

Media Release

Friday 29 November 2013

Asian dairy demand highlights case for Free Trade

For immediate release

Over 200 dairy industry luminaries today attended the Australian Dairy Industry Council (ADIC) Annual Dairy Industry Leaders Breakfast today in Melbourne.

The event's theme was "*Catching the dairy wave: Free Trade opportunities in Asia.*"

They heard keynote speaker, Alan Oxley, former diplomat and leading free trade commentator speak on the theme.

Mr Oxley challenged the Federal Government to show leadership in securing free trade opportunities to allow the Australian dairy industry to grow exports to Asia.

"Asia is on the cusp of a dairy wave, as an affluent middle class increasingly looks to indulge their desire for all things dairy," Mr Oxley said.

"This represents an unprecedented opportunity for the dairy industry and highlights the need for Federal Government leadership in securing Free Trade Agreements (FTAs) across the region.

"Only then can we look to unlock the true potential of these markets for the benefit of the industry as a whole."

ADIC Chair, Noel Campbell, said although Australia enjoyed strong trade relationships in Asia, dairy exports still had to overcome a significant range of trade barriers and market distortions.

"This is highlighted by the fact that Australian dairy farmers contributed in excess of \$200 million in tariffs across Asia last year," Mr Campbell said.

"These trade barriers are impediments to growth for the dairy industry and is the reason why ADIC continues to strongly advocate for FTAs with key market partners in Asia, including China, Japan and Korea.

"Provided they add value to the dairy industry, FTAs with these countries have the potential to deliver a major and timely boost to exports and the local economy.

"That's why, as an industry we look now to the Federal Government to provide fresh impetus to free trade negotiations in Asia."

The ADIC Annual Dairy Industry Leaders Breakfast provides a forum for leading members of the dairy industry to discuss issues of importance.

The event attracts over 200 members of the dairy industry, ranging from farmers to manufacturers to industry leaders. It is a celebration of all things dairy and the contribution the industry makes to the economic and social well-being of our nation.

-ends-

For further information please contact:

Karl Liebich
Media and Communications Officer
Australian Dairy Farmers Limited
(03) 8621 4200/0409 296 339