

# Members Newsletter

May 2025

Vol 66 #11



## From the President

Robert Brokenshire

It has been another full-on month. I trust you're managing to keep up with all that is happening through our weekly update, *The Week That Was*. The sheer volume of activity has not slowed, and drought continues to dominate discussions both on-farm and in the halls of government. We are witnessing challenges not just of this generation, but of those that came before us.

Last month, I shared that SADA welcomed the announcement by Premier Malinauskas, Treasurer Stephen Mulligan, and Minister Clare Scriven of a \$55 million expansion to the **State's drought support package**—building on the initial \$18 million released in November 2024. The full \$73 million package reflects what we have long said: the effects of drought don't disappear with the first drop of rain. Even if a break were to come tomorrow,

recovery will take months—if not years.

At the **Premier's Drought Roundtable**, we pushed this point strongly and will continue to advocate to ensure dairy is not left behind in the broader agricultural conversation. The team and I are engaging directly with PIRSA and the Government to ensure dairy farmers can access the support they need. If you need more information or support navigating the process, reach out to the SADA office or visit [pir.sa.gov.au/drought](http://pir.sa.gov.au/drought).

On top of the State Government package, SADA has also been working closely with the State Treasury and Finance Department to deliver the **Beston Dairy Farmer Support Scheme**, developed in consultation with SADA, is aimed at delivering practical and immediate assistance to dairy farmers under pressure. We thank Minister

Mulligan for working collaboratively with us to ensure the scheme delivers value on-farm.

Additionally, we've been advocating for—and secured—relief in freight costs for drought-affected dairy farmers. The [dairy freight subsidy](#) will help ease the burden of transporting of fodder, something many of you have raised as a critical concern. These small wins, combined, are part of a larger strategy to keep the industry viable through this difficult period.

Through all this, one thing is clear: dairy farmers are resilient. But resilience should not be confused with silence. We must speak up when things aren't working, and we must stick together as an industry to make our voices heard. That's what SADA is here for—and we will continue to fight for every bit of support our members need to get through this.

Keep safe, and don't hesitate to reach out if you need a hand.



Agribusiness Recruitment specialises in employment solutions, targeting both domestic and international candidates; for Australia's dairy industry. We understand its unique workforce needs and partner with businesses to recruit and retain skilled professionals. By aligning with each client's culture and values, we provide tailored, cost-effective, and confidential HR services to support long-term success in dairy production.

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# From the SADA Desk

## June 1: Opening Milk Price.

As the calendar turns to June, it brings with it one of the most significant dates in the dairy year – **June 1**, the official date for processors to release their [Opening Milk Prices](#) under the **Australian Dairy Industry Code of Conduct**.

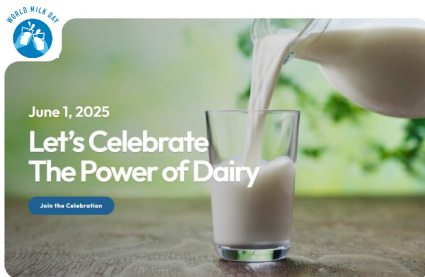
Introduced to ensure transparency and fairness in processor-farmer relationships, the **Dairy Code** mandates processors to publish standard form milk supply agreements and opening prices by this date each year. SADA continues to advocate for clear, timely, and competitive pricing that reflects market conditions and rewards the hard work and risks taken by South Australian dairy farmers.

This year, many farmers are watching milk prices closely amidst challenging seasonal conditions, rising input costs, and uncertainty in global markets. The opening price sets the tone for the season ahead and has real implications for budgeting, planning, and investment decisions on-farm.

SADA urges all processors to go beyond minimum compliance and genuinely engage with suppliers through **transparent communication, flexible contract terms**, and timely support. We've been active in communicating member feedback to both processors and government, especially as drought continues to take its toll across much of South Australia. If you need help reviewing your contract or understanding your options, our team is here to assist.

### What's Next?

- **Keep an eye on processor announcements** and reach out to SADA for contract support.
- Share your **World Milk Day stories** on social media and tag @SADAFreshMilk to help us amplify the great work happening on-farm.
- Join the conversation on **milk pricing reform** – your voice matters in building a stronger, more resilient industry.



## World Milk Day

**Celebrating the Value of Dairy** Coinciding with Opening Price Day, June 1 is also World Milk Day, an opportunity to celebrate the vital role of dairy in nourishing the world and driving economic activity in our regional communities.

