

Smithton

Legendairy Capital

DairyTas congratulates Smithton on being awarded Tasmania's Legendairy Capital town. It is great to see the community come together for this program and put the town on the map across the country.

Circular Head has 150 dairy farms , around 68,000 dairy cows and last year produced around 370ML of milk which is 41% of the state's total. This region is arguably Australia's most intensive dairy region.

It is the epicentre of Tasmania's dairy industry and has been the engine room for the growth in the state's dairy industry over the past 10 years.

The project aims to boost involvement with our schools in the region and this is vitally important for the future of the industry.

The recent investment in dairy processing in the region through Tasmanian Dairy Products and Murray Goulburn, led by the vision of one Bradley Watson, has been an important catalyst for the rejuvenation of dairying in the region. It has given more farmers the confidence to expand their operations and invest.

The project aims now to bring the schools and community along with the industry to sustain a better future. We wish them well for the national award.

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