



## **The SA Dairy Industry Action Plan 2024-2029 is the roadmap to that future.**

The South Australian Dairyfarmers' Association (SADA) announces its pride in the launch by Premier Peter Malinauskas and Minister Clare Screiven of the South Australian Dairy Industry Action Plan 2024-2029. The plan is designed to set the pathway for the SA dairy industry for the next 5 years.

The plan builds on the earlier 2019-2024 plan which achieved its goal of aligning the SA dairy industry with industry participants, regulators and government. The earlier plan succeeded in creating communications and pathways across industry that led to a clear ambition, shared by all in the industry, for an industry with a predominant orientation toward a premium South Australian product.

SA dairy products are simply among the very best in the world.

The Dairy Industry Action Plan 2024-2029 builds on the notion of premium by expanding what will be expected in marketplaces globally as society moves to a more sustainable future.

Premium will come to mean much more than the simple quality of a product. Customers will come to expect that products are not only premium in quality but premium in sustainability, integrity and reputation.

For this reason, the new plan will highlight the need for sustainable product that is not only sustainable, but also verifiably so.

The whole dairy supply chain from cow to customer is aware that consumers will expect that the product they are enjoying has been sustainably sourced.

Sustainable in terms of emissions, biosecurity, animal care and environmental footprint.

### **Quotes attributable to Peter Malinauskas**

*“I am pleased to be able to launch the new Dairy Industry Action Plan today on behalf of SA Dairyfarmers’ Association, as it demonstrates the ongoing commitment from all our dairy producers and processors to keep growing and improving the industry.*

*South Australian dairy products are globally recognised and exported around the world, and the plan laid out by industry will aim to build on that reputation and ensure we are also the greenest, and more premium products on the market.*

*I look forward to seeing the work and action from all South Australian dairy farmers who continue to work hard not only in providing us with delicious and nutritious products, but in taking care of their land and our environment for future generations of South Australians.”*

### **Quotes attributable to Clare Scriven**

*“We know that South Australian dairy products are among the very best in the world, and this Plan will guide the sector to grow their market share and provide premium products domestically and internationally.*

*Changing consumer expectations mean that sustainability is now key to South Australia’s reputation for premium products, and I am pleased to see that the dairy industry in South Australia shares our vision for sustainability into the future.*

*The Australian Dairy Sustainability Framework and the new South Australian Dairy Action Plan will support our producers to meet new challenges while continuing to provide leadership in sustainable and nutritious food production.*

*The goals of industry development, growing our export markets and promoting the SA dairy brand will all contribute to sustainability in the sector and the profitability of South Australian businesses.”*

### **Quotes attributable to Rob Brokenshire - SADA President**

*“This plan is about creating a future for an industry that sees itself as part of the 21<sup>st</sup> century global marketplace.”*

“The industry is not without its challenges in a highly competitive market where pressure has been felt by all in the supply chain, including farmers, processors and retailers.

“Nevertheless, the partnerships which have been developed in SA in the past 5 years have laid a platform for a future which means that all South Australians can benefit from an industry that will be recognised globally as being sustainable and of the highest quality.

“The SA Dairy Industry Action Plan [2024-2029](#) is the roadmap to that future.”

South Australian Dairyfarmers Association, Unit 5, 780 South Road, Glandore, South Australia  
5037, Email: [sada@sada.asn.au](mailto:sada@sada.asn.au), Phone: [08 8293 2399](tel:0882932399)

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