



THE SOUTH AUSTRALIAN DAIRY FARMERS

# JOURNAL

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AUGUST 1993

## SHOW DAIRY READY TO SHOW-OFF!

The South Australian dairy industry is set to improve its image with the public. A magnificent new dairy is in the final stage of construction at the Royal Showgrounds, at Wayville.

The Exhibition Milking Dairy has been an industry joint effort and will attract a lot of media and public interest, with a viewing gallery along one side of the pit area. It is designed as a "single park" facility, to cater for the various breeds and to meet the requirements of the exhibitors.

The Royal Agricultural and Horticultural Society's (RAHS) Annual Show is the focus of the interaction between South Australia's country people and their city cousins. Coming to the Royal Show to see the animals gives the public a perception of a quaint and peaceful dairy industry. They don't see the technology sophistication and modern quality control.

The objectives behind building the dairy include:

(1) enrich the image of the dairy industry - dairying is the best of both worlds -

rural and high-tech!

- (2) improve the facilities used by all dairy exhibitors
- (3) improve the quality of the milk collected.

An official opening is planned for Wednesday 25 August at 11.00am. All dairyfarmers are welcome to attend.

If you can't make it for the opening make sure you visit the dairy at Show time and spend some time at the Australian Dairy Corporation pavilion as well.

Rumour has it that a number of key industry people are near exhaustion trying to co-ordinate all the work. Allan Manning, Malcolm Timberlake and Bob Snewin have all had a heavy workload. To Malcolm especially, many thanks for soldiering on, with all the changes at the former Metropolitan Milk Board hap-

pening at the same time. Malcolm is now known in the industry as "Tiles Timberlake" and if you have a look at the new dairy - you can see why!

My thanks to all who have contributed so far -especially to the exhibitors and the breed societies, Colin Ekers and of course, the people at the Royal showgrounds.

*The secret of all victory lies in the organization of the non-obvious.  
Spengler (1880 - 1936)*



**Adrian Scott**  
Executive Officer

How are we going to get people to think of us as a clean, modern, efficient industry when you keep doing 'that' on the floor!



PETER GALE

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THIS JOURNAL IS PRINTED ON RECYCLED PAPER, BECAUSE WE CARE!



# PRESIDENT'S COMMUNIQUE



## **\$1 BILLION EXPORTS**

Australian dairy exports during 1992/93 were worth one billion dollars.

According to estimates by the Australian Dairy Corporation the value adding potential of the dairy industry has reached this major milestone.

The Kerin Plan (now a revised Crean Plan) has fostered a clear focus by processors on premium export markets.

A more buoyant export market, increased production at farm level and targeted marketing of branded product have each contributed to this excellent result.

Last year's Australia wide production was worth \$2.15 Billion at the farmgate and the processed (value added) dairy product at wholesale level was valued at \$4 Billion.

This strong export demand and subsequent increases in wholesale prices combined with the "relative" buoyant manufacture milk process in Victoria and New South Wales during the past 12 months are factors relative to comments of Adrian and myself in the June edition.

Our concerns regarding the low manufacture prices in South Australia are genuine concerns and must be recognised in order to focus on strategies for consideration.

Although National Dairies South Australia and Dairy Vale have not announced their opening prices at the time of writing this communique, I believe members can look forward to a

positive message being conveyed in the new prices.

## **NEW ACT NEW AUTHORITY**

All dairy farmers in South Australia are now producing milk under the new Act (South Australian Dairy Industry Act 1992). The level of self regulation incorporated and the limited functions to be carried out by the new authority will mean radical change in some areas.

The transmission of jurisdiction from the Metropolitan Milk Board and Primary Industries (SA) to the new Authority will not happen overnight. However it is already evident that some aspects of industry functions will be complex and difficult without statutory support.

Some aspects of industry responsibility will require extensive exploration and the possible development of new industry structures to facilitate proper and legal conveyance of producer authority in order to self regulate.

At this point in time SADA has not been informed of what level of expertise will be maintained by the Authority in order to monitor compliance of Industry Codes of Practice.

