



Australian Dairy Industry Council Inc.

Media Release

Wednesday, 1 October 2014

Dairy comes to Parliament: Official launch of the Australian Dairy Vision

Immediate Release

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

Two cows from Cumberoona Holstein Farm will make the short trip from Cowra, NSW under the watchful eye of owners, Ian and Lisa Hindmarsh and neighbour Rose Moxey. As show cows, the duo are at ease with crowds, new places and travel, and will be kept well fed, hydrated and comfortable throughout their expedition to Parliament's pastures.

The Australian Dairy Vision, "*Australian Dairy – Prosperous, Trusted, World Renowned Nutrition*" will be officially unveiled by the [Australian Dairy Industry Council](#) (ADIC) to federal parliamentary representatives and key industry leaders at tonight's ADIC Dairy Dinner in Canberra.

"From farmgate to factory, to the family dining table, the Australian Dairy Vision is a statement and set of priorities for the whole of industry to embrace and commit to with pride," said ADIC Chair, Noel Campbell.

The ADIC Dairy Dinner will commemorate the past 225 years of Australian dairy, as well as celebrating the industry's future prospects, especially the potential presented by emerging international markets.

Mr Campbell expressed his appreciation of the bipartisan support for the Australian dairy industry, with Federal Minister for Agriculture, The Hon. Barnaby Joyce MP and Shadow Minister for Agriculture, The Hon. Joel Fitzgibbon MP both presenting as guest speakers at the dinner.

"One of the binding elements of our vision, is that dairy will be valued by 2025. By having politicians from both sides of the house in attendance at tonight's event it demonstrates Parliament's unanimous support of our industry," Mr Campbell said.

Mr Campbell also stated that the vision will map out the next decade for Australia's \$13 billion dairy farm, manufacturing and export industry.

"The vision's implementation plan will not only drive collective action, it will also be a measure of progress throughout the Australian dairy value chain."

"Tonight we are coming together to celebrate Australia's rich dairy history and to present an exciting vision and guiding light for our industry," Mr Campbell said.

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