

Media Release



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2014 Situation and Outlook Update Report highlights mixed industry fortunes: ADF

For immediate release

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[Dairy Australia's](#) (DA) 2014 Situation and Outlook Update Report highlights mixed industry fortunes across the country, Australian Dairy Farmers (ADF) said today.

ADF President, Noel Campbell, said while the report painted a positive picture overall it was important to remember that dairy farmers in Queensland, northern New South Wales and Western Australia still faced considerable challenges.

"ADF welcomes the news that farmer confidence has increased in six out of eight dairying regions, according to the 2014 Situation and Outlook Update Report, Mr Campbell said.

"While a positive for the industry, it is tempered by the fact that farmers in Queensland, northern NSW and WA continue to be adversely affected by factors including drought and the ongoing impact of \$1 per litre milk.

"However, we can say that an improvement in the farm-gate milk price in some areas, strong overseas demand, a fall in the value of the Australian dollar and better seasonal conditions have contributed to an overall increase in confidence."

Mr Campbell said key to building on farmers' confidence levels was government action on key policy priorities for the dairy industry, including an [Australia - China Free Trade Agreement](#) (FTA) and the introduction of a [Mandatory Code of Conduct](#) to balance the extreme market power of the major retailers.

"The realisation of a 'New Zealand plus' China FTA and introduction of a Mandatory Code among other priorities would do wonders for the confidence of Australian dairy," he said.

With these goals in mind, they will remain front and centre of ADF's advocacy on behalf of the industry."

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