



# HOTLINE

Newsletter of the United Dairyfarmers of Victoria

## Step up and be heard

Creating effective partnerships with government is central to the future of our industry.

On Saturday night, the 19th of July, the Wannon UDV Branch hosted Premier Napthine. About 80 local dairy farmers attended and the room was buzzing with a great atmosphere and animated conversation.

Primarily the night was a celebration of past UDV President Kerry Callow and her family's commitment to the dairy industry, of standing up and saying "I can do that", of stepping forward to have a go at shaping the future of our industry. There were also two other themes of the evening.

The Premier covered one, which was based around his and his government's understanding of the dairy industry and the opportunities before us and our communities. The dairy industry is Victoria's largest agricultural sector, Victoria's largest exporter through the Port of Melbourne and Australia's largest food manufacturing industry.

The Premier and his Ministers have led many trade delegations to China and the wider Asian region with the aim of creating a better understanding among our customers of how we can supply these growing markets with high value dairy products.

Our products are safe and produced from sustainable dairy farming systems. Our dairy industry is investing in new plant and technology to deliver what our export customers are asking for.

The second theme was about the partnerships which form the foundation of how the industry has grown in the past and how it can take advantage of the tremendous growth opportunity ahead of us.

We can only grow if we evolve and embrace new tools, technologies and farm practices which will keep us competitive with milk producers around the globe. There are several partners who have helped us before and who we must ensure continue to assist in the next phase.

Processors: After a long pause, they are now stepping up and we can see about \$1 billion of investment in new plant and technologies under way. This will help our dairy exporters deliver world class



Bruce Vallance (Wannon UDV branch President), Kerry Callow (former UDV President), Tyran Jones (UDV President) and Victorian Premier, Dennis Napthine at a Warrnambool dinner hosted by the UDV Wannon branch last month.

consumer demanded dairy products with reduced production cost.

Governments: They are crucial to our Research and Development efforts and influence the way we operate and are treated in international trade. Without the governments' support the industry would not have achieved the substantial productivity gains and growth it has over the last 30 years.

All dairy farmers have a role in this election year to ensure your local parliamentarians understand the value of dairy to the economy and how the industry partners with government to deliver prosperous, resilient farms supporting regional communities.

Similarly, in the context of the Chinese trade negotiations, every dairy farmer has a responsibility to help us encourage the government to remove the tariffs on Australian dairy trade in to China. This will ensure:

1. We remain competitive in the market, reducing the likelihood of being pushed out of existing, or excluded from new markets and;
2. Adding value to the supply chain which ultimately results in more competition for milk and a better price.

Every dairy farmer must step up and tell our politicians and the community more widely, that this industry is worth \$13 billion to the economy, directly employs 43,000 people and with the right settings in trade and R&D, can grow to something much bigger.

Organised farmer representation on these critical issues enhances farmers' prospects of a positive outcome. The UDV is also working hard to ensure every politician understands that the Victorian dairy industry is not just vital to our economy, but also the lifeblood of our regional communities.

