

Long term viability of dairy

Dr Mike Ginnivan
Managing Director
Dairy Australia





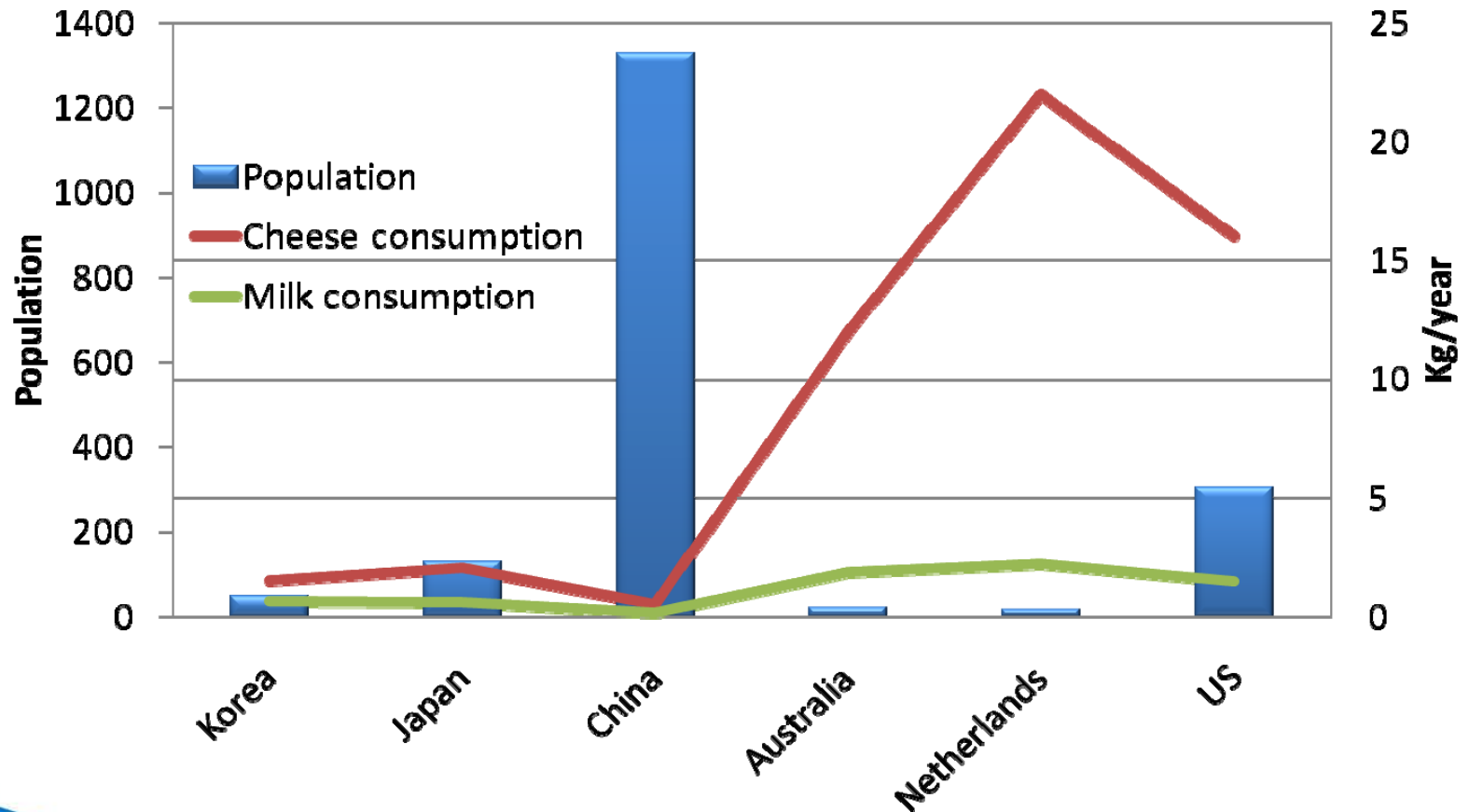
Demand & Supply

- **Demand is still there – DairyLive 25 June**
 - Experts from overseas say demand for Australian dairy products is strong
 - Markets for Australian product are there but the price point is the issue
 - Customers want reliable, consistent supply from Australia
 - Australia is a leader in the dairy export sector and has the ability to build its exports into the future
 - Domestic demand is still strong
- **Building Supply**
 - What can we do to build the value proposition of dairy?



