

**Monday 28<sup>th</sup> January 2018**

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**Noel Campbell Appointed - OFFICER (AO) in Australia Day Honours**

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**For Immediate Release**

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Australian Dairy Farmers and Staff would like to take this opportunity to warmly congratulate ADF past President, Noel Campbell, on the award Officer (AO) in General Division of the Order Of Australia, for distinguished service to the primary industry sector, particularly to dairy producers, through executive roles with professional bodies, to the milk supply industry, and to the community of Victoria.

Noel Campbell is a third-generation dairy farmer from Yannathan, south east Victoria, Australia. The family operation is run by Noel and his wife Ann, milking 450 cows. Noel was elected President of Australian Dairy Farmers (ADF) and Chair of the Australian Dairy Industry Council (ADIC) in 2012.

Prior to his election as ADF's Vice President in 2011, Noel was Chair of the Markets, Trade and Value Chain Policy Advisory Group for two years and a Director on the ADF Board since 2008. Noel has also held positions on various other industry boards including as a Director of Genetics Australia, Chair and Director of Bonlac Foods and Bonlac Supply Company, and Chair of the Fonterra Australia Farmer Supplier Forum.

Having lived through a period of considerable policy change in the Australian dairy industry including the removal of fluid milk price controls in Australia combined with the removal of restraints on inter-state trade from mid-2000, Noel is strong advocate for whole of industry unification. With a strong, united front and a shared vision for the future, Noel believes Australian dairy will remain on the international stage as a provider of high quality, nutritious and sustainable food.

Under Noel's leadership, in 2014 the ADIC launched a whole of supply chain vision to become more prosperous, trusted and world renowned for its nutrition by 2025 than ever before. The vision has received support from across the value chain, as well as the broader dairying community and endorsement from both sides of the Australian parliament.

Key to ensuring the success of this vision, Noel considers that it is important to stop and take stock, acknowledge success and identify areas for improvement. The success of the industry, Noel believes, relies upon the success of each individual link in the chain, from the farm to the customer and we must therefore recognise when and where reform is necessary to ensure a robust industry.

Most recently, Noel's advocacy efforts were instrumental in the achievement of a pro-dairy China-Australia free trade outcome, where he attended the Minister for Agriculture, Barnaby Joyce's delegation to China and presented as a guest speaker at the China Dairy Industry Association conference in Shanghai, in August and September 2014.

Noel has a Diploma of Mechanical Engineering and is a Fellow of the Australian Institute of Company Directors.

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