



Australian Dairy Industry Council Inc.

Media Release

Tuesday 12 August 2014

Australian Dairy – Prosperous, Trusted, World Renowned Nutrition

For immediate release

[Australian Dairy Industry Council](#) (ADIC) has confirmed a dairy industry vision statement: “[Australian Dairy – Prosperous, Trusted, World Renowned Nutrition](#)”.

Following a consultative and inclusive process which began with the inaugural Australian Dairy Farmers (ADF) [National Dairy Farmers' Summit](#) in March this year and continuing with the ADIC Strategic Forum in May, the dairy industry identified and agreed on key components for the vision and areas of focus for the industry's work.

By 2025 the dairy industry aspires to be valued, innovative, responsible, preferred and unified.

ADIC Chair, Noel Campbell said that the Australian dairy industry is a \$13 billion farm, manufacturing and export industry and that with this vision it is aiming for an even brighter future.

“Having a clearly defined vision tells everyone with an interest in dairy what we stand for as an industry and where we see our future,” said Mr Campbell.

“This is as relevant for dairy farmers in Australia as it is for our customers overseas.

“The vision's priorities will ensure our industry is better equipped to meet the challenges facing Australian dairy and capitalise on the opportunities through growth,” Mr Campbell said.

“A positive, ‘New Zealand Plus’ China Free Trade Agreement (FTA) is right at the top of the ADIC's policy agenda currently, and together with a binding vision, we are collectively better positioned to achieve the dairy deal our industry deserves.”

Mr Campbell said he is looking forward to implementing the Australian Dairy Vision including formally launching the vision in Canberra later this year.

Dairy Australia Chair, Geoff Akers said the vision was a milestone for the industry.

“It's a significant achievement to forge a collective vision and it will help guide the collective action of our industry,” Said Mr Akers.

The vision statement and industry priorities were approved by the ADIC board in July.

Please refer to our vision outline attached. For the full vision statement and information on its development process please refer to our website:

<http://www.australiandairyfarmers.com.au/australian-dairy-vision>

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