Fundamental demand for dairy

Dairy consumption and Populations





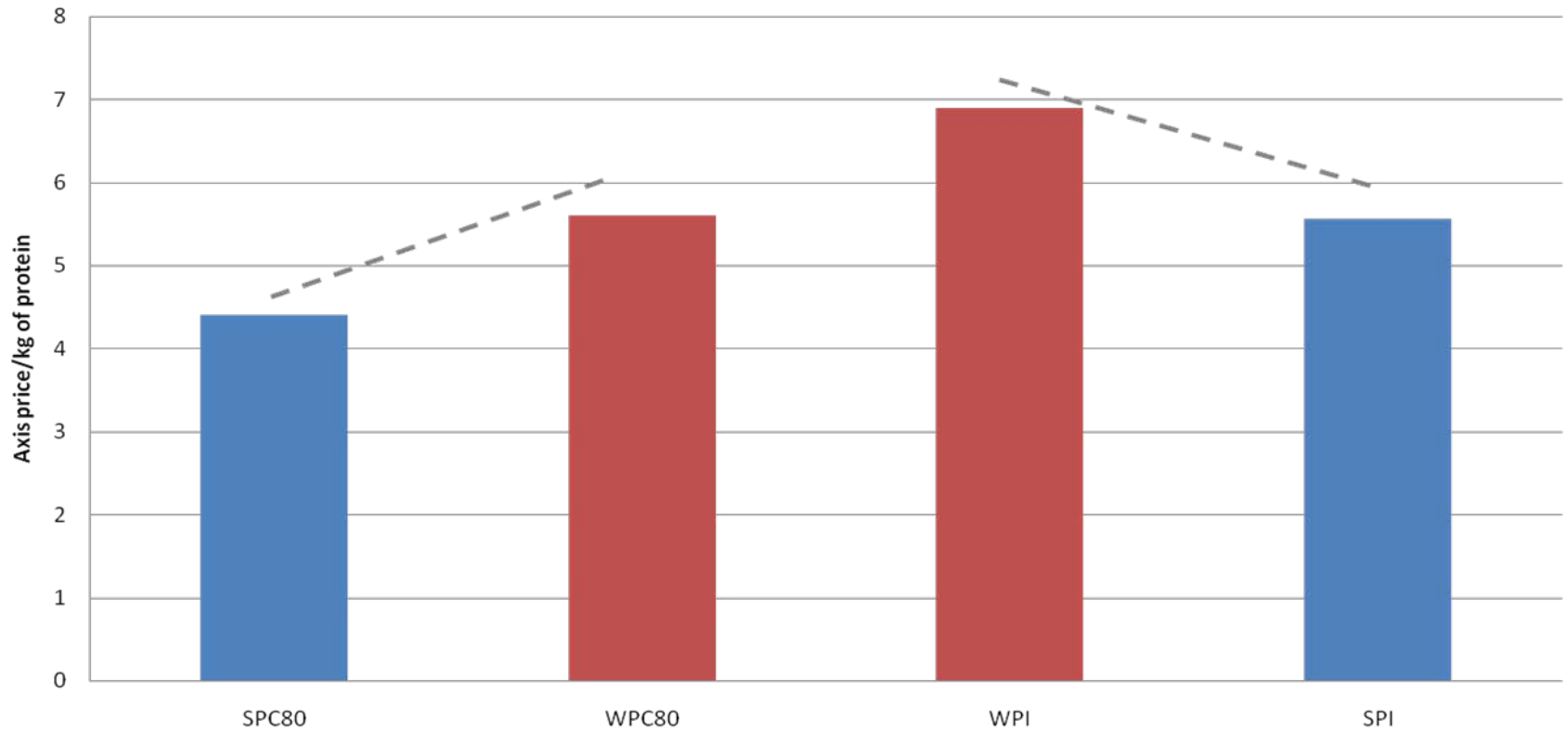
Key attributes of dairy

- **Flavour (Taste)**