By UDV President, Tyran Jones

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### Inside this issue

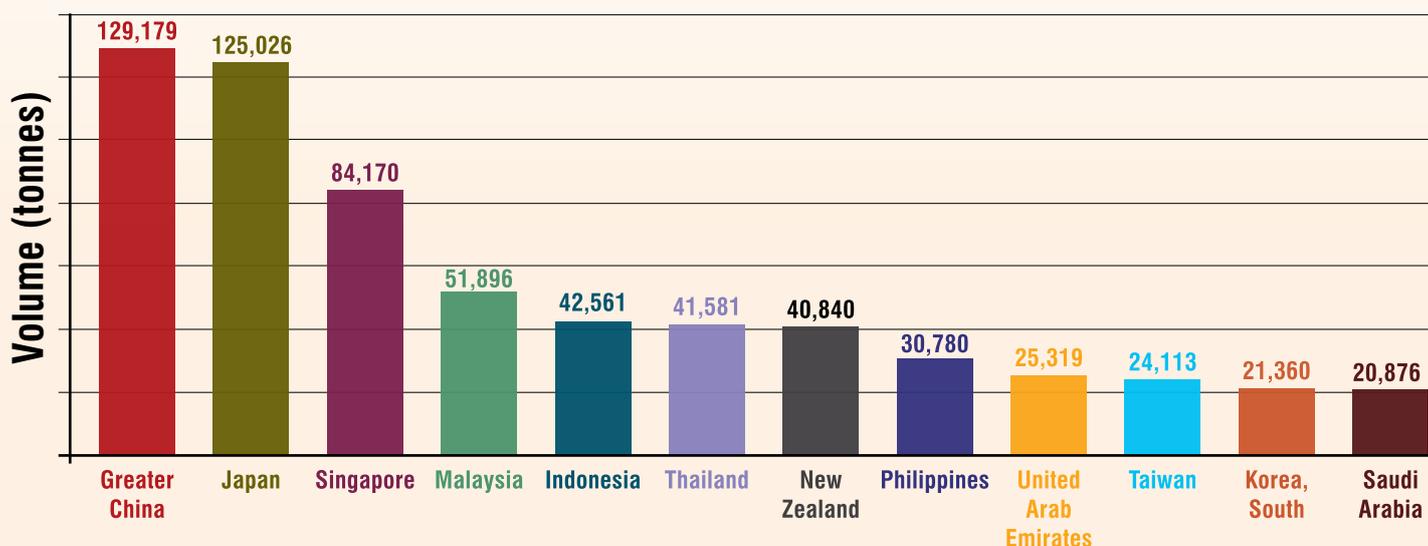
- China FTA – What it means for us
- Learn to lead in Great South Coast
- Smart Meters leave dairy farmers cold
- Members: stay connected to the UDV
- Engaging the next generation
- Show off your industry online

# China FTA – What it means for us

The Australian dairy industry needs a meaningful Free Trade Agreement with China to enable our industry to continue on its path to growth.

- In 2012 China imported 1.375 million tonnes of dairy products. By 2013, in just one year, that had grown to approximately 2 million tonnes, an astounding increase of 40% over the previous year.
- 16 million babies were born in China last year, and with a relaxation of the one child policy, that number is projected to increase to beyond 20 million annually in coming years. China's demand for infant formula will grow enormously.
- In 2013, China imported 2 million tonnes of dairy in total. It included 109,790 tonnes of Australian dairy to mainland China (constituting 14.7% of our total volume of dairy exports), valued at \$460 million.
- In 2013 Australia paid over **\$31 million** in dairy tariff duties to China.
- The application of NZ-equivalent duty, over the period 2016–2025, could deliver the Australian dairy industry cumulative savings of more than **\$630 million**.
- A meaningful China FTA is particularly important to the Victorian industry as it accounts for 86% of Australia's dairy exports.
- The application of an NZ-equivalent duty, across the period 2016-2005, could deliver the Victorian dairy industry cumulative savings of just under **\$590 million**.

## Where Australia's dairy exports go



## Learn to lead in Great South Coast

Are you ready to develop your leadership skills and contribute to the growth and development of your region?

Challenge yourself with the ultimate professional and personal development program - Leadership Great South Coast.

Leadership Great South Coast has been formed to provide an innovative leadership development program to support a thriving and resilient Great South Coast region.

The annual leadership development program is aimed at emerging and new leaders sourced from the diversity of

business, government and community sectors within the region.

Leadership Great South Coast is a challenging leadership program that focuses on the region's future and expands the knowledge, ethical decision making capacity and leadership ability of our leaders and emerging leaders.

This program is designed to challenge your thinking, increase your knowledge in

key areas and give you confidence to steer our region, your organisation, business or team through the opportunities and challenges ahead.

Visit [www.leadershipgreatsouthcoast.org.au](http://www.leadershipgreatsouthcoast.org.au) for program and speaker information, FAQ's, application forms and application submission details. First Round applications close 25 September 2014.

# Smart Meters leave dairy farmers cold

UDV has discovered that there are a number of dairy farmers no longer receiving eight hours of power to their hot water services.

The issue was brought to the attention of the UDV by member Lindsay Anderson, who noticed his hot water was not reaching the required temperature to wash down his dairy.

