

HOTLINE

Newsletter of the United Dairyfarmers of Victoria

Now is the time to promote our industry

In last month's edition we featured an article highlighting the importance of a meaningful Free Trade Agreement (FTA) with China. While there are many issues currently on the agenda at UDV, this remains our key priority.

Victorian dairy farmers are part of an Australian industry which is a \$13 billion farm, manufacturing and export industry, directly employing 43,000 Australians. Now is the time for us to promote the value of our industry to our politicians, government officials and importantly, to our community, to ensure the best possible outcome for an FTA with China - the establishment of a partnership which allows us to provide our safe, high quality dairy products to the growing population of China.

Over the past month, Vin Delahunty and I have been meeting with Victorian Federal and State Members to discuss the China FTA. To date, these meetings have been very positive and have presented an opportunity for us to talk about our industry and gain the support and assistance of Members in ensuring Victorian dairy is high on their agenda. These meetings will continue over the coming months. Some media commentary has suggested that a China FTA may be on the agenda for the upcoming G20 meeting in November. This is a very short timeframe, and while we believe that the most important thing is a good rather than hasty outcome, we must be prepared to respond to discussions as they unfold.

In September and October we will be holding a series of meetings across the State (see page 2). I appreciate that everyone is busy and that these meetings often clash with other commitments, however, I am urging members (and non members) to try and attend one of these events. The key topic for each event will be trade and the China FTA. I am pleased

to say that a representative from Dairy Australia will be joining us for each meeting to provide some technical background around the FTA, tariffs, the trade negotiation process etc.

While the meetings will have a strong trade focus, they also provide an opportunity for members to gain an update on UDV's other activities, and importantly to ask questions and raise any subjects that you believe we need to be aware of. Lastly, we hope these regional meetings will attract some strong media coverage - so good attendance at each event will help strengthen our message to Canberra about the role of our industry and the importance of enhancing trade opportunities.

We have also been working closely with VFF, ADF and all the other state dairy farmer organisations on the China FTA. ADF has been meeting with politicians in Canberra and was part of a recent delegation to China. ADF's key campaign platform has been through social media (#FTA4dairy) and the establishment of a website - www.fta4dairy.com.au. UDV supports these activities, however, we believe that they do not replace good, meaningful discussions with decision makers. As such, I encourage all farmers to contact your State and Federal Member and highlight the importance of this subject. The FTA website provides some good talking points for you to utilise in your discussions or correspondence. Members might also like to consider engaging with their local media or writing a letter to the editor of the newspaper. The greater our engagement, the greater our chance of a positive outcome for a strong industry future.

Lastly, I am sure many members saw the media coverage of Clive Palmer's recent outburst on China - something I was asked to respond to in the media. Such events reinforce the need for all of us to have the facts on the table to ensure we contribute informed comments and opinions. In that regard, I would draw your attention to a

short brochure produced last October by KPMG and the Sydney University Centre for Chinese Studies. The brochure entitled "Demystifying Chinese investment in Australian agribusiness" provides a snapshot of current Chinese investment in Australia and future opportunities. You will find it and a series of related reports at: <http://demystifyingchina.com.au>.

I look forward to meeting and engaging with many of you at our regional meetings over the coming month. In the interim, we are seeking your assistance in engaging in the trade discussion to communicate our dairy message and drive a good outcome.

Tyran Jones, UDV President



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China FTA: Building on our established relationship

An effective China FTA will not only benefit our industry, but build on our already strong relationship with the nation.

Australia is an important partner of the domestic manufacturing and processing industries in China.

As China's need for dairy product continues to grow, there is a greater need for it to expand its supply base.

At the moment they are heavily reliant on New Zealand to feed their growing middle-class. Australia can help China mitigate the risk of supply disruption, but not at the expense of their domestic production.

The chance of Australian dairy ever flooding the Chinese market is very small. China imports the equivalent of 10 billion litres of milk a year, which is more than the total national production of Australia, which is currently sitting at 9.2 billion litres. We presently consume around 60% of that, with 40% available for export.

The implementation of an effective FTA will not only help our industry to prosper, but will also strengthen the existing relationship between China and Australia.

We have been an important partner of their domestic market, with the export of over 50,000 dairy heifers every year.

Dairy Australia has presented at the China Dairy Industry Association (CDIA) annual conference since 1995 and has been working closely with CDIA on the Dairy Australia China Scholarship Program since 1999.

