



SADA Newsletter

MAY 2019

SA Dairyfarmers' Association Inc
Unit 5, 780 South Road
Glandore SA 5037
Phone: 08 8293 2399
Email: sada@sada.asn.au
Website: www.sada.asn.au
Or [find](#) us on Facebook

SA Dairy Industry Action Plan 2019 – 2024 Launched

A few weeks ago the South Australian Minister for Primary Industries and Regional Development launched the South Australian Dairy Industry Action Plan 2019-2024.

The plan is the culmination of nearly two years of industry consultation by SADA talking to as many participants across the dairy supply chain as possible.

In launching the plan the Minister said,

“This Action Plan is a call-to-arms to all participants in the supply chain to work together towards a common goal to grow the dairy industry from the 500 million litres of milk produced by our farmers,”

“South Australia’s dairy products are becoming increasingly popular in markets across the world and we need to capitalise by continuing to supply a premium product.

“The adoption of new technology, value adding, greater market access, supply chain efficiencies and strengthening biosecurity are



elements which can support the state’s dairy industry to flourish.

“There are real opportunities to build on the dairy industry’s strengths as already the average milk volume produced per cow is higher than the national average.

“In recent years our dairy farmers have faced challenging times, however the Marshall Liberal Government is committed to working alongside the industry to drive productivity and growth.”

This plan is about galvanising the mindset of all who are in the dairy chain.

The chain is the producer, the processor, the wholesaler and the retailer each of which have a part to play in the process of getting milk from grass to glass or from paddock to plate.

Historically it has been too easy to segregate the dairy supply chain into its component parts with each component taking an insular position.

In difficult times that has meant that the relationship between producers and processors for example, has been eroded at the expense of the supply product overall.

An Action Plan is a vehicle by which all parts of the chain have a mind and a care about what they can do to improve the image and the performance of the dairy product in the journey from the paddock to the plate.

Businesses that galvanise their focus on the end result are businesses that thrive over time.

SADA President, John Hunt, has committed SADA to pursue the roll out of the plan and currently SADA is seeking input from government to assist in coordinating the roll out over the life of the plan.

Online Abuse

How to Respond

In recent times there has been an increase in activism among people who have taken on the self-appointed mantle of animal champions. While SADA supports the rights of people to lawfully protest in our society some of these activists have descended into unlawful and offensive behaviours. Fortunately, South Australia had been spared much of this activism, however, as your representative organisation we remain vigilant on your behalf.

Recently a number of farmers in the eastern states have received messages through various platforms which are offensive and threatening in nature. There are responses available and members should be aware of them.

The Commonwealth keeps and manages content oversight through the office of the eSafety Commissioner. This is the policing body that manages investigations into content breaches. The Commissioner maintains a relationship with every police force in the country. If a comment breaches state laws the police can respond accordingly. Threats of violence are treated differently in different jurisdictions.

From the Commonwealth's perspective there are a number of

things that are simply illegal to be online. These include:

- child sexual abuse material
- material that advocates the doing of a terrorist act
- detailed instruction or promotion in crime or violence
- instruction in paedophilic activity
- gratuitous, exploitative and offensive depictions of violence or sexual violence.
- A direct threat is also against the law

Should you be exposed to any of that sort of material by a third party it can be reported directly to the Commission at <https://www.esafety.gov.au/>.

Bullying, threats, harassment and offensive conduct

If you are exposed to people making threats or making offensive posts to you, you are still capable of reporting the matter to the Commissioner. However, in that instance you are still required to report the matter to the carriage service in the first instance. For example, Facebook maintains a "Help & Support" desk that enables you to "Report a Problem" to the carrier. For Facebook if you want to report a problem with a profile go to the offending profile and follow the links to report the matter to Facebook. If you're not satisfied with the response from your social media carrier, then within 48 hours you can report the matter to the Commissioner for eSafety.