## **PREMIUM SHARING OF MARKET MILK FARM GATE REVENUE**

Full State-wide Equity will not start until January 1 1994 - however:

1. The South-East will continue to receive the licence fee of 2 cents deducted from the farmgate price on sales in the metropolitan area until January 1994.
2. The South-East will receive the revenue acquired from the 1 cent increase in processors' margin on all sales. This increase facilitated by the Government to preserve country processing plants will be pooled by the processors and administered under the direction of the Minister of Primary Industries.
3. Equalisation of Market Milk revenue in the area previously administered by the Metropolitan Milk Equalisation Committee will continue to be administered under the same Agreement until January 1994, but calculations, methodology and payment will be based on the new Statewide Model developed by the Statewide Equity negotiating team. Please note that Monthly payments will not be received until after the 15th day of the month - but will include both the manufacture component and market milk component of the immediate previous month ie the "City Milk Bonus" (as such) will no longer exist.
4. Calculations for state-wide equity using the prescribed regional adjustments will be made available in the near future for discussion with the Barossa Mid North Cop and Riverland.



# DAIRY EFFLUENT GUIDELINES

Readers will find an insert in this journal which contains information about the dairy effluent management guidelines which were distributed to 470 dairyfarmers in the Mount Lofty Ranges region recently.

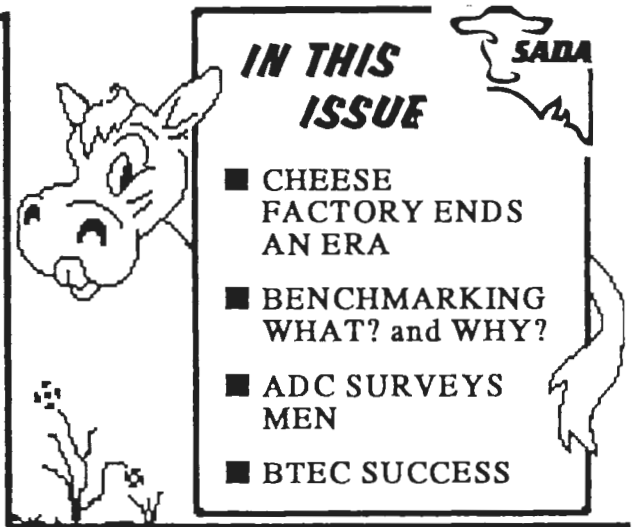
The information sheet includes reference to a series of meetings which will be held in various parts

of the Mount Lofty Ranges over the next 6 weeks.

Members are encouraged to attend these meetings so they can learn more about the background to, and content of, the guidelines and to participate in the development of an extension program which is


## IN THIS ISSUE

- CHEESE FACTORY ENDS AN ERA
- BENCHMARKING WHAT? and WHY?
- ADC SURVEYS MEN
- BTEC SUCCESS



relevant to the physical, economic and social conditions which exist in local parts of the region.


*Phil Hazell, EWS*



**It's a Girl!**

*Congratulations to Evan and Kerry Schmidt of Mundulla on the birth of Tamlyn.*

*(The Schmidts have recently moved from the Hills area. Does this make Tamlyn a Hills/South East cross breed? Ed.)*



5. Negotiations will continue in order to finalise the State-wide Agreement and the structure of the Equalisation Company.

### SEASONAL INFLUENCE ON PRODUCTION

I do not have production figures for the South-East, North or Riverland but it is interesting to note the effect that the poor opening to the season, combined with poor quality rain-affected hay, has had on Central Region production (See Table).

With litres and fat down 11.3% and 11.6% respectively, the protein content of milk produced in June conveys an

#### CENTRAL REGION PRODUCTION

	JUNE 1992	JUNE 1993
LITRES	25,463,616	22,592,208
Kgs FAT	1,109,503	980,277
Kgs PROTEIN	855,271	704,220

interesting message:

3.36% average protein in June 1992 and 3.12% average protein in June 1993 has meant a corresponding drop in total protein of 17.7%

### ROYAL SHOW EXHIBITION DAIRY

The building is virtually complete and equipment fixtures are being installed.

The facility is a credit to the

South Australian Dairy Industry and the level of support by the Show Society and the Breed Societies has been and will be, the key to the success of this outstanding achievement.

Some time in the future I would like to thank some key individuals - but not yet - for the next four weeks they will be contributing substantially further to their dedication over the last three years.

I hope to see you at the opening on the 25 August. Please let the office know if you wish to attend.

**ALLAN MANNING**  
PRESIDENT



The task of benchmarking the Australian dairy industry has begun. Benchmarking is, according to Professor Malcolm Rimmer, Director of the Monash Australian Centre for Benchmarking, "copying" - but copying only from those people whom you know are good.

