

Media Release



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#FTA4dairy – [ADF Social Media Campaign](#)

For immediate release

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[Australian Dairy Farmers](#) (ADF) is calling on the Australian dairy community and its supporters to get behind its [#FTA4dairy](#) social media campaign on Monday 1 September, 2014.

In a bid to secure a positive China-Australia Free Trade Agreement (ADF) outcome for dairy which could see the industry save more than \$30 million in tariffs per year, the dairy community can do its part to make this FTA a dairy deal.

ADF is inviting everyone to upload a #FTAdairy 'selfie' holding a hand-written sign with a positive message incorporating the campaign's hashtag to social media, incorporating the #FTA4dairy and #FTA4farmers hashtags on Monday 1 September, 2014.

ADF President, Noel Campbell said that the industry is working hand in glove with the Federal Government to make sure dairy farmers get the best possible outcome from this deal.

"As the China-Australia FTA negotiations progress, our dairy industry has an opportunity to secure a brighter future by gaining greater competitive access to Australia's largest and fastest growing market," said Mr Campbell.

"A positive China FTA will not only benefit farmers and manufacturing companies but also create additional jobs in the dairy processing and manufacturing sectors, as well as positively affecting the overall economy.

"This is why we are working hard to ensure that the China FTA is the dairy deal," he said.

The ADF-driven [social media initiative](#) has been adopted by the broader Australian agricultural community, #FTA4farmers, to promote a positive China-Australia Free Trade Agreement (FTA) outcome for Australian farmers nationally.

Dairy farmer and author of [The Milkmaid Marian blog](#), Marian Macdonald said that a coordinated social media campaign is a great way of generating a groundswell of support.

"This campaign is a wonderful way to back Aussie foodies and farmers. The Kiwis already have an FTA with China, so let's show everyone that a fair go matters and have a bit of fun doing it!" said Ms Macdonald.

ADF CEO, Natalie Collard said Australia will not be the only winner in this deal.

"For the relationship between Australian and Chinese dairy industries to be successful, it must be mutually beneficial," said Ms Collard.

Ms Collard said that Chinese dairy consumers are also set to reap big rewards from the deal as well with improved access to high-demand value-added products such as infant formula and greater diversity of supply.

"Social media is just one of the many ways we are working to ensure the China FTA is a dairy deal," said Ms Collard.

“I encourage the dairy community – whether you’re a dairy farmer, industry group member, political representative, or an everyday Aussie consumer – to jump online, start tweeting for Australian dairy and make a difference,” she said.

To find out more information and how to get involved in this campaign, please visit:
www.FTA4dairy.com.au.

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[@AusDairyFarmers](https://twitter.com/AusDairyFarmers)

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Background:

- China, with its enormous population and rapidly growing middle class, is the Australian dairy industry's number one trade policy goal;
- The Australian dairy industry is well-placed to meet rapidly rising demand from China
- Australian dairy imports help meet the shortfall between domestic supply and demand in the high-end sector of the Chinese market, including products such as specialty powders, cheese, butter and infant formula;
- To fully realise this export potential however, Australian dairy needs an FTA with China like our major trade rival, New Zealand (NZ);
- After achieving an FTA in 2008, NZ has seen an eight-fold increase in the total volume (tonnes) of its dairy exports to China;
- The Australian dairy industry seeks an FTA with China that is 'New Zealand Plus';
- This would save the dairy industry at least \$31.5 million, based on current China exports, as well as removing Australia's competitive disadvantage with NZ;
- The application of NZ-equivalent duty terms, over the period 2016 – 2025, could deliver the Australian dairy industry cumulative savings of more than \$630 million;
- While Australian dairy is keen to pursue growth opportunities off the back of an FTA with China, it is not the industry's intention to do so at the expense of Chinese dairy production;
- Australian dairy has been working with Chinese dairy for a long time and will continue to do so;
- To be successful the relationship must be mutually beneficial;
- This is an opportunity to secure a more competitive and prosperous future for Australian dairy that will also benefit China and Chinese consumers;
- A China – Australia FTA will not only benefit farmers but create additional jobs in the dairy processing and manufacturing sectors;

Other factors:

- China is Australia's fastest growth export market;
- Combined with exports to Hong Kong and Macau (Greater China), it is now Australia's largest dairy export market;
- Australia is currently at a significant and growing commercial disadvantage to NZ in the China market, due to the FTA which NZ has had in place with China since 2008;
- In 2012, China imported 1.375 million tonnes of dairy products. By 2013, that had grown to approx 2 million tonnes, an increase of 40% over the previous year;
- 16 million babies were born in China last year, and with a relaxation of the one child policy, that number is projected to increase to beyond 20 million annually in future years;
- The value of NZ's preferential access has been estimated by Dairy Australia (DA) at around US \$30 million for the 2013 calendar year;

- As remaining safeguard volume limits on some specific dairy products are lifted, it is estimated that in ten years, the value of NZ's preferential access will grow to at least US \$230 million per annum;