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ADF to spark debate over ag advocacy at UDV Conference

For Immediate Release

AUSTRALIAN DAIRY FARMERS chief executive David Inall will bridge the gap between farmers and animal welfare groups when he shares the stage with Animals Australia head Glenys Oogjes at the United Dairyfarmers of Victoria annual conference this week.

Mr Inall will sit alongside Ms Oogjes as part of a panel discussion into the power of “everyday advocacy”, which the ADF CEO said would surely spark debate between participants and the audience of mainly Victorian dairy farmers.

“We’re very fortunate to belong to an industry full of passionate people with strong opinions who aren’t shy about sharing their views and ideas,” Mr Inall said.

“I’m certain that the panel members will communicate – in some cases – wildly different ideas, and this is a forum to listen to each other and learn from each other’s experiences. I’m sure this discussion will be fascinating and unpredictable.”

Also on the panel will be former Australian Bankers’ Association chief executive Steven Munchenberg, Minds at Work founder Jason Clarke and Gippsland dairy farmer Paul Mumford.

Mr Inall said the discussion was a perfect opportunity to assist advocates across the spectrum – from farmer organisations to welfare groups – and find out how they connect with a rapidly evolving and sophisticated audience.

“We have seen a dramatic shift over the last 15 years in how audiences receive information and it’s vital that we adapt so we can continue engaging with industry and consumers,” he said.

“It’s now easier to interact directly with your audience through Facebook, Twitter and other social media, but it’s harder to tell fact from fiction because anyone can put a message out there to suit an agenda. It’s really changed the face of advocacy and it’s an issue we need to address.”

The 42nd UDV annual conference is at the MCG on Friday May 4. Registrations are open now.

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