Twelve key issues have been identified, spanning the farming, manufacturing, distribution and promotion sectors of the dairy industry.

### Farming

1. Farm productivity
2. Milk quality composition
3. Collection processes

### Manufacturing

4. Yield and waste management
5. Labour efficiency
6. Packaging costs
7. Inventory management
8. Investment in new technology

# "BENCHMARKING" DAIRY

### Distribution and promotion

9. Export marketing
10. Export service and delivery

### Other benchmarks

11. Seasonality
12. Market milk deregulation (post farm gate)

### Farm Benchmarks

The farming sector study will identify key opportunities for improving profitability rather than looking at technical research issues.

Studies to date indicate that the major opportunities for increasing profitability at the farm level are through producing low-cost raw material of high quality via an efficient collection process.

In reviewing collection processes, the study is inter-

ested in both costs and the impact on milk quality and composition, with the next step being intensive studies to identifying practical and feasible ways to realise these goals.

The primary goal of the project is to benchmark the performance of the Australian dairy industry against world best practice.

The three key objectives are:

1. Identify performance gaps
2. Provide insight into why gaps exist
3. Allow strategies to be developed, at industry and individual enterprise levels, aimed at closing these gaps and improving performance.

The project started in March 1993 and will be completed late in 1993. It is being funded by the Dairy Research and Development Corporation (DRDC).

## ON-THE-SPOT FENCING FACTS

**FREE!**

"Fencing questions usually come up while you're on the job," says fencing demonstrator, Neville Prince. "Landholders need to refer to practical, straightforward information on

the spot."

In response to this need, Waratah have published a convenient series of 'Finer Fencing' booklets, with tips and facts from Neville.

Available for free, these booklets use photographs and full colour illustrations to clearly demonstrate details on areas like the most effective use of Hinged Joint, making the strongest knot for your wire, and correct construction of a strainer assembly.

The first four titles were released last month, and Waratah say there are more to come. They are available from your local fencing supplier. Topics so far include "Strainer Assemblies -- Faults and Facts", "Netting -- Spaces, Places and Bases", "Working with Wire -- Knots and Know-How" and "Hinged Joint -- Tricks and Traps".

"These booklets are a handy reference for questions that come up while you're working," says Neville.

# "You can take it from another farmer..."

you'll get vigorous fast growing calves, higher milk yields, increased butter fat levels and improved herd health!"

BRETT HAYTER, Werombi Ayrshire Stud, Camden N.S.W. and WEROMBI AMIGO BELLE, Champion Ayrshire Cow, Sydney Royal Show, 1993.

Sounds like a big promise, doesn't it? and it is! Quite frankly, we didn't think nutrition supplementation could make such a big difference, but after two seasons on the Dairy Herd Nutrition Supplement Programme, we're convinced!

First our calves went on CALF WEANAID and the response was nothing short of dramatic. They not only looked better, the incidence of scours dropped markedly and growth rates really took off. At 20 grams a day we reckon Calf Weanaid is a steal!  
*(Calf Weanaid is a unique vitamin mineral mix with an added non hormonal growth promotant and has a nil withholding period.)*

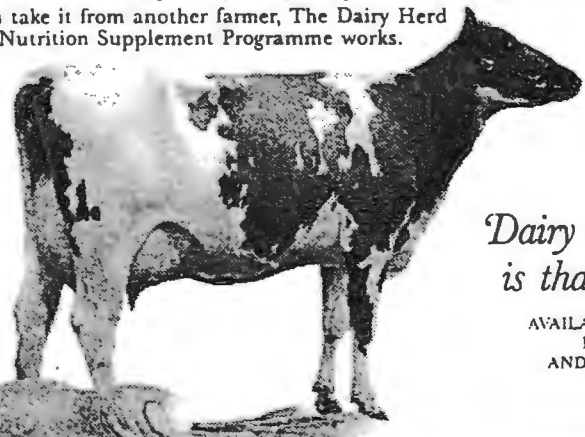
A big win with the calves encouraged us to introduce DAIRY HI-YIELD for our milkers. Not only did general herd health improve, we achieved a profitable increase in milk output and conception rates went from 70% to 85%, and for us that's real money in the bank!