Lindsay found that Smart Meters have changed the way electricity is being supplied to hot water services.

The UDV believe this has the potential to be a huge issue for dairy farmers who operate under strict health and safety regulations. If the water that is used to sterilise milking equipment is not at the required temperature, milk quality can fall and so can the price received for it.

Traditionally power supplied to hot water heaters would run for either six or eight hours, between the hours of 11pm to 7am.

The installation of Smart Meters changed this, and now hot water systems will switch on randomly from any time between 11pm to 1am.

All SP AusNet customers receive a guaranteed six hours power to their dedicated hot water services with up to two hours additional power due to randomised start times. This means between six and eight hours of power a night and the amount received will vary daily.

There are a proportion of people who are on an eight hour tariff who, since the installation of Smart Meters, are no longer receiving their eight hours of power.

Most people won't know if they should be receiving six hours or eight hours to their hot water services. However, many dairy hot water systems are designed to run over an eight hour period.



Lindsay Anderson

Other equipment such as ice banks or irrigation pumps set to turn on with hot water services may also be affected.

SP AusNet has agreed to provide a dedicated team to resolve all claims of this nature. A contact line will soon be available. UDV is working with SP AusNet to develop information that will be distributed to all dairy farmers. UDV is yet to contact Powercor.

In the meantime we suggest farmers take a look at their hot water systems to see whether it is designed to run over eight hours. Hot water temperatures should be checked in the morning prior to washing down the dairy.

Contact UDV with any issues. Yaelle Caspi [ycaspi@vff.org.au](mailto:ycaspi@vff.org.au) or 03 9207 5556.

## Members: stay connected to the UDV

UDV Members:  
Have you received the new email updates from the UDV office?

We are now sending out short updates by email to keep members informed about what is happening in the UDV office.

If you haven't received an 'At the UDV Desk' email yet, contact us so we can update your details.

**Yaelle Caspi – [ycaspi@vff.org.au](mailto:ycaspi@vff.org.au) or 03 9207 5556.**



### AT THE UDV DESK



# Engaging the next generation

A group of high school students were left with no doubt about the many exciting science careers in dairy when they visited the UDV recently.

The group of 19 students was on a Primary Industry Centre for Science Education (PICSE) Scholarship camp which saw them travel around Victoria learning about the opportunities in agribusiness and local primary industries.

Together with Dairy Australia's Mani Iyer and VFF Food and Fibre Careers Officer Heidi Knowles, UDV Manager Vin Delahunty and Policy and Project Officer Yaelle Caspi presented on the science career pathways in dairy.

The students heard about the range of careers available, both on-farm and off, including agronomist, farm manager, animal nutritionist and food technologist.

They were also able to understand why a career in dairy could be such a good move, including the opportunities for travel, due to our export capabilities and the notion of helping to feed the world.

The students were impressed with the presentations and said they enjoyed the practical advice on how to pursue a career in the dairy industry.

PICSE is a national strategy of collaboration between universities, their regional communities and local primary industries, to attract students into tertiary science and to increase the number of skilled professionals in agribusiness and research institutions.



UDV Manager Vin Delahunty explains some of the science careers that exist in the dairy industry to university students.

INSET: PICSE scholars were able to take home a piece of the industry.

## Show off your industry online

UDV encourages all dairy farmers to get online and use social media to get their stories straight to the wider community. Twitter provides the perfect platform for farmers to highlight their safe, humane and profitable farming practices to the world.

It's also a great way to connect with other farmers.

We encourage you to take photos of the morning milking, tweet about anything new or innovative on your farm or capture a photo of a cute newborn calf.

### Twitter tips:

- Be open, honest and courteous
- Remember it is a public forum, what goes on the internet, stays on the internet
- Use the hashtags #Legendairy #ausdairy #vicdairy #agchatoz to engage in topical discussions and be searchable
- Pictures are powerful so be mindful that the pics you're posting portray the dairy industry in the right way

For live updates on issues affecting the Victorian dairy industry, follow us on twitter  
[@VFF\\_UDV](https://twitter.com/VFF_UDV)



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