Under Commonwealth law it is also an offence to use a carriage service (a provider of hardware

and software that enables communications) to extend to Facebook posts which use a carriage service to menace, harass or cause offence as well as using the carriage service to make a threat.

Evidence

If you are on the receiving end of any of this sort of material or comment it is important that it can be proved. If you have a screen open save it the image by way of screen capture. If there is any other evidence that is associated with the post or comment on line record it or take notes as best you can.

Responding to the abuser



The short answer is – don't.

"The strength of your argument has convinced me that I'm wrong." . . . said no internet troll, ever.

A response of any sort feeds the troll and only encourages more trolling. The guide is:

- If it's mild, ignore the troll
- If it's a threat tell police or report it to SADA.
- If it's abuse, contact SADA and we can assist with the appropriate and lawful response
- If you're not sure contact SADA.

Dairy Industry Association of Australia Gala Dinner

The Dairy Industry Association of Australia (DIAA) will be hosting the 2019 Dairy Awards Gala Dinner on 9 August 2019 at Adelaide Oval.

The Dairy Industry Association of Australia (DIAA) is a professional association for people working in dairy product manufacturing and allied trades. The DIAA was incorporated on 24 March 1986, following the amalgamation of the Australian Dairy Institute and the Australian Society of Dairy Technology.

The DIAA's mission is to provide a forum for communication, continuing education, professional growth, recognition and fellowship for all members, sectors and participant organisations involved with the dairy industry.

Every year, the DIAA National President selects a theme that is particularly relevant to the DIAA and the industry. The President's Theme sets the direction for the DIAA and is picked up by all DIAA State branches in their annual conferences and other DIAA events.

Consistent with the intent of the South Australian Dairy Industry Action Plan 2019-2024 SADA and DIAA have held a number of meetings to make sure that we're building a closer relationship between the two organisations to improve the outcomes for the industry as a whole.

Your processor will be there and you should get onto who you

supply and encourage them to invite you onto their table. If they value your work you can probably convince them to pay for your ticket.

In any instance nothing stops you from attending independently.

The cost of attendance hasn't been confirmed yet but as soon as we know, so will you.



Continues to support projects

SADA Fresh continues to ramp up its contributions to the South Australian Dairy Industry. The board comprises Mr Will Rayner, CFO of Rural Bank (Chair), the Hon. Rob Kerin former premier of South Australia, Councillor Melissa Rebbeck, applied agricultural and climate scientist and Mr Nick Brokenshire SADA Vice President.

Pasture Mapper:

Pasture Mapper will objectively measure the on-farm dry matter growth and yield



This project supports research being done by a company called Dairy Explorer. Dairy Explorer are developing the Pasture Mapper, a pasture measurement and mapping solution for Dairy Farms.

(biomass kg/ha) of ryegrass on a daily basis. The data collected will

support on farm decisions such as maximising grazing efficiency (thereby reducing wastage), optimising fertiliser use, optimising water use and increasing the input-output yield curve by reducing the grain feed requirements.

Biochar project: Biochar has been used as a feed supplement

for Beef and Dairy Cattle in Australia and Europe. To date it has been used as an integrated systems approach to have a secondary benefit on soil and pasture health. Observations and written evidence also suggest that by feeding biochar at less than 1% of intake can provide substantial improvements to the animal health, weight gain, milk quality, carbon sequestration, a reduction in methane outputs and better feed conversion.

This project aims to feed biochar to dairy cattle at up to 1% of feed intake mixed with a formulated feed supplement daily. The feed ration is provided in addition to the grazing diet. The ration will be

provided at 2 different rates to individual cows in a rotary dairy to 2 x dairy herds via the Fleurieu Milk Company. The hypothesis is that

feeding biochar in a mixed ration in addition to the dairy cows grazing diet will result in beneficial changes in milk quality and quantity, including improved somatic cell count, a reduction in the incidence of mastitis and a reduction in ammonia smell from the dairies.