*(Dairy Hi-Yield is a vitamin mineral mix with buffers against acidosis and enough magnesium to prevent grass tetany. When you're feeding less than 2.5 kilos of grain, Dairy Aid is used.)*

It didn't take any persuasion for us to run a trial on International's production enhancement supplement, BYRUMEN. Remarkable! is the only way to describe its action. A higher lactation peak and a bigger overall yield means we'll keep using it, especially in the first ten weeks of lactation.

*(Byrumen is a concentrated bypass protein boosted with selected vitamins and minerals you use from day one of lactation.)*

You can take it from another farmer, The Dairy Herd Nutrition Supplement Programme works.



Try it.  
Being  
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is that easy!

AVAILABLE FROM  
DAIRY VALE  
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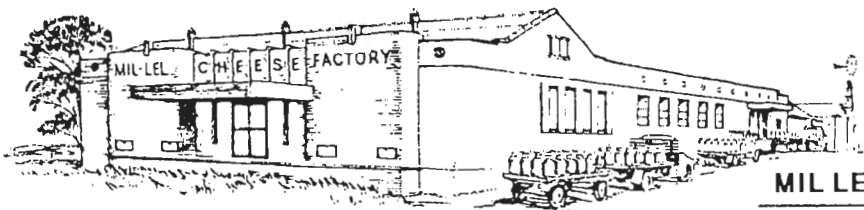


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# Farewell.....

# Mil Lel!



MIL LEL CHEESE FACTORY 1940

Jack Frost probably contributed more than any other individual to the growth of the cheese industry in the South East of South Australia in the first half of the twentieth century. It was his factory, which he developed from practically nothing, which first attracted the Kraft organisation to the area, thereby setting in motion a chain of events which affected the whole industry.

In 1916 Jack's father, Edward, had taken him to Mil Lel to have a look at a small cheese factory. He made an offer for the place, but it was not accepted. In 1925 Jack had another look at the cheese factory and visited local farmers to see what support he would be likely to get. Although it didn't look very promising, Jack had faith in the district and its future and made another offer which was accepted.

Jack's decision to move, with a 'sick wife and five

children' and from the security of being Manager at an O.B. Flat factory, to take up the challenge of resurrecting a small factory which had been idle for years, was received with shock and disbelief.

All the equipment was still in the factory. The previous owners had looked after it, keeping it in very good order.

A sequence of extensions to the factory and purchases of new equipment continued throughout Jack's tenure. The vats were progressively renewed, eventually they had five 6,000 litre vats, made by Austral Sheet Metal Works, fitted with travelling agitators; they were wide and deep - 'real man killers'. Some of the first hydraulic presses to be used in South Australia were installed.

One item of equipment shunned by Jack was a pasteuriser. He had learned his trade long before pasteurisers were introduced. He realised their advantages in terms of improving

the control of the manufacture process, and giving a more uniform product, which was more suitable for export and pleased competition judges. However, he did not see pasteurisation as a benefit or necessity for his own business.

Jack, for some years, was one of the two biggest cheese suppliers to the Australian trade. His reputation was based on a very full flavoured product. Jack recognised the importance of high quality milk - good milk can be made into good or bad cheese, but bad milk can only be made into bad cheese.

In 1951, after fifty-one years in cheese making, Jack put his factory up for auction. This occasion provided many indications of the status of the Mil Lel factory and its owner. The most notable was while the Director of Agriculture Dr. (later Sir) Allan Callaghan was making his opening address to the South East's annual Factory Manager's Conference,



# ABV BOOKS



Orders are now being taken for the 1993 ABV Book. Like last year, the ABV Book features a quick

reference guide, information on genetic trends, conversion tables, Calving Ease ABVs, as well as hav-

ing Production, Type and Workability ABVs for bulls meeting reliability criteria.

The ABV Books can be obtained by writing to ADHIS, enclosing a cheque for \$30.00 which includes postage, to: ADHIS Pty Ltd, First Floor, 1601 Malvern Road, Glen Iris, Victoria 3146.

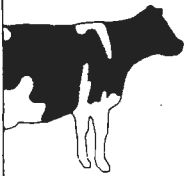
Breed Lists based on the overall Top 2000 Cow ABVs will be available for \$25 for each breed: Holstein, Jersey, and Red Breeds, and \$12 for other breeds.

The Australian Dairy Herd Improvement Scheme is funded by the Dairy Research and Development Corporation.

