

# Media Release

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[#FTA4dairy](#) campaign reaches over 1.6 million online

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**For immediate release**

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[Australian Dairy Farmers'](#) (ADF) social media campaign, [#FTA4dairy](#) launched yesterday, received a tremendous response, reaching over 1.6 million Twitter users.

ADF CEO, Natalie Collard said the Australian dairy community's strong online support is a testament to the industry's desire to secure a positive China-Australia free trade agreement (FTA) for dairy.

"We are overwhelmed by the incredible support for the dairy industry and ADF would like to thank all those who took part in our campaign," Ms Collard said.

"This social media campaign was positively backed by all sides of dairy – farmers, processors, the broader industry, politicians, students and dairy consumers alike – all in support of a more competitive and prosperous future for our dairy industry," Ms Collard said.

Along with the Australian dairy community's support, both sides of politics also voiced their backing for a positive China-Australia FTA outcome.

Nationals Senator, [Bridget McKenzie](#) expressed the Senate's desire to "back" the Australian dairy industry.

Similarly, Shadow Minister for Agriculture, [Joel Fitzgibbon](#) showed his support for the campaign and tweeted: "What's good for dairy is good for Oz."

ADF President, Noel Campbell said that the [#FTA4dairy](#) social media campaign is just one avenue of ADF's ongoing advocacy efforts.



Source: [@PetrvdLinde](#)

"We continue to work closely with the Federal Government in order to help secure the best possible China-Australia FTA outcome for our dairy industry," Mr Campbell said.

Mr Campbell, who has just returned from the China Dairy Industry Association (CDIA) annual conference in Shanghai, reiterated that the Australian dairy industry has been working closely with its Chinese counterpart to foster a mutually beneficial trade partnership into the future.

"Once secured, a China-Australian FTA will provide Chinese consumers with better access to high-demand products, as well as an improved overall diversity of supply," he said.

ADF appreciates the hard work of the Federal Government and will continue working hand in hand with the Department of Foreign Affairs and Trade (DFAT) and the Department of Agriculture.

ADF launched [#FTA4dairy](#) on Monday 1 September, encouraging everyone to upload a [#FTA4dairy](#) 'selfie' holding a sign incorporating the [#FTA4dairy](#) hashtag and a positive message about the China FTA.



For more information about ADF's advocacy work and to view the campaign's highlights visit:  
[www.fta4dairy.com.au](http://www.fta4dairy.com.au)

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