- **Nutrition**
- **Functionality (Convenience)**



Protein competition

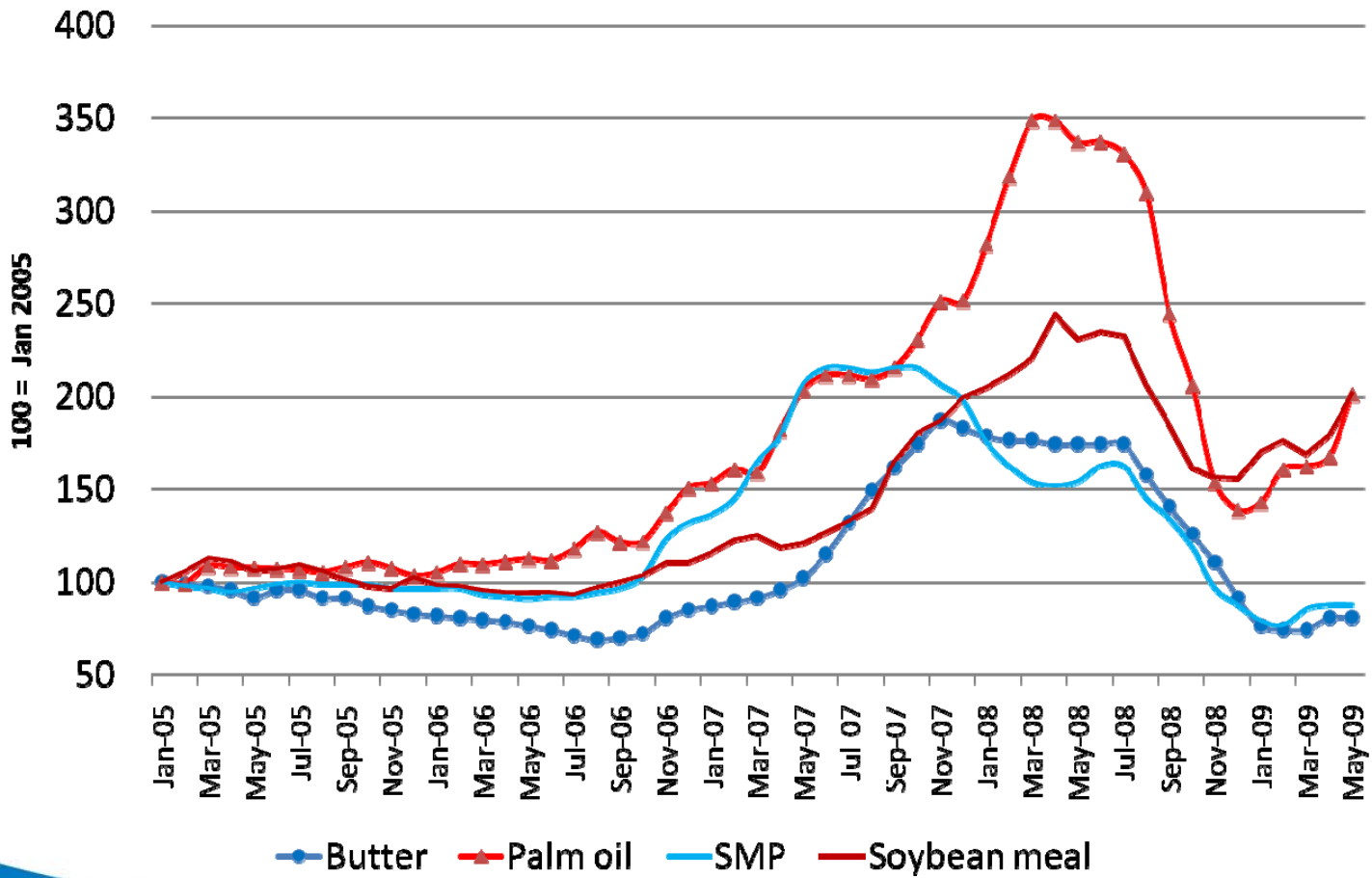
Comparative Prices of Protein – Soy vs Dairy





