

# Media Release



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Monday 1 September, 2014

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**Get your #FTA4dairy selfie on TODAY!**

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**For immediate release**

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[Australian Dairy Farmers](#) (ADF) is today urging all Australians to get behind its [#FTA4dairy](#) 'selfie' campaign to help secure a China-Australia free trade agreement (FTA) which could see \$30 million in tariff savings per year placed back into the pockets of Australians.

Showing your support is as simple as uploading a #FTA4dairy selfie holding up a positive message, and posting it online incorporating the #FTA4dairy and #FTA4farmers hashtags.

Australia's fresh and unparalleled quality dairy products are something we take for granted everyday, but Australia's dairy industry continues to be significantly commercially disadvantaged by tariffs which don't apply to our New Zealand (NZ) neighbours.

ADF President, Noel Campbell said a China-Australia FTA that places Australian dairy on a level footing with NZ dairy will provide benefits for everyone, including the 43,000 Australians directly employed in the dairy supply chain.

"A positive China FTA will help to bolster economic growth, provide jobs, encourage industry investment, and provide Chinese consumers with the clean, green and fresh dairy produce they deserve," Mr Campbell said.

Along with 6,400 Australian dairy farmers, Gippsland dairy farmer, Chris Griffin was up at 4.00am this morning before most of us were awake, milking 350 of Australia's 1.6 million dairy cows, hoping for a fair China-Australian FTA dairy deal.

"Out in the paddock today, I will be on my smart phone to show my support online for a positive China FTA that will secure a more competitive and prosperous future for Aussie dairy," Mr Griffin said.

"Everyone needs to get involved, it's so easy – I've already taken a #FTA4dairy selfie this morning!" Mr Griffin said.

Together, we can secure a positive China-Australia FTA dairy deal our industry and Chinese consumers deserve.

For more information and to find out how to get involved in this campaign, please visit: [www.FTA4dairy.com.au](http://www.FTA4dairy.com.au).

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