



Australian Dairy Industry Council Inc.

Media Alert

Photo Opportunity – Dairy comes to Parliament

Dairy cows will graze the lawns of Parliament House in Canberra today to celebrate the launch of the industry's first [Australian Dairy Vision](#).

The Australian Dairy Vision "*Australian Dairy – Prosperous, Trusted, World Renowned Nutrition*" will be formally unveiled by the [Australian Dairy Industry Council](#) (ADIC) to Federal Government representatives and key industry leaders at the ADIC Dairy Dinner tonight.

Federal parliamentary representatives and advisors will be present on the Federation Mall lawn, alongside ADIC Chair, Noel Campbell, ADIC Deputy Chair, Robert Poole and ADIC CEO, Natalie Collard, who will be available for comment.

Farm owners, Ian and Lisa Hindmarsh will make the short trip from Cowra, NSW with two of Cumberoona Holstein Farm's show dairy cows for the event, to ensure the cows remain happy, healthy and well fed throughout their expedition.

Free ice-cream will also be available in celebration of Australia's world-class dairy.

What: Dairy cows to graze lawns on Parliament House in celebration of the formal Australian Dairy Vision launch.

Who: Dairy Farmers, the Australian Dairy Industry Council (ADIC), Federal Politicians and key industry leaders.

What we can offer:

- Photo opportunity with dairy show cows outside Parliament House with Federal Parliament representatives and key dairy industry leaders.
- Interview opportunity with ADIC Chair, Noel Campbell, ADIC Deputy Chair, Robert Poole and ADF CEO, Natalie Collard.

When: From 3.30pm, Wednesday 1 October, 2014.

Where: Federation Mall, Parliament House, Canberra

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Please find a media release attached for more information.

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