Dairy Industry Perspective and Approach to Animal Welfare

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Australia’s Dairy Industry

- Exports to 130 countries
- 1 million tonnes annually
- $3 billion income
- Third largest rural industry
- Value at farm gate $2.8 billion
- Largest value added food industry contributing $9 billion
Dairy Product Environment

- Government & regulators
- Community
- Media
- Activist / interest groups
- Food Industry
- Industry Service providers
- Agricultural Interest groups
- Financial Institutions
- Customers
- Health Professionals
- Education / Academics Scientists
- Health Organisations
- Policy Makers
Enid was finally ready to admit that compliance was a bit more complicated than she first thought.
Dairy Industry National AW Strategy

That the Australian dairy industry has a good reputation in animal care to secure, maintain and enhance the future sustainability of the dairy industry.
Targets

- Government, community and customer confidence in Australian production systems and animal welfare standards
- Framework for continuous review and improvement in best practice on farms
- Effective processes for the identification, assessment, prioritisation and response to animal welfare issues
- Consideration of the Five Freedoms
Processes in Place

• Consultation

• Assessment

• Investigation

• Change Management
Consultation

ADF AH&W Committee

Dairy Australia AW Reference Group
Assessment

National Extension Programs
Assessment
Investigation

• Farm Survey

• Identification of Barriers & Drivers for Change
Change Management

- Animal Welfare Reference Document
- Industry Policy
- Communication / Education
Dairy Welfare We Care

Communication plan for farmers

“Sound dairy husbandry delivers good animal welfare”

Nurturing Feeding Preventing Handling Milking Monitoring Improving Assuring
Continued improvement in bobby calf management
Reducing the incidence of tail docking by encouraging farmers to adopt alternatives
“Sound dairy husbandry delivers good animal welfare”
Thank you