In that time, Dairy Australia has brought over 220 Chinese scholars to Australia to get first-hand knowledge of our industry, and the relationships established are providing invaluable personal and business links between our two countries.

The UDV believes an FTA with China is just another phase to deepen our already strong relationship with this dairy partner.

The UDV is holding open forums around Victoria to discuss what a successful China FTA could mean for Victorian dairy farmers.

What the dairy industry wants:

An FTA that would see tariffs on Australian dairy exports immediately fall to the same level as NZ, who has had an FTA in place since 2008. Any products that are not already at zero tariff on entry into force will phase down to zero at the same rate as New Zealand sourced product.

- We seek an FTA that sees both Infant Formula and Skim Milk tariff free on implementation. Both items currently attract a 15% tax.
- By 2017, butter, cheese, milk and cream must be tariff free.
- By 2019, all key dairy products, including skim milk powder and whole milk powder should be phased down to a 0% tariff.
- An FTA with no Special Agricultural Safeguard

Australian Tariffs v New Zealand Tariffs

Item	Aus Tariff	NZ 2014	NZ 2015	NZ 2016	NZ 2017	NZ 2018	NZ 2019	End Date
Skim Milk	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2012
Milk & Cream	15.0%	4.5%	3.0%	1.5%	0.0%	0.0%	0.0%	2017
SMP* & WMP**	10.0%	4.2%	3.3%	2.5%	1.7%	0.8%	0.0%	2019
Butter	10.0%	3.0%	2.0%	1.0%	0.0%	0.0%	0.0%	2017
Cheese	12.0%	3.6%	2.4%	1.2%	0.0%	0.0%	0.0%	2017
Infant Formula	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2012

*Skim Milk Powder **Whole Milk Powder

Join the UDV at an open forum

The UDV is holding open forums around Victoria to discuss what a successful China FTA could mean for dairy farmers.

Every dairy farmer is welcome, however bookings are essential.

Contact the UDV for more information or check out our website www.vff.org.au on the UDV events page.

Cohuna

7pm Wednesday, 10th September
Bower Tavern

Kyabram

7pm Thursday, 11th September
Kyabram Club

Maffra

7pm, Thursday 25th September
Macalister Hotel

Cobden

Midday Tuesday, 7th October
Cobden Golf Club

Colac

7pm Tuesday, 7th October
Colac Mid City Motor Inn

Warrnambool

7pm Monday, 6th October
Lady Bay Resort

UDV will also be speaking at the South Gippsland Dairy Expo on the 25th September in Korumburra.

Dairy leaders of tomorrow urged to apply for NZ tour

The UDV is seeking Victoria's best young dairy industry minds to join the 2015 New Zealand study tour in January-February 2015.

The fully funded eight day tour is a unique opportunity for young people working in the dairy industry to build on existing knowledge, learn new management practices and make a valuable contribution to Victoria's dairy industry.

Funded by the Gardiner Foundation and incorporating a nationally accredited unit at Certificate IV level through the National Centre for Dairy Education Australia, the tour group will visit leading dairy farms utilising a variety of farm systems and technology, tour dairy research and processing facilities, and engage with the dairy industry representative bodies of New Zealand.

It is a great opportunity to meet like-minded young people with a passion for the dairy industry and learn more about the industries both in New Zealand and Australia.

One past participant of the tour said, "I thought the trip was hugely valuable, I had a great time and I recommend it to other young people in the dairy industry".

The UDV encourages all young people who are serious about their involvement in the dairy industry to apply to join the tour in 2015. The five best applicants will be selected to join the tour.



2014 Tour participants enjoyed learning about the NZ dairy industry.

To apply you need to:

- Be aged between 18-35 years;
- Hold a current Australian passport;
- Be available for travel late January/February 2015;
- Actively participate in the dairy industry - either on or off-farm;
- Be enrolled in or have completed studies related to the dairy industry, such as the NCDEA Certificate II, III, or IV; or proven participation in dairy industry short course(s) such as those run by GippsDairy, Westvic Dairy, Murray Dairy, DEPI and others;

- Agree to have an ongoing relationship with the UDV and Gardiner Foundation and
- Utilise leadership skills upon return by undertaking leadership roles in the industry and/or community.

Applications close at 5pm Tuesday 7th October 2014 and selection interviews will take place in Melbourne in October 2014.

