

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: THURSDAY, 19 MARCH 2009

ATTENTION: Chiefs of Staff, News Directors



State's dairy industry boosted by new business program

Tasmania's dairy industry will receive a boost today with the launch of a new business development program.

Dairy Smart is an industry funded project designed to help farmers build and further protect their business, creating more profitable, efficient and resilient operations.

"The dairy industry is one of the most profitable and efficient industries in the State, yet as with any industry, there are always challenges to face," Tasmanian Institute of Agricultural Research (TIAR) Dairy Adviser Rob La Grange said.

"Milk price reduction and the increase in average herd sizes are just some of the changes within the sector in recent times, and it is how best to manage these sorts of changes.

"*Dairy Smart* is designed to help protect and nurture farming interests across the State long term, by providing all members of the dairy industry with a chance to develop and hone their business skills.

"What's interesting about *Dairy Smart* is it will be offering, for the first time, specialised training for managers and lower equity sharefarmers."

The program will be officially launched today by Labor member for Braddon Bryan Green at the Tasmanian Institute of Agricultural Research (TIAR) laboratories at the UTAS Cradle Coast campus in Burnie.

Valued at \$120,000, the program will be held over the next three years and is a joint initiative between Dairy Australia, DairyTas and the Tasmanian Institute of Agricultural Research (TIAR).

The program offers a number of business and management seminars that will be part of a group-based approach. Groups catering for growth and advanced skills will meet several times a year.

Technical workshops, field days and an industry newsletter are also part of the program, helping to further support learning needs.

For more information about *Dairy Smart* phone 6421 7612 or 1300 368 550.

For more information/interviews contact:

Rob La Grange, TIAR Dairy Adviser, 0408 563 762

WHAT: *Dairy Smart* launch

WHEN: Thursday, March 19: 12.30 – 1pm

WHERE: TIAR Cuthbertson Laboratories, UTAS Cradle Coast campus,
16-20 Mooreville Road, Burnie.

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