This year's World Milk Day theme, **"Dairy: Nourishing People and the Planet,"** resonates strongly with South Australian dairy producers, who are constantly innovating to improve sustainability while maintaining the highest quality standards. From carbon reduction and water efficiency, to animal welfare and staff wellbeing, our dairy industry is leading by example.

SADA takes this opportunity to recognise and **thank our dairy farmers** – the stewards of our land and the providers of essential nutrition – for your unwavering commitment to producing safe, fresh, and sustainable milk every day.

As always, SADA is working to ensure that **your efforts are recognised, rewarded, and represented** at every level.

Here's to a strong start to the 2025–26 season, and a [Happy World Milk Day](#) to all our dairy champions!

## Championing Australian dairy is more important than ever.

**By Glenys Zucco, Head of Marketing, Dairy Australia | May 19 2025**

Glenys Zucco, head of marketing at Dairy Australia said she feels lucky to be part of the Australian dairy industry. What makes me proud is that **Australian dairy is already leading the way.**

We have a world leading whole of industry [Sustainability Framework](#), and one of the lowest emissions intensities of any dairy industry in the world, and we're continuously improving.

We've worked hard to communicate the industry's sustainability story to the public to build trust in the dairy industry. Our consumer tracking shows **trust in dairy has**

**grown from 68 per cent in 2018 to 85 per cent today.**

We're also seeing more people making an effort to consume dairy and fewer are avoiding or limiting it - a clear sign that our industry's messages are cutting through. In a climate where confidence in institutions is generally declining, **that's something dairy farmers can feel proud of.**

We've achieved this by listening to consumer concerns, and showing that what matters to Australians - sustainability, animal welfare and healthy, high-quality food - matters to the industry too.

The **'Dairy Matters'** industry marketing campaigns highlight our long-standing commitment to sustainability and show the actions farmers and the industry are taking every day.

From recycling water on-farm to reducing food waste and creating more sustainable packaging in manufacturing, our sustainability efforts in particular are resonating with the public.

Through the **'You Ask, We Answer'** platform on [dairy.com.au](#), we invite open questions from the public and provide transparent responses from farmers, scientists, dietitians and industry experts.

We also invest in [school education programs](#), providing teachers with curriculum-linked lesson plans and engaging experiences like Picasso Cows and virtual reality farm tours. And support healthcare professionals - GPs, dietitians, dentists - to ensure they feel confident recommending dairy as part of a healthy, balanced diet.

We know that telling these stories authentically means putting real people at the centre.

The industry [Farmer Ambassador program](#) supports dairy farmers build the confidence to share their stories through media, social platforms, community events and school visits.

Farmers are the most trusted voice we have, and they do an incredible job telling our industry's story.

Looking ahead, the industry marketing strategy will focus on addressing the **perceptions of younger consumers - particularly those aged 18 to 34** - who often have the most questions or are exposed to health myths and misinformation.

We want them to feel confident including dairy in their diets - and proud of the farmers producing it.

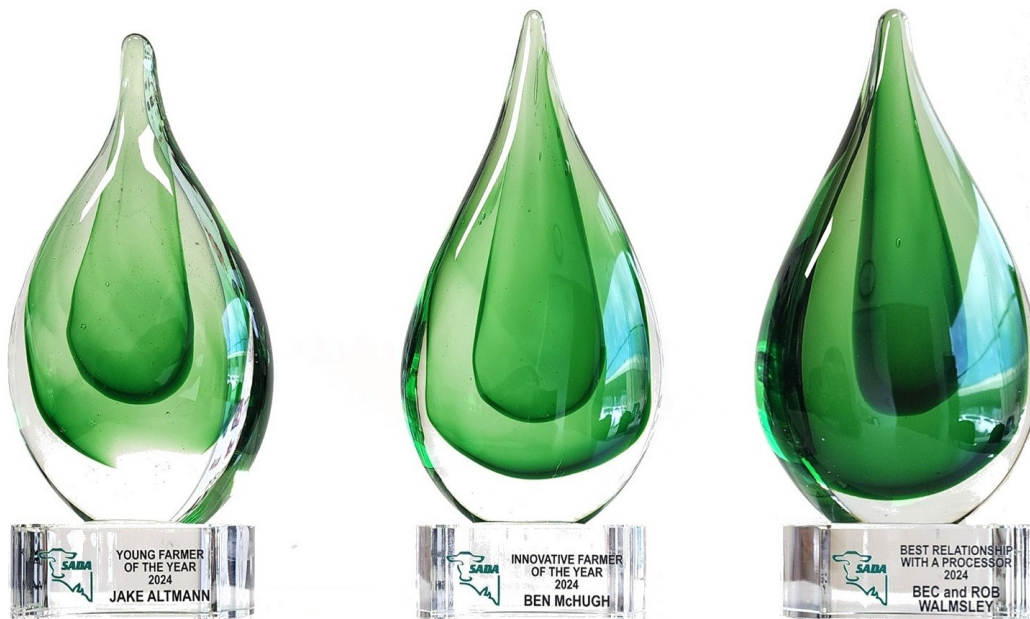
Ultimately, we want Australians to see dairy as more than a product in the fridge. We want them to feel connected to the industry, confident in its future, and inspired to

