



Australian Dairy Industry Council Inc.

Media Release

Thursday 24 September 2015

Expansion of overseas counsellor network to help dairy seize opportunity

For Immediate Release

The Australian Dairy Industry Council (ADIC) has welcomed the Coalition Government's delivery of five new Agricultural Counsellors in overseas markets, as a positive step toward addressing non-tariff barriers to trade.

The ADIC has been a strong advocate for increased resources toward overcoming technical barriers to trade in overseas markets and is pleased to see the Government's acknowledgement of this issue.

A recent report commissioned by Dairy Australia, suggested that if the aggregated sum of all technical barriers to trade imposed by countries importing Australian product were reduced it could benefit global dairy trade by up to \$1.57 billion. This amount includes the opportunity costs resulting from having technical barriers to trade in place as well as the potential gains from their removal.

ADIC Chair, Noel Campbell said the announcement of three new positions in Vietnam, Malaysia and the Middle East, as well as additional postings in Bangkok and China, would help the industry make the most of recent trade agreements as well as open up access to emerging markets.

"The appointment of these Counsellors will assist Australian dairy to promote its high quality, safe product in growth markets across South East Asia, the Middle East and of course China where there is growing interest in our products," Mr Campbell said.

"It is also a positive step toward addressing the vast number of technical barriers to trade in these markets. The extent to which our industry is able to seize opportunities delivered through recently completed and pending trade agreements will depend upon addressing non-tariff barriers.

These Counsellors will help to improve the flow of Australian dairy products to international markets. It will also ensure that Australian dairy farmers can attain a fair price for their product."

The ADIC looks forward to working with all overseas Counsellors, in conjunction with Government to promote Australian dairy overseas and ensure improved access to key export markets.

-ends-

For further information please contact:

Shona McPherson
Australian Dairy Farmers
Media Officer
Tel: (03) 8621 4200
Email: media@australiandairyfarmers.com.au