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DAIRY RESEARCH AND DEVELOPMENT CORPORATION

half the gathering got up and walked out to attend the auction.

Kraft bought the factory and by 1970 there were twenty-one employees and seventy suppliers.

In 1972 a programme was begun which ultimately saw the factory practically rebuilt. Kraft purchased the Kinross Milk Company, which owned the Suttontown cheese and butter factory and a milk bottling plant. The milk bottling premises were sold and the equipment installed at Mil Lel. Cheesemaking from Suttontown was also transferred to Mil Lel.

A phase of development within the industry which bought about changes at Mil Lel was the conversion to bulk milk collection from farms. This took place over five or six years as not all suppliers were able to instal vats in the first place.

After they had changed over, suppliers began to produce more milk, and larger and larger tankers were put into service. A 23,000 litre tanker was used on the Naracoorte run.

Also around this time, the general community became concerned with environmental pollution problems. Kraft purchased some land adjacent to the Mil Lel factory and over several years developed, with assistance from various Government departments, a system of pasture irrigation with treated whey and effluent. They also involved local farmers, a very important move in getting the scheme accepted and ensuring its success.

On 2nd July 1993, employment ceased at Mil Lel, with production ceasing one month before. Happily, the large majority of staff already have new jobs.

While this is a significant, and some would say, sad end to a factory, Kraft Foods' involvement in the South East dairy industry is thankfully not in decline.

Since 1982 Bob Byham has held the top job at Mil Lel and, as Regional Manager South East, has transferred to the Suttontown plant, on which \$7.5 million has been spent on further capital works. Plus of course, there is a significant expansion at the Eight Mile Creek factory on dairy dessert lines. One door closes - another opens!

REFERENCE: "People, Places and Cheese in South Australia" Gordon S. Pickhaver





# DAIRY INDUSTRY TOPS \$1 BILLION MARK

In the financial year just ended, the exports of the Australian dairy industry topped the \$1 billion mark according to estimates by the Australian Dairy Corporation.

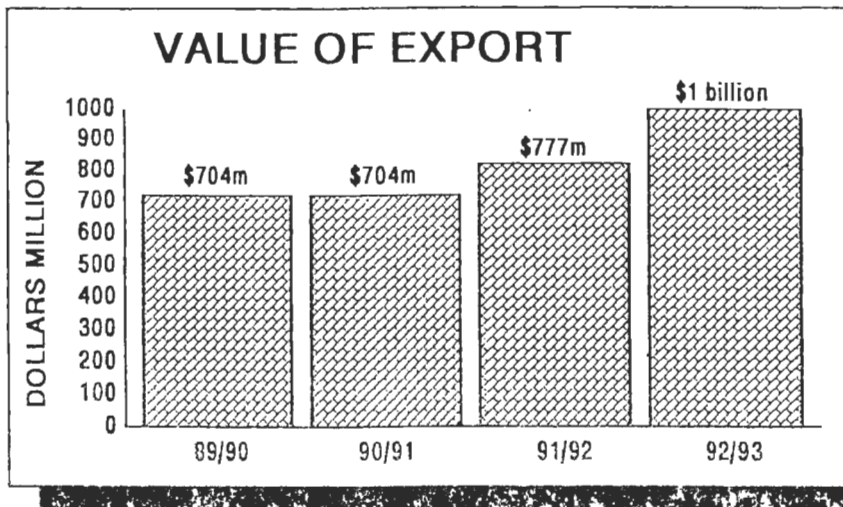
This is a major milestone for the Australian dairy industry and a boost for Australian hopes of being a major supplier of high quality processed food. More than eighty per cent of Australian dairy export markets are in Asia and the Pacific where Australian firms now hold a thirty per cent share of dairy imports.

The Chairman of the Australian Dairy Industry Council (ADIC), Mr. Pat Rowley, announcing the export results said that the industry as a whole deserved to be congratulated for this outstanding result.

"It reflects the hard work and dedication of the people who make up our industry. We have been through some very tough times in establishing our

industry as Australia's premier processed-food export industry. We can hold our heads high: we have shown that we can turn in an export performance comparable with other major manufacturing industries."

Mr. Rowley said that winning dairy export markets



was as tough as an export business could be.

"Our competitors mostly enjoy high levels of government subsidy and export markets are frequently closed by high tariff barriers and regulations. We have no government subsidies and our markets are open on a free-trade basis to New Zealand which has some of the lowest production costs in the world."