SOUTH AUSTRALIAN PREMIER'S  
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Government of  
South Australia

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📣 Nominations now open 📣

# 2025 SA Dairy Awards

SADA is proud to continue as Premier Partner of the South Australian Dairy Awards in 2025.

This prestigious event shines a spotlight on the outstanding contributions of South Australia's dairy farmers and processors — the passionate people behind the high-quality products found in our supermarket delis, cafés, restaurants, and homes.

For over 15 years, the Dairy Awards have been a key date on the industry calendar, honouring excellence in every facet of dairy production.



We're once again thrilled to partner with **Foodland** to present the *Foodland Dairy Sustainability Award* — recognising leaders who are delivering nutritious food for a healthier world, in line with the **Australian Dairy Sustainability Framework**.

The 2025 program will also continue to showcase our three signature awards: Scan the QR Code for all the details and to lodge your nomination today.

- 🏆 Best Innovative Farmer of the Year.
- 🏆 Best Relationship with a Processor.
- 🏆 Young Farmer of the Year.
- 🏆 Foodland Dairy Sustainability Award.



Let's come together to celebrate the people who make SA dairy great

📅 Save the Date – Friday, 15 August 2025 📅





## Are back for 2025.

Shining a spotlight on the people, products and businesses driving our state's largest man-

ufacturing industry forward. For over 25 years, the awards have recognised excellence across the entire food value chain — from paddock to plate — evolving to have a strong focus on innovation, sustainability, mental health & wellbeing, and future growth. Presented by [Food South Australia](#), the state's peak body for the food and beverage industry, the program honours both established businesses and emerging brands and showcases the incredible diversity and quality of what we produce right here in South Australia. Whether you're in the industry, a local food lover, or simply proud of our state's success — this is your chance to discover, support and celebrate the best of SA's food and beverage sector.

[Discover the categories, check your eligibility and learn how to apply.](#)

### Primary Producer Award

Sponsored by Thomas Foods International This award recognises a primary producer that has demonstrated excellence in the sustainable production of safe, high quality food and has contributed towards the positive profile of the agribusiness industry.

### Sustainability Award

Sponsored by Peats Soil & Garden Supplies This award recognises a business that has demonstrated excellence in its effort to reduce their carbon footprint and integrate sustainability within its business model.

### Innovation Award

Sponsored by The Yoghurt Shop This award recognises a business that has demonstrated creativity and adaptability through the successful implementation of a business or food technology innovation, to add value and create a competitive market advantage

**Entries close Monday 14 July 2025.**

## AWiA 2025 National Conference

Australian Women in Agriculture (AWiA) is hosting their 2025 National Conference in Adelaide from 5–7 August 2025 at the Stamford Grand.

Under the theme "Growing Futures – Breaking Barriers," this flagship event will bring together women from across the agricultural sector to explore leadership, innovation, sustainability, and advo



### Rabobank Dairy:

## Australian milk production was flat year-on-year in March.

Season-to-date, national production is down by 0.1%. In Victoria, the largest milk-producing state, production is marginally higher (0.2%) so far this season.

Farmgate milk prices In southern Australia have increased further. As the season draws to a close, this will be welcome news for dairy farmers who have been grappling with less-than-favourable seasonal conditions in many regions.

Corporate activity is on the rise In the Australian dairy processing sector.

The Fonterra Australia sale process continues with both an Initial Public Offering and a trade sale still being explored. Meanwhile, China Mengniu is reportedly looking for a buyer of the Western Australian business, Brownes Dairy.

Global dairy fundamentals remain mostly balanced, leading to commodity prices remaining mostly range-bound at current levels through April 2025.

**What to watch: Upside:** Disease watch - Milk supply is growing in most export regions, and farm margins are being supported by high farmgate prices. However, there are limits to milk supply growth, and disease risks linger, which could further slow growth and support commodity markets.

