

Members Newsletter

April 2024



From the President

Robert Brokenshire

The SA Dairy Industry Action Plan is the roadmap to that future.

This plan is about creating a future for an industry that sees itself as part of the 21st century global marketplace. The industry is not without its challenges in a highly competitive market where pressure has been felt by all in the supply chain, including farmers, processors and retailers. Nevertheless, the partnerships which have been developed in SA in the past 5 years have laid a platform for a future which means that all South Australians can benefit from an industry that will be recognised globally as being sustainable and of the highest quality.

On the 23 April 2024, Premier Peter Malinauskas and Minister Clare Scriven launched the **South Australian Dairy Industry Action Plan 2024-2029**. The plan is designed to set the pathway for the SA dairy industry for the next 5 years. This builds on the 2019-2024 plan which achieved its goal of aligning the SA dairy industry with industry participants, regulators and government. The earlier plan succeeded in creating communications and pathways across industry that led to a clear ambition, shared by all in the industry, for an industry with a predominant orientation toward a premium South Australian product.

SA dairy products are simply among the very best in the world.

The Dairy Industry Action Plan 2024-2029 builds on the notion of premium by expanding what will be expected in marketplaces globally as society moves to a more sustainable future. Premium will come to mean much more than the simple quality of a product. Customers will come to expect that products are not only premium in quality but premium in sustainability, integrity and reputation. For this reason, the new plan will highlight the need for sustainable product that is not only sustainable, but also verifiably so.

The whole dairy supply chain from cow to customer is aware that consumers will expect that the product they are enjoying has been sustainably sourced.

Sustainable in terms of emissions, biosecurity, animal care and environmental footprint. We welcome your feedback and continued involvement as we deliver the plan. Robert Brokenshire - SADA President.



Quotes from Premier Peter Malinauskas

"I am pleased to be able to launch the new Dairy Industry Action Plan today on behalf of SA Dairyfarmers' Association, as it demonstrates the ongoing commitment from all our dairy producers and processors to keep growing and improving the industry."

South Australian dairy products are globally recognised and exported around the world, and the plan laid out by industry will aim to build on that reputation and ensure we are also the greenest, and more premium products on the market.

I look forward to seeing the work and action from all South Australian dairy farmers who continue to work hard not only in providing us with delicious and nutritious products, but in taking care of their land and our environment for future generations of South Australians."



Quotes from Minister Clare Scriven

"We know that South Australian dairy products are among the very best in the world, and this Plan will guide the sector to grow their market share and provide premium products domestically and internationally."

Changing consumer expectations mean that sustainability is now key to South Australia's reputation for premium products, and I am pleased to see that the dairy industry in South Australia shares our vision for sustainability into the future.

The Australian Dairy Sustainability Framework and the new South Australian Dairy Action Plan will support our producers to meet new challenges while continuing to provide leadership in sustainable and nutritious food production.

The goals of industry development, growing our export markets and promoting the SA dairy brand will all contribute to sustainability in the sector and the profitability of South Australian businesses."

Download your copy of the Dairy Action Plan [here](#)



Keep an eye out next issue to register your nominations for the 2024 SA Dairy Awards.

South Australian Dairy Awards Gala Dinner

Friday, August 2 in the William Magarey Room at Adelaide Oval

South Australian Dairy Awards

SADA is pleased to announce that it will again be the Premier Partner of the South Australian Dairy Awards for 2024.

The South Australian Dairy Awards provides an opportunity to celebrate the effort and contribution of dairy farmers and processors in SA who showcase their products in our markets, supermarket delis, cafés and restaurants.

The Dairy Awards has been a premier event on the dairy industry calendar for more than 15 years.

SADA has joined forces again with Foodland to bring you the **Foodland Dairy Sustainability Award** to deliver on the Australian Dairy Industry’s promise to provide nutritious food for a healthier world.

This will build on our 3 annual awards;

- Best Innovative Farmer of the Year Award 2023,
- Best Relationship with a Processor Award 2023,
- Young Farmer of the Year Award 2023.

The Australian dairy industry has a proud history of producing sustainable dairy products. On our farms and in our factories, we undertake programs that contribute to enhancing livelihoods, improving the wellbeing of people and animals, and reducing our environmental impact, for today and for future generations.

To capture, direct and measure these efforts, and drive change where necessary, we have taken a whole-of-industry approach to sustainability. Following extensive consultation with the dairy industry and our stakeholders, we developed the Foodland Dairy Sustainability Award. Keep an eye out next issue to register your nominations for the 2023 SA Dairy Awards.

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Richardson honoured with Outstanding Service Award

Tuesday, 16 April, 2024

branch in 2004, before being appointed to the board of Warrnambool Cheese & Butter in 2007. He later joined the ADF board in 2011 and served as ADF president and ADIC chair from 2017 to 2021.

Current ADIC chair, Ben Bennett, presented the award to Terry at a function in Melbourne on Tuesday night. Ben said Terry spearheaded pivotal initiatives aimed at fostering innovation, sustainability, and prosperity within the industry.

“Terry was heavily involved in crafting the Australian Dairy Plan and was instrumental in overseeing the introduction of the Dairy Code of Conduct,” Ben said.

“With a passionate belief that the dairy industry holds an important place in Australian society, he has con-

sistently gone above and beyond the call of duty to grow and promote dairy’s valuable contribution to Australian communities.”

ADIC deputy chair, John Williams, said Terry was a “true leader” and “statesman”.

“As ADIC chair, Terry never lost sight of the target and what was in the best interest of the whole industry,” John said.

“He could deal with a myriad of personalities and provide a selfless rationale and steady influence in the face of individual self-interests.

“It is for this reason Terry is a well-deserving recipient of the Pat Rowley award.”

ENDS

Former Australian Dairy Farmers (ADF) president and Warrnambool Cheese & Butter chair, Terry Richardson, has received the Australian Dairy Industry Council’s (ADIC) 2023 Pat Rowley Outstanding Service Award.

This prestigious accolade recognises Terry’s exceptional contributions and dedication to the dairy industry throughout his career.

Having moved from New Zealand to Australia in the early 2000s, Terry’s commitment to the dairy community spans four decades and two countries.

Terry became a member of the United Dairyfarmers of Victoria (UDV) Colac



Tell us what you think and go into the draw for gift cards

The *Australian Dairyfarmer* magazine are keen to hear from the readers, so have launched a reader survey with five prizes* up for grabs.

The survey closes May 3 - so click on [this link](#) now to complete it and be in the running to win.

The *Australian Dairyfarmer* magazine is next month celebrating its 40th anniversary.



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The SA Dairy Industry Action Plan 2024-2029 is the roadmap to that future.

The South Australian Dairyfarmers' Association (SADA) announces its pride in the launch by Premier Peter Malinauskas and Minister Clare Screiven of the South Australian Dairy Industry Action Plan 2024-2029. The plan is designed to set the pathway for the SA dairy industry for the next 5 years.

The plan builds on the earlier 2019-2024 plan which achieved its goal of aligning the SA dairy industry with industry participants, regulators and government. The earlier plan succeeded in creating communications and pathways across industry that led to a clear ambition, shared by all in the industry, for an industry with a predominant orientation toward a premium South Australian product.

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