"There are not many export manufacturing industries that can boast of success against these sort of odds."

The Australian dairy industry is a strong, technically advanced, world competitive industry. It has broad regional presence directly employing some 100,000 people in a large range of activities from farm labourers to genetic engineers and in-

directly contributing to the livelihood of many tens of thousands more in urban and rural Australia.

Dairy is a high value-added industry. In recent

years the value of processing and manufacturing input almost doubled the value of the milk at the farm gate. Value-adding has promoted strong product and brand innovation in the domestic and export markets. Australian firms frequently win export business on the basis of the superior quality of their product measured against all other world suppliers, as well as on the basis of their highly competitive prices.

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## Thank You.....

### FLOOD RESPONSE

Following the devastating December rains which saw the Mobilong swamp at Murray Bridge flooded, the local SADA River Murray Branch launched an appeal for assistance.

Dairy farmers from the River and Lakes areas certainly quickly responded with offers of agistment, hay and monetary donations.

On behalf of the Mobilong dairy farmers - Betty Joy, Bob and Tania Hutchinson, John and Judith Schofield - the Distribution Committee sincerely thank the following:-

D & K Altmann	A Frith
F T Beauchamp	N & B Gallasch
K & P Dabinett	D & K Harvey
R & J Dohnt	B Heading
W Duell	R & A Harris
A & N Fiegert	J Kelley
T Fisher	A Kuchel
M Frahn	P & J Lindner

I McGowan  
C & F Mason  
I & J Mueller  
Mypolonga Herd Test  
B & J Pfeiffer  
I & M Rowley  
A Schaedel  
J Simmons  
Stewartdale Pty Ltd  
S & H Treloar  
J Wundenberg  
J Van Den Brink

## BTEC - A SUCCESS STORY

*Extract from "The BTEC Success Story" by Graham McGregor, Chairperson, National BTEC Committee*

Australia was declared free from bovine brucellosis in July 1989 and impending free from bovine tuberculosis at end December 1992. These are major achievements in which the cattle industry has played a leading role.

The progressive achievement of freedom from brucellosis by State has been Tasmania (1975); Western Australia (1985); Australian Capital Territory, New South Wales, Victoria and South Australia (1988); Queensland (January 1990); Western Australia and Northern Territory (December 1992).

The Australian cattle industry is to be congratulated on these achievements since it is the cattle producer who has borne the brunt of the Campaign, often at considerable cost. The industry nevertheless has contributed to the funding of the Campaign and worked co-operatively and effectively with the Commonwealth, State and Territory Governments to bring the Campaign to its current successful stage.

The success of BTEC is an example of the positive results that can be achieved through the co-operation and combined commitment of governments and the cattle and buffalo industries. It demonstrates that the industry is willing to respond to the requirements of the market and is able to meet and overcome threats to its future.

The experience gained through BTEC will place the industry in a good position to face the challenges it will be required to meet in the future, particularly in continuing to adapt to meet the requirements of our customers and in taking advantage of the opportunities that are opening up for it.

The benefit to society from the reduced occurrence of brucellosis and tuberculosis has been acclaimed as one of the major animal health achievements this century.

11.

# MEN, DIETS, DAIRY FOOD



The Australian Dairy Corporation commissioned a market research survey on the dietary habits of men. The survey of men in the age groups, 14-18, 19-45 and 46-60 year olds, follows a similar survey in 1992 of women and their dietary habits.

Whilst men are somewhat less diet oriented than women there are encouraging signs that most appreciate the importance of a healthy lifestyle and understand some of the general principles involved.

Although few men are on any sort of structured diet over two thirds are at least careful about what they eat. Concern for diet is not wholly related to personal health. Men are concerned about how others see them. Most, for example, believe that women are less attracted to men who are overweight and there is also a consensus view that men who are fit and healthy looking have a better chance of succeeding in their career.

The majority of men interviewed claimed to be aware of the "five food groups", but in reality knowledge falls short of their perception. Not surprisingly, a major attitudinal difference between younger and older men exists in relation to cholesterol with older men showing much greater concern.

There is also evidence that men share with women a range of misconceptions surrounding one of the five food groups - dairy foods. Dairy foods are often incorrectly linked with ailments such as allergies or stomach pains and, of more concern, men frequently fail to recognise the importance of dairy foods in relation to calcium and bone strength.

