

Media Release



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ADF consolidates leadership to meet new challenges

For Immediate Release

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The dairy industry's peak farmer body, Australian Dairy Farmers (ADF), has consolidated its leadership around a new board structure in response to what it says are unprecedented challenges resulting from the dairy industry shock.

The ADF board will mobilise board members to address priority areas.

ADF President Simone Jolliffe will step into a newly-created Deputy President's role, while fellow Board member and 11-year president of the South Australian Dairyfarmers Association (SADA), David Basham, will assume the role of Acting President until November this year.

As a consequence of the appointment, Mr Basham will step aside from SADA.

Ms Jolliffe said her intention as ADF Deputy President was to build stronger links with grassroots farmers and ensure the ADF focused on long-term strategic initiatives including herd improvement, farm business management and on-farm safety.

Mr Basham's immediate challenge will be to represent the dairy industry nationally as it responds to unfolding market circumstances.

The ADF will maintain pressure on the Federal Government and the Federal Opposition alike as the July 2 election approaches.

Ms Jolliffe and Mr Basham lead a board united in its vision and priorities.

The ADF is leading the national dairy industry response, in collaboration with State dairy farmer organisations and other stakeholders.

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