

#FTA4dairy

ADF Social Media Campaign

Did you know that a China-Australia Free Trade Agreement (FTA) that sees tariffs on dairy exports fall to the same level as New Zealand's could save the Australian dairy industry at least \$31.5 million a year?

Since the implementation of New Zealand's FTA with China in 2008, Australian dairy has been at a significant, and continually growing, commercial disadvantage in the China market – Australia's fastest growth export market.

In anticipation of a signed China-Australia FTA, Australian Dairy Farmers (ADF) is calling on the Australian dairy industry and its supporters to seek a China **#FTA4dairy** that puts Australian dairy on a level footing with New Zealand dairy.

With the rapid growth of China's middle-class dining boom and higher demand for our clean, green and safe dairy products than ever before, there has never been a better time to secure a fair dairy deal for Australian dairy, and equally provide benefits to China and Chinese consumers.

ADF invites you to show your #FTA4dairy support on **Monday 1 September, 2014**.

In alignment with the #FTA4farmers social media initiative, all you need to do is simply upload a #FTA4dairy 'selfie' to social media using the #FTA4dairy and #FTA4farmers hashtags. Together, our faces and voices can make a difference in shaping a more competitive and prosperous future for Australian dairy.

What: ADF invites you to support the #FTA4dairy social media campaign.

Why: To promote public awareness of the advantages a positive China-Australia FTA can achieve for the dairy industry and the Australian economy more broadly, alongside the Chinese government and consumers.

When: Monday 1 September, 2014.

How: Upload a photo of yourself holding a key message or #FTA4dairy sign on social media and tweet/post your support, incorporating the #FTA4dairy and #FTA4farmers hashtags on the action date.

We, as a \$13 billion farm, manufacturing and export dairy industry, can and must act now to ensure a China-Australia FTA becomes a dairy deal. Jump online and show your #FTA4dairy support on Monday 1 September!

For more information and to find out how else you can show your support, please contact ADF Communications Officer, Emily Martyn:

Email: communications@australiandairyfarmers.com.au

Phone: (03) 8621 4200

***This #FTA4dairy campaign is part of a social media initiative which has been adopted by the broader Australian agricultural community, including National Farmers Federation (NFF). ADF recognises the importance of all agricultural commodities in working together to achieve a positive China-Australia FTA and as such, encourages all campaign supporters to also support the #FTA4farmers hashtag in their Twitter and other social media posts.



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