



*Australian Dairy Industry Council Inc.*

## Media Release

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**Friday 25 November 2016**

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**ADIC Leaders Breakfast: Trade, Markets and Innovation**

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**Embargoed until 10am Friday 25 November 2016**

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The future of dairy was the key topic at the Australian Dairy Industry Council's (ADIC) Annual Leaders Breakfast, which was held today, at the Flemington Racecourse in Melbourne.

Centred around the theme 'Dairy as a Future: Trade, Markets and Innovation', ADIC was joined by over 200 dairy industry leaders to hear guest speakers and to discuss the current issues faced by the dairy industry.

Chair of the Australian Dairy Industry Council (ADIC), David Basham said the event is about recognising and embracing the bright future we have in the Australian dairy industry.

"In my view, for all of us in the dairy industry, that path must be global, diverse, and must harness all we have at our disposal to become more efficient and effective.

"The path forward also demands that we work together to ensure a renewed and strengthened industry as we move into the future," said Mr Basham.

Keynote speakers Head of Government Relations Blackmores, Mr Lyall Howard and Director of Dairy Futures CRC, Mr Steve Coats, spoke about the importance of change in building a more competitive future for industry in Australia.

Guest speaker Mr Lyall Howard said international trade deals are like riding a bicycle, you have to keep riding if you want to go forward.

"International business needs to keep moving in Australia, and we as an industry need to demonstrate to government that we want trade deals," said Mr Howard.

Mr Basham highlighted the need to acknowledge the year that was and to acknowledge what drives the dairy industry forward.

"While we are an industry that has been under intense pressure, we are also an industry that has the know-how and resilience to overcome adversity and thrive in the long term," Mr Basham said.

"We are all in the same shifting landscape of market-driven forces, consumer demands and work-altering technologies, the real challenge for us is to not become complacent.

“Complacency means expecting the world to change for us, rather than adapting to the world’s needs. It takes greater courage to reject complacency. It takes futures thinking and an entrepreneurial spirit,” said Mr Basham.

Guests also heard from Ian Halliday, Dairy Australia Managing Director; Prof David Chapman, Foundation Professor of Pasture Science at Melbourne University; and Richard Romano, Dairy Australia's Program Manager for Feedbase and Animal Nutrition; who introduced Forage Value Index including the plans for launching in February 2017.

The overwhelming message from the breakfast was the agreement that the dairy industry’s long term growth will come from our ability to bounce back and make the most of the all the opportunities that are presented.

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*The Australian Dairy Industry Council (ADIC) is the dairy industry's peak policy body. It co-ordinates industry's policy and represents all sectors of the industry on national and international issues through its two constituent bodies, Australian Dairy Farmers Ltd (ADF) and the Australian Dairy Products Federation (ADPF). It aims to foster, promote and protect the interests of the Australian dairy industry by driving a whole of industry approach to dairy policy and the development of the dairy industry.*

*The ADIC Leaders Breakfast is an opportunity for key leaders of the dairy industry to discuss the challenges and opportunities facing the whole supply chain, and celebrates the industry's contribution to the economic and social wellbeing of Australia.*