Application forms are available on the VFF website www.vff.org.au. Find the UDV section under the 'Industry Groups' tab. Or contact Yaelle Caspi 03 9207 5556 or ycaspi@vff.org.au.

Let's all run for farmer health



RUN 4 FARMER HEALTH

MELBOURNE MARATHON FESTIVAL
SUNDAY 12TH OF OCTOBER

Everyone in the dairy industry is encouraged to sign up for this year's Melbourne Marathon and #Run4FarmerHealth.

This year the VFF has teamed up with the National Centre for Farmer Health (NCFH) to raise the profile of this important service.

The UDV is encouraging all dairy farmers who are interested in seeing the work of the NCFH continue to get behind this worthy cause.

The Run 4 Farmer Health team believe this campaign will continue to raise awareness of the crucial role the NCFH has played in delivering physical, practical and mental health wellbeing for regional people.

Join the #RunforFarmerHealth team in this year's Melbourne Marathon.

If you can't bear the thought of running 42kms, you can always sign up for the half marathon (21ks), a 10km run, a 5km run or a 3km walk.

Visit www.farmerhealth.org.au/run-4-farmer-health to register.



NATIONAL FARMERS' FEDERATION
2014 National Congress
20 - 21 October

AUSTRALIAN INSTITUTE OF SPORT ARENA CANBERRA



PRODUCING
from
grass roots
to global
OUR
future

As a valued member of Victorian Farmers Federation, we invite you to join us at the National Farmers' Federation 2014 National Congress.

NFF Congress is the major biennial event for Australian agriculture and returns to the AIS Arena, Canberra on Monday 20 and Tuesday 21 October. Over 350 representatives from government, industry and the wider agricultural supply chain will come together to look at agriculture from a grass-roots to global perspective.

The theme for 2014 is **Producing our Future**. Many areas impact on opportunities for 'Producing our Future' and this year's theme provides an ideal forum to explore a broad range of concepts including the **social, environmental and economic issues**.

The NFF 2014 National Congress agenda will:

- **Examine our core business:** What constitutes the main or essential activities of agriculture today?
- **Consider challenging viewpoints:** What social and environmental movements are occurring that may impact on farm profitability and sustainability?
- **Explore blue-sky opportunities:** What trends, developments and advances could drastically redefine agriculture as we know it?

Why should you attend? Congress will provide you:

- Access to Australia's agricultural industry leaders and achievers, including NFF President Brent Finlay and the Presidents and CEOs of the 29 member organisations;
- An opportunity to hear directly from the Prime Minister and other key Ministers and MPs;
- Interesting and thought-provoking insights, information and perspectives through a range of session formats designed to be dynamic and interactive;
- The chance to network with the agricultural industry: farmers, industry and Government from grass roots to global
- Ticket to the Congress Dinner Event where we'll celebrate the International Year of the Family Farmer and the NFF's 35th Anniversary.

All Victorian Farmers Federation members are invited to attend Congress at a special discounted rate of \$330 – a saving of \$500 per person!

For more information about the Congress and to register visit www.nff.org.au/congress

We look forward to seeing you at Congress.
From the team at NFF and Victorian Farmers Federation.



Experiencing what a career in food and fibre can offer

As the Food and Fibre Careers (Primary Industries) Officer, Heidi Knowles has enjoyed working with many Victorian Secondary Schools to help students gain an insight into developing a better understanding of career opportunities in food and fibre industries.

Heidi explains that she was excited and a little surprised to hear of a student in Geelong who wished to do his placement on a dairy farm.

"I met Tracey Jeffery, Western Heights College Managed Individual Pathways Co-ordinator, earlier this year," Heidi said.

"She spoke of a student who was looking to pursue a farming placement for work experience. This intrigued me as he was the only student in the cohort of 1200 students that attend Western Heights College to choose agricultural based work experience. Brady is a Year 10 student at Western Heights College in Hamlyn Heights (Geelong).

"Brady Ackland comes from the Geelong region and his only connection to a farm was through his uncle who has 40 acres near Camperdown, in south west Victoria.

"His interest in farm production and the opportunity of work experience saw him make contact with Sharyn Williams and Rob Turner who own Lendene, a 1000 acre Dairy Farm operation not far from Brady's uncle.

