

Media Release



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Think fresh, think SADA: Australian Dairy Farmers (ADF)

For immediate release

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Australian Dairy Farmers (ADF) has welcomed the launch today by the South Australian Dairyfarmers' Association of its own brand of milk – SADA Fresh.

ADF President, Noel Campbell, congratulated SADA on the initiative and said the new brand of milk would provide South Australian consumers with a first-hand opportunity to support the state's dairy farmers.

"The launch of SADA Fresh is a positive development for the dairy industry in South Australia," Mr Campbell said.

"Forty cents of the proceeds from every two-litre container sold will go to a new fund designed to finance projects that will help secure the future of the local industry.

"This matters because if South Australian dairy is to continue to have a vibrant future, then we need consumers to back the industry by buying SADA Fresh and other branded products off the supermarket shelf.

"This is first time in Australia that a dairy industry association has launched its own milk label, and SADA deserve credit for their innovative approach."

Mr Campbell noted the initial 12 month contract for the sale of SADA Fresh through Coles supermarkets, and said he hoped this would ultimately become a longer term arrangement in the interests of the local industry.

"Coles has previously been willing to enter into longer term contracts with suppliers, and we would encourage them as well as other retailers, to pursue long term arrangements," he said.

Mr Campbell said while the launch of SADA Fresh looks to be a positive for Research and Development (R&D) capacity in the South Australian dairy industry, the impact of \$1 per litre milk was still hurting farmers.

"ADF will continue to strongly advocate for the Federal Government to establish a Mandatory Code of Conduct and Supermarket Ombudsman as a priority."

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