Standards is an important part of the Australian Animal Welfare Strategy and they will replace the Model Code of Practice for the Welfare of Cattle (2004). The Standards provide a basis for developing and implementing consistent legislation and enforcement across Australia and provide guidance for all people responsible for cattle.

The recommended Standards and Guidelines that apply to beef and dairy cattle were developed in consultation with State and Territory governments, industry organisations and animal welfare groups. Detailed analysis of the welfare benefits and costs of the requirements of the standards have

been included in the Regulatory Impact Assessment and include options proposed by the RSPCA.

It is anticipated the proposed Standards and Guidelines together with an analysis of possible more stringent options will be released in March for what is expected to be a 60 day period of public consultation. Recommendations will then be prepared for endorsement by the Primary Industry Standing Committee (PISC) and the Ministerial Council SCoPI.

It will be important for the dairy industry to provide feedback on the recommended Standards and Guidelines as well as to ensure the dairy industry view is taken forward to state ministers for Primary Industry. Material to assist with this process will be prepared and made available once the timing of the public consultation is announced.

Contact: Kevin Shiell 0413 800 349
Terry Toohey 0428 663 636

ADF Animal Health & Welfare Policy Advisory Group

The ADF AH&W PAG met on 31 January 2013. Matters considered included:

- Dairy industry funding for national animal health programs through Animal Health Australia
- A draft FMD AUSVETPLAN Dairy Enterprise Manual – it was recommended that the manual be forwarded to DAFF
- A review of calf hygiene and the BJD Dairy Score – it was recommended that the ADF reconfirm the dairy industry commitment to managing BJD through the 3 Step Calf Plan and JD CAP
- An update on progress in reducing residue violations
- Results of the Dairy Australia Animal Husbandry Survey
- Livestock Transport Standards – progress on implementation of the calf time off feed industry standard
- Cattle animal welfare standards and guidelines
- Dairy heifer exports
- Dairy Australia animal health and welfare regional meeting

Contact: Kevin Shiell 0413 800 349
Terry Toohey 0428 663 636

Milestone Award for ADHIS

During International Dairy Week, the National Herd Improvement Association (NHIA) awarded ADHIS a milestone achievement award for 30 years of ABVs in recognition of outstanding service to the Australian herd improvement industry.



ADHIS is enormously proud of the service it has been able to deliver to farmers and the herd improvement industry and is grateful to NHIA for this award.

The organisation continues to keep its eye firmly on new

developments that will continue to improve the opportunities genetics can deliver.

Contact: Daniel Abernethy

Celebrating 30 years of ABVs

In 2013, ADHIS celebrates the 30 year anniversary of the first release of ABVs. Thirty years of ABVs means farmers



are milking more of the kind of cows they want in their herds. With the help of bull breeding companies providing genetically superior bulls, today's national herd is

\$234 per cow more profitable producing 30 kg more protein than the 1983 equivalent.

Since its inception ADHIS's development has been guided by passionate farmers who have served on its Board. Boards have seen many changes in the delivery of genetic evaluation services but have never lost sight of aim of maximising opportunities for farmers to benefit from genetics through independent data, backed by strong science.

ADHIS is an Australian Dairy Farmers initiative that receives the majority of its funding from Dairy Australia through the Dairy Service Levy.

Contact: Daniel Abernethy

2013 CEO CookOff

On Monday 11 February, Qantas and OzHarvest hosted the 2013 CEO CookOff, and feed approximately 1,000 people in need.

The event highlights challenges facing Australians in need in the areas of food, security, homelessness and youth in crisis and gives participants an extraordinary opportunity to challenge their culinary skills.

Matt Linnegar, CEO of the National Farmers' Federation was joined by 132 CEO's and 36 Chefs participated to maintain the standards. Total of donations is yet to be announced but expectations were in excess of \$2,000,000.

Contact: Natalie Collard

Udderly Fantastic

With all that is happening in our industry, why not join Udderly Fantastic?

The site now has over 1,200 members and over 250 blog posts uploaded by dairy people, for dairy people.

Udderly Fantastic is secure website and a great way to share your stories, photos and discuss the many different issues currently facing the dairy industry. Join up to find out more!

Contact: Sarah Chahine

Secure your farm with new Farm Biosecurity website

Farm Biosecurity- the program which provides Australian producers with information on protecting their properties from diseases, pests and weeds- has a brand new website.

The refreshed www.farmbiosecurity.com.au is a one-stop-shop for all information about on-farm biosecurity, including tips and tools such as videos, records and manuals.

The first 200 visitors to the site to sign up for the monthly newsletter will receive a free FarmBiosecurity gate sign which is an essential tool in any farm's biosecurity plan.

Farm Biosecurity was established in 2007 for all producers across Australia and is funded and managed jointly by Animal Health Australia and Plant Health Australia.

The program's Executive Manager at Animal Health Australia, Mr Duncan Rowland, said the site is an independent portal to credible and reliable information, drawing on both industry and government sources.

"Over the past several months, we've been busy pulling together a wealth of information from our members and stakeholders about recent developments in on-farm biosecurity practices to add to our existing material," Mr Rowland said.

Contact: Martin Blaszczyk, Animal Health Australia,
(02) 6203 3988 or 0413 626 373