"Sharyn and Rob are active UDV members and have a reputation for supporting youth in dairying as they have trained four trainees over the past six years and welcomed the opportunity to support Brady for work experience at their farm.

"Brady has completed a variety of jobs including droving cattle, milking cows, operating quad bike and tractor, feeding cows and calves and even the often dreaded job of washing down the yard. Rob was



Year 10 student Brady Ackland said his placement on UDV members' Sharyn Williams and Rob Turner's farm was a great opportunity to find out about farming.

impressed by his work ethic and ability to take on any task that was given to him.

Brady described his work experience as "a great opportunity to find out more about farming".

"Currently Western Heights do not offer any agricultural based electives however they are linked with the newly established Covenant College Trade Training Centre, based at Bell Post Hill Geelong, which will enrol students like Brady into Certificate II Agriculture for the first time in 2015," Heidi said.

"Brady aspires to explore his career options in food and fibre by completing the Certificate II in Agriculture while completing Years 11 and 12.

"When I asked Brady about how comfortable he was about talking to his friends at school

about farming, he replied "it's a bit weird as they don't know what I am talking about".

"This is one of the reasons why the Food and Fibre Careers (Primary Industries) Project is working with Victorian secondary schools. By promoting stories like Brady's we hope to inspire other students to seriously consider food and fibre pathways as a career of choice," Heidi said.

The objective of the Food and Fibre Careers (Primary Industries) Project is to improve the understanding of Victorian secondary schools of the employment and career opportunities in the food and fibre sector (Primary Industries) by fostering positive and productive relationships with Principals, curriculum managers and careers advisors.

Members: stay connected to the UDV

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

We are sending out short emails to our members so that people are informed about what we've been up to.

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

Yaelle Caspi
ycaspi@vff.org.au or 03 9207 5556.



AT THE UDV DESK





Young Dairy Network a collaboration

The Young Dairy Network would not have been possible without the assistance of key UDV members and staff.

The UDV, with support from the Gardiner Foundation, established a steering committee in 2006 to expand a successful young dairy program that had been running in Gippsland under the guidance of GippsDairy since 2001.

The project was titled Building the Capacity of Younger People in Dairy Communities, with the UDV the driving force.

The program was combined with the Young Dairy Development Program from Gippsland early in 2007 with Jon Holland, Catherine Jenkins and Simon Finger taking the regional coordinator roles. At that stage it was a distant dream that one day

young dairy farmers would have a national program to support them.

The Young Dairy Network Australia (YDNA) was established by Dairy Australia to support the various young dairy farmer programs which operate throughout Australia under the Regional Development Programs.

YDDP welcomes this arrangement which provides opportunities for the sharing of ideas to support young dairy farmers and additional funding to ensure the sustainability of our program.

Young Dairy Network Australia has three aims:

1. Retain and attract young people to dairy through the communication and

promotion of opportunities within the industry to young farmers, service providers and other agricultural sectors.

2. Develop and build the capacity of our young people through enhancing skills and knowledge, and celebrating achievement in industry programs.
3. Develop young leaders and provide a progression 'pathway' through industry consultative and representative bodies.

None of this would have happened without the initiative of the UDV. Well done to all those dedicated people who gave their time to make it happen. It's not what you say ... it's what you do.

Bill Dullard, YDDP Project Coordinator

State election looms

The UDV is set to take its election priorities to each key dairy electorate across the state.

The priorities highlight the importance of dairy to regional Victoria and how the Government can assist the industry to increase production and profitability by 2025.

The UDV has a vision and targets for growth.

- A profitable, growing, export-focused industry.
- An increase in Victoria's milk production from 6.2 billion litres to 8 billion by 2020, and 10 billion litres produced by 2025.
- An increase in Victorian dairy export value from \$2.4 billion to \$3.5 billion by 2020 and \$4.6 billion by 2025.

To do this we need increased profitability; cost-effective, efficient infrastructure and logistics; attracting and retaining new entrants and skilled workers; and continuous improvement in environmental sustainability.



The Commonwealth and Victorian governments are committed to boosting the value and volume of agricultural production, and accessing new markets overseas to meet booming demand for high-quality, safe food. In Victoria the government has stated that it intends to double the State's agricultural production by 2030.

However if Victoria is to realise the export and growth opportunities Governments must match the rhetoric with action and sound policies to support growth in food industries.

The UDV election priorities highlight what the Government needs to do to clear the pathway to prosperity.

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