**Downside:** Weakening consumer sentiment - Dairy demand has been recovering from a softer period in 2023/24. An uncertain, and weaking global economic outlook could weigh on consumer sentiment and slow the recovery.

## SA farmers wait on break as BOM drought statement shows no end in sight

The latest drought statement from the Bureau of Meteorology shows a map of South Australia soaked in red, indicating there is no end in sight to record low rainfall deficiencies.

The BOM's analysis of rainfall, soil moisture and water reserves show that areas experiencing a 15-month stretch of record low rainfall deficiency include large areas of the Eyre Peninsula, Yorke Peninsula, Kangaroo Island, the Mid North and Murraylands.

The entirety of SA's agricultural regions - barring the pastoral districts - is experiencing "severe or serious rainfall deficiencies" (rainfall totals in the lowest 5 or 10 per cent of periods, respectively, since 1900).

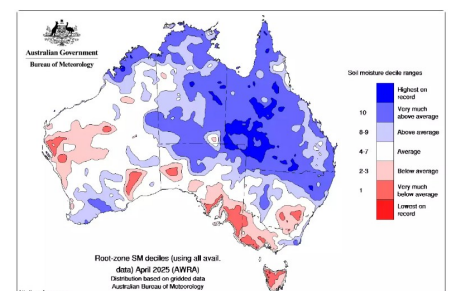
That is also now extending out to the 25 months since April 2023.

SA is not alone in experiencing drought, with parts of Vic's Mallee and Wimmera districts and much of the south-west coast also having record low rainfall for the past 15 months.

"Compared to March, areas of rainfall deficiency increased in severity in south-eastern states, with areas of lowest on record expanding in South Australia and in western Victoria," the BOM drought statement said.

For the four months since January, areas with severe or serious rainfall deficiencies extend across South East SA, western and south-western Vic and part of south Gippsland, most of Tasmania, and some areas on the mid west coast of WA.

Areas with lowest on record rainfall include areas of SA within the Yorke Peninsula, Mid North and Upper South East districts, the coastline in Vic from Warrnambool to Cape Otway, and north-west Tas.



Root zone soil moisture deciles in April show the contrast between northern and southern Australia. Bureau of Meteorology

## WHAT YOU NEED TO KNOW

These are things that have come to our attention over the past month which might be of interest to you.

If there is anything that you think we have missed or you would like to see in the newsletter, please email: [sada@sada.asn.au](mailto:sada@sada.asn.au)

# SNAPSHOTS in DAIRY

Is your SA JD Dairy Score Risk Rating and Certificate up to date?



New to the Program?

SADA is now managing the SA JD Dairy Score program to ensure that risk ratings and certificates remain current and consistent with industry standards.

If you're already enrolled, we'll continue to work with your vet to maintain your status. If you're new to the program, now's the perfect time to get involved and benefit from improved herd health, trade access, and product quality. [Read more.](#)



sada.asn.au

## Understanding dairy cow handling and its influence on cow flow.

A quick 15-minute online survey about your experience handling cattle, cow flow, as well as identifying opportunities for improvement and preferred training methods.



Click or scan the QR code

heard about AgCAREERSTART? [want to know more?](#)

## ONLINE WEBINAR

Join our online webinar to learn more the program Perfect for 2026 Applicants!

Two times to pick from:

TUESDAY, 10 JUNE 4:30 PM AEST      TUESDAY, 10 JUNE 6:30 PM AEST



Tuesday 13 May 2025

## MEDIA RELEASE

Dairy farmers welcome Collins and Watt to portfolios

## UPCOMING EVENTS



Upcoming Events can be registered on our Website or you can send through your event details on our online registration form.



sada.asn.au



## South Australian AGRICULTURAL TOWN OF THE YEAR

Initiative of Government of South Australia Department of Primary Industries and Regions. Delivered in partnership with **INDAILY**

## NOMINATE A TOWN

Nominations are now open—Close Wednesday 21 May 2025.



A bold new chapter for Australian agriculture

Tickets are officially on sale for AgXchange Australia 2025, the National Farmers' Federation's flagship event bringing the entire agricultural supply chain together for three powerful days on the Gold Coast.

[More info here](#)

23–25 September 2025

Gold Coast, QLD



Good people to know.  
1300 934 934

## WFI SADA Partnership:

If you take out a policy with [WFI](#), SADA receives a commission from WFI of 7.5% of the policy premium.

Make sure when your next speaking with WFI that you mention your a SADA Member.

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[registration form](#)