



Australian Dairy Industry Council Inc.

Media Release

Thursday 2nd October 2014

Bright future for Dairy, as Industry Celebrates over 225 years

For immediate release

The [Australian Dairy Industry Council \(ADIC\)](#) officially launched the [Australian Dairy Vision](#) with a commemorative Dairy Dinner last night in Canberra.

Over 100 parliamentary representatives and industry dignitaries gathered to acknowledge the dairy industry's significant contribution to the Australian economy over the past 225 years and to mark the formal unveiling of the Dairy Vision.

Guests enjoyed a dairy inspired menu designed to showcase the industry's world-class produce, including the 2013 Annual Grand Dairy Award cheese winners.

The Australian Dairy Vision was presented by ADIC Chair Noel Campbell, who said he was proud to be a part of a concept that will inspire and drive Australian Dairy over the next decade.

"The Dairy Vision is our industry's guide for the way forward," Mr Campbell said. "The priorities it sets will help our industry grow in confidence and prosperity."

The Australian Dairy Vision sets out five goals for the Australian dairy industry to become more valued, innovative, responsible, preferred and unified by 2025.

Guest speaker, Federal Minister for Agricultural, The Hon. Barnaby Joyce MP praised the dairy industry for its progress and proclaimed that despite challenges facing the industry, its prospects for the future are good.

Mr Joyce said he was committed to working collaboratively with the Opposition in order to reach the goals set out by the industry's vision.

Shadow Minister for Agriculture, The Hon. Joel Fitzgibbon acknowledged the collective commitment of dairy industry leaders, who have worked together with the ADIC to develop the Dairy Vision as an industry benchmark.

"I note the use of the word "unified" in the vision statement. This is important," said Mr Fitzgibbon. "The dairy sector is often seen as two distinct parts - export and domestic and to some extent that remains true. But what is good for one is also good for the other and all parts and collaboration is critical."

Mr Campbell thanked both speakers for their continued support of the Australian dairy industry and highlighted the dinner's bipartisan turnout.

"It is very encouraging to see agriculture, especially dairy, so highly regarded by politicians from across the political spectrum."

The ADIC Chair recognised the ongoing involvement of dairy farmers, processors and industry leaders who identified and agreed on the collective goals that compose the Australian Dairy Vision.

"I am confident that this Vision, developed by the industry, for the industry, will mould us into the kind of industry we want to be known for and proud of by 2025."

Australian Dairy Vision attached after end.

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For further information contact:

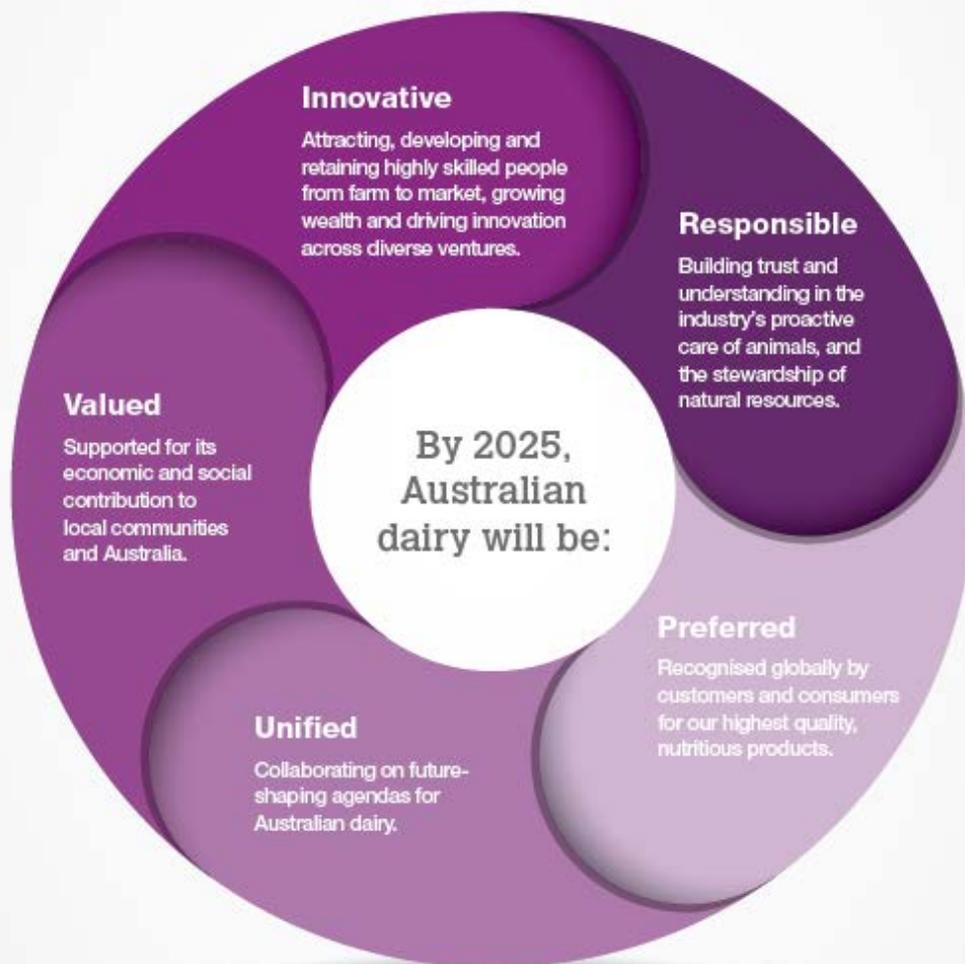
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Australian Dairy Vision Statement
July 2014