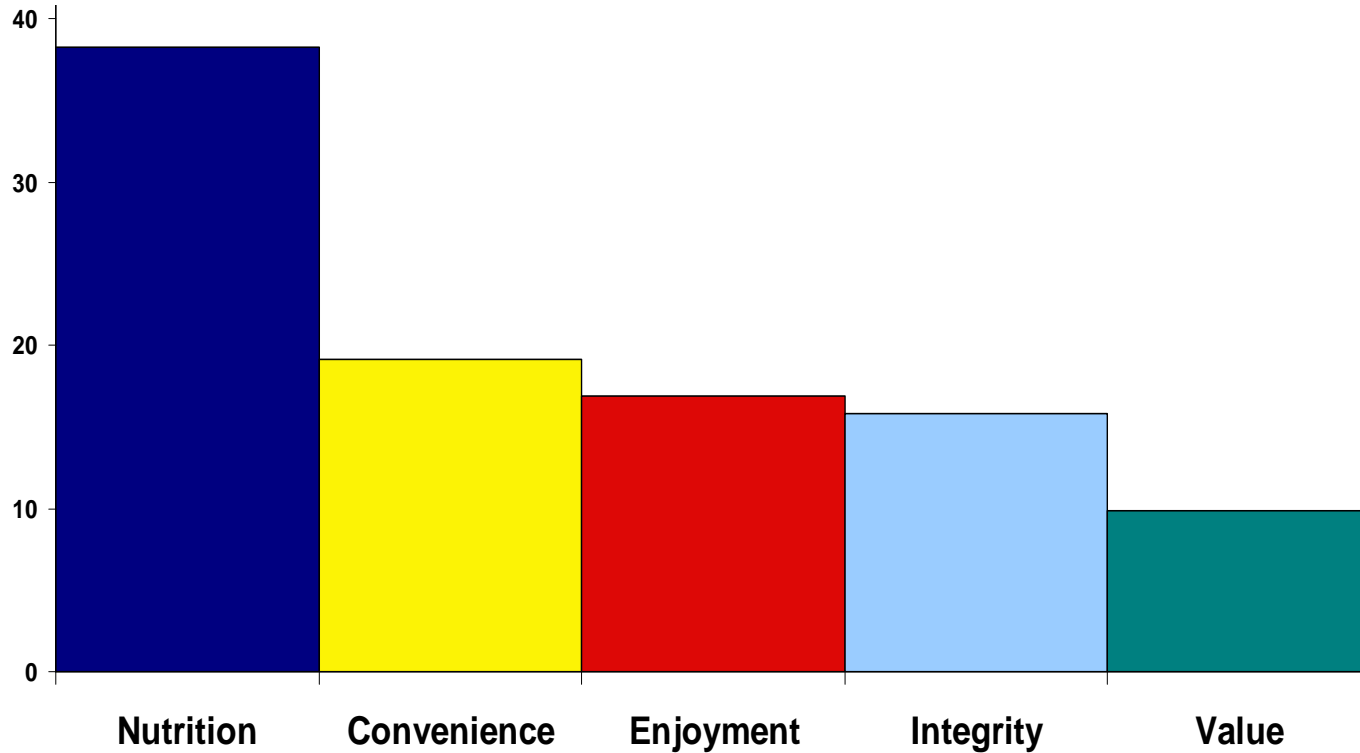
Prices

Protein and fat price index





Benefits of dairy: Consumer priorities





Work with influencers

- **Health Communications**

To encourage Health Professionals to actively recommend 3 daily serves of dairy to their patients

- **Nutrition media**

To keep the presentation of the nutritional and health effects of dairy foods in the media mostly favourable

- **School communications**

To encourage long term consumption of dairy among primary school students and to positively position the industry

- **Food communications**

To increase awareness of the quality, diversity and usability of Australian dairy food products