Are you heading to the DAIRYSA INNOVATION DAY
Jump online and [register today.](https://www.eventbrite.com.au/e/2019-dairysa-innovation-day-tickets-60246842929)

<https://www.eventbrite.com.au/e/2019-dairysa-innovation-day-tickets-60246842929>

www.dairyplan.com.au

The dairy industry is one of Australia's cornerstone agricultural industries, with unique and valuable characteristics that benefit Australian society. Dairy is an important food, an important source of livelihood for people in farming, manufacturing, and service sectors, and a large export earner. The Australian dairy industry has innate strengths but faces significant challenges. The snapshot below highlights some of these challenges and opportunities. It aims to help you think about all aspects of our industry so that you can come to your local regional workshop ready to share your views and have a quality conversation about the future of dairy.

The future of dairy is in your hands

This is your chance to shape the future of Australian Dairy. We're starting a conversation right across the country about how we're going as an industry and how we can get to a better place. Your contribution will provide crucial input into the development of the Australian Dairy Plan which will deliver fundamental change to build a profitable, confident and united dairy industry.

5th June 10:00am - 2:30pm Mt Gambier [Register](#)

4th June 10:00am - 2:30pm Mt Barker [Register](#)

Water allocation drop-in sessions

Two drop-in sessions this May are available for irrigators to help prepare for the 2019-20 water use year. These drop-in sessions will include Department for Environment and Water staff available to discuss the current water resources outlook, the private carryover policy, water allocation projections and water licensing matters. Other service providers including water brokers and counsellors are being invited to provide further support and answer your questions.

The two drop-in sessions will be;

Monday 20th of May, 11-3 at the Loxton Research Centre

Wednesday 22nd of May, 9-12 at the Murray Bridge Golf Club.

RSVP is not needed, you can drop-in within those times when suits you.

For more information please contact Ms Peta Brettig, Senior Project Officer River Murray WAP on 8463 6877 or rmwap.feedback@sa.gov.au. Information about these sessions is also on the DEW website.

Need insurance? You need WFI.

Proud insurance
partner of South
Australian Dairyfarmers
Association.



At WFI, we take the time to thoroughly understand your business and how it operates. Because when we get to know a business, we can protect everything that matters.

We're available to meet with you face-to-face to discuss your insurance requirements. That's just one of the reasons why we're good people to know for insurance.

WFI Rural Plan consists of a range of different policies, covering a wide variety of risks. This approach gives you greater flexibility, and if circumstances change it is easy for you to add another policy.

WFI Rural Plan policies you can choose from:

-  Farm Property Damage
-  Farm Loss of Income
-  Farm General Property
-  Farm Transit
-  Farm Legal Liability
-  Farm Machinery Breakdown
-  Farm Electronic Equipment
-  Farm Burglary and Theft
-  Motor Vehicle
-  Personal Legal Liability
-  Domestic Workers (WA only)
-  Classic Home
-  Standard Home
-  Personal Valuables
-  Pleasure Boat
-  Personal Accident and Illness

Need an insurance quote?

**Call your local WFI Area Manager on
1300 934 934 or visit wfi.com.au**



backed by 

Insurance Australia Limited ABN 11 000 016 722 AFSL 227681 trading as WFI is the issuer of our policies. This flyer doesn't take into account your objectives, financial situation and needs. You should consider these matters and the relevant Product Disclosure Statement (PDS) before you act on any advice. You can get a copy of our PDSs from our website at www.wfi.com.au or by calling 1300 934 934. Under the Privacy Act we are required to make you aware of how we will collect and use the personal information that you provide to us. This information is contained in our privacy statement which is available online at www.wfi.com.au or by contacting WFI on 1300 934 934 or emailing privacy@wfi.com.au. South Australian Dairyfarmers Association is an alliance partner of WFI. If you take out a policy with WFI, South Australian Dairyfarmers Association receives a commission from WFI at 7.5% of the value of the premium payment (excluding taxes and charges).