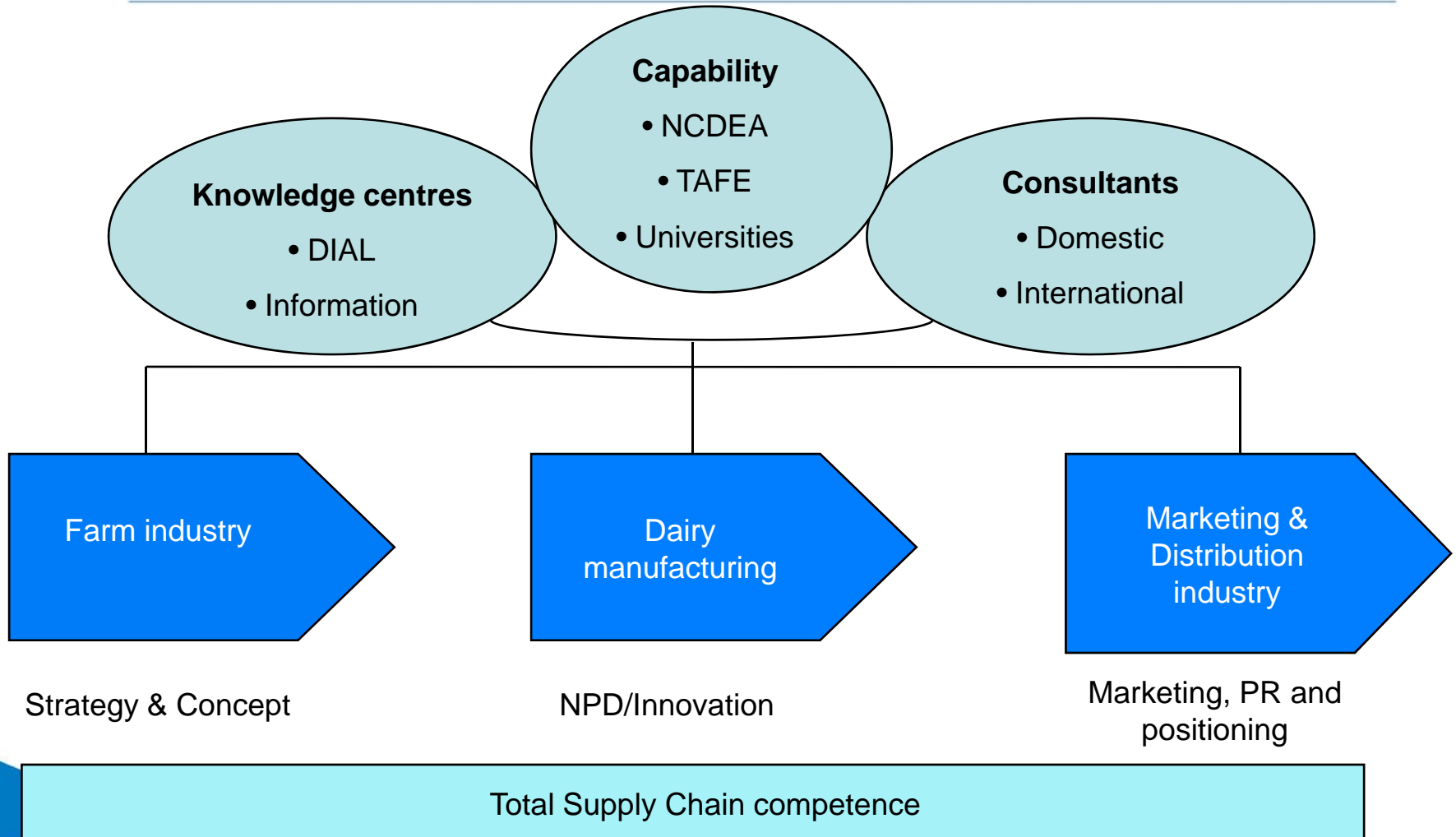
'Dairygood' for life



- Communicates essentiality
- Introduces vitality, passion & optimism
- Reinforces family interaction/ nurturing – dairy's heritage
- Highlights through-out life – dairy's point of difference
- Works for ingredients, dairy products, dairy industry

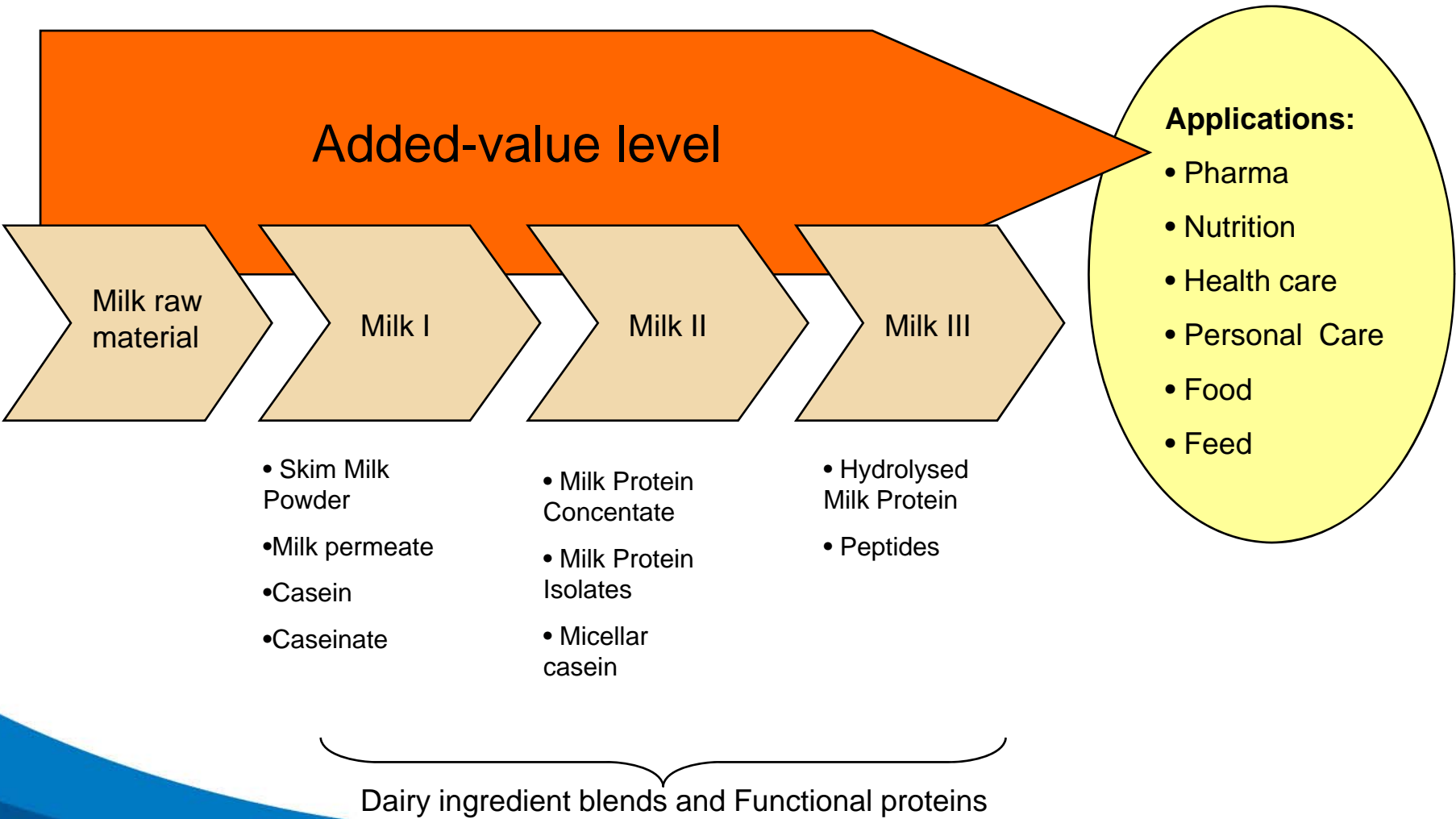


Dairy supply chain competence



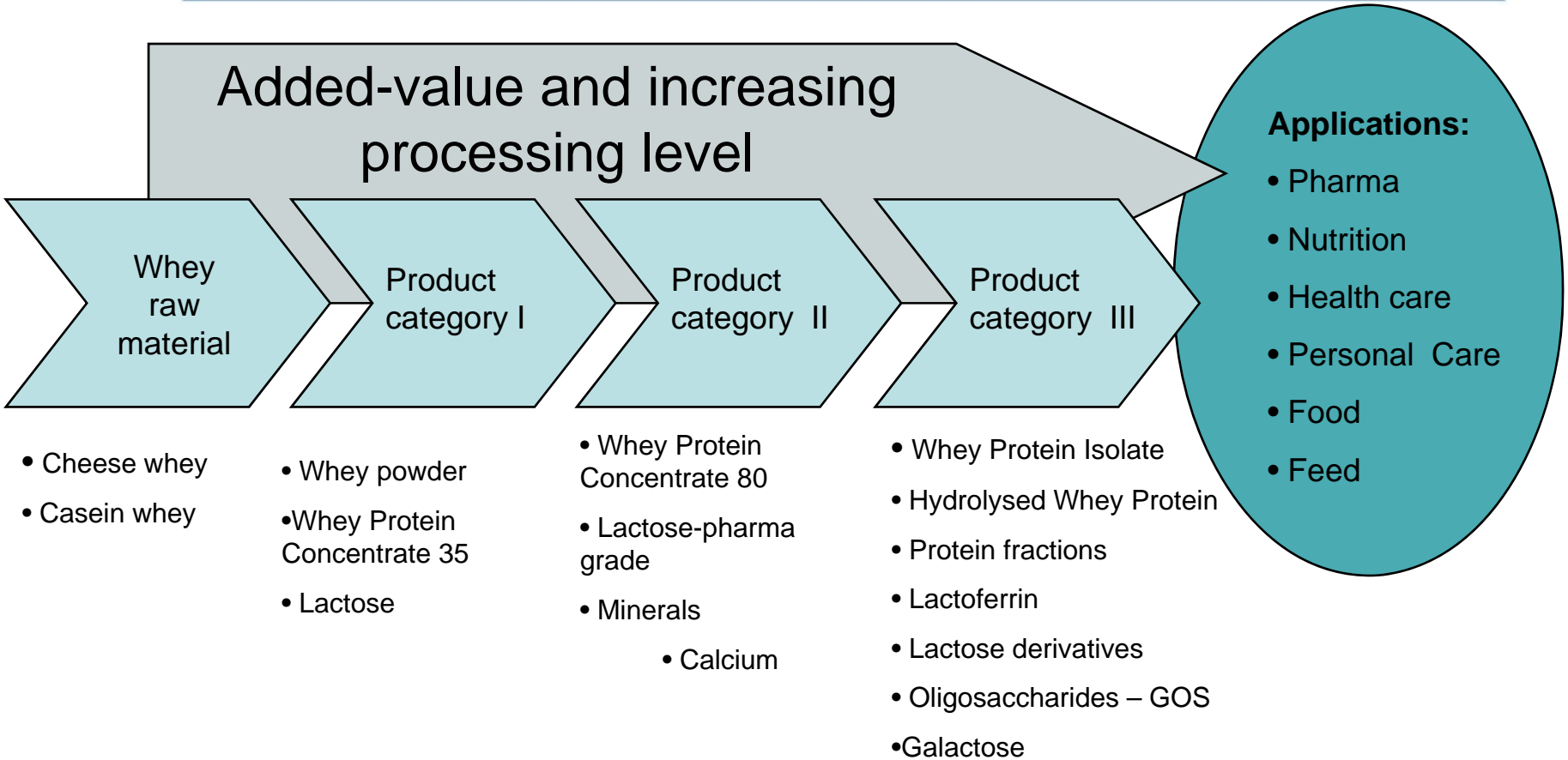


Overview of functional dairy ingredients





Value adding - whey





Increase farm productivity

- Feedbase
- NRM practices. water
- Climate change
- Labour/education
- Business Management
- Genetics/fertility
- New technologies
- Milk quality and harvesting
- Production/system ethics
- Input costs
- Situation & Outlook



Thank you

A decorative blue wavy graphic at the bottom of the slide, consisting of two overlapping curved bands.