Perhaps one of the most encouraging findings to emerge from the research is that the vast majority of men are no longer content to sit back and let their partners or parents do all the cooking. Nine out of ten men cook at home and seven out of ten describe themselves as "good cooks".

## DIETARY HABITS



### *Extent of Dieting*

While the majority of men claim to exercise some degree of care over what they eat, the incidence of true dieting is low.

Only 8% of men are on a strict diet or are very careful about what they eat which compares with 18% of women. A further 63% of men, however, "watch what they eat" leaving just 29% who have no concerns whatsoever.

Concern about diet increases with age. 15% of 46-60 year old males are in fairly strict diet mode.

Keeping weight under control emerged as the single greatest motivation to diet with health and fitness rating highly as other reasons for watching what they eat. Cholesterol was an issue for 10% of men, most of these being middle aged and older, whilst teenagers (17%) have a greater preoccupation with feeling fit and healthy than middle aged and older.

### *Avoided Foods*

The food categories most commonly avoided or minimised in the diet were chocolate and confectionery, alcohol, sugar, cream, cakes or biscuits, salt and potato chips. All were mentioned by close to 50% or more.

Men are less likely to restrict alcohol than women, with 51% of men, compared to 64% of women who listed alcohol as an item they try to avoid.

Different food types are rejected for weight reasons; eggs are the food most likely to be avoided because of cholesterol, salt is frequently avoided due to other health concerns.

Previous research by the Australian Dairy Corporation amongst men suggests that at least 30% of men have never tried yogurt, but that they have a "perception" that they will not like it.

### *Eating Habits*

We asked about consumption habits for breakfast, lunch and dinner. In terms of breakfast it

## Part I of II from the Australian Dairy Corp.



is of concern to note that only about half of men interviewed actually eat breakfast on a daily basis, with around 25% never or rarely eating breakfast. Young men are amongst those most likely to skip this important meal. Overall, men are less likely to eat breakfast than their female counterparts.

Seven out of ten eat lunch every day. 44% of lunch time meals are eaten at home with sandwiches (37%) making up most of the balance.

Over 90% eat dinner on a daily basis and 80% of these evening meals are home cooked.

Eating out continues to be a major influence on men's dietary habits with 30% of men saying they eat at restaurants between one and three times per week whilst 38% consume fast food at least once a week.

### ***Involvement in Cooking***

Despite what we hear about the changing roles of men and women, it is still surprising to learn that 90% of men, based on the survey, at least cook at home sometimes. Perhaps even more surprising is that nearly seven in ten men describe themselves as "good" cooks and nearly eight in ten men say they "enjoy" cooking. Some 63% of these men cook in kitchens, not just barbeques and 60% go as far as saying they like to be "creative" when they cook.

### ***Attitudes to Diet***

Interviewees were presented with diet-related statements and asked how well they encapsulated their own views. It generated very wide-ranging statements. On one hand 93% of men felt it was alright to eat most things in moderation, but 58% said they "just loved eating". Some 74% said some people will be overweight, no matter what sort of diet they are on and 62% said that every day "they seem to come up with something else that is bad for you". Most men see sport and exercising as a better way of keeping fit than dieting and 57% believe men who are fit and healthy looking are more likely to succeed in their career.

Nearly 30% see themselves as being overweight, and in the end, 30% say that they would "rather be heavy and happy than thin and miserable". Despite all this, men are more disciplined in their approach to dieting than women.

### **DAIRY FOODS**



Having covered attitudes and behaviour in relation to diet generally, those being surveyed were asked to consider dairy foods. To start with they were asked about the benefits and drawbacks of dairy foods.

The main benefits of including dairy foods in the diet were seen to be the high calcium

component (64%) and their contribution to healthy bones (39%). For 85% of men interviewed however, there were perceived problems associated with dairy foods. The most commonly perceived were:

- ✗ high fat content
- ✗ high cholesterol content, and
- ✗ the belief by nearly one in five men that dairy foods can cause weight gain

On balance, 88% of men felt that dairy foods were good for you, although 23% of men support the contention that the calcium provided by dairy foods is only necessary for young children.

We also canvassed attitudes to dairy foods by examining the extent to which people agreed or disagreed with a range of statements about dairy foods.

On the positive side there is widespread recognition that dairy foods are a major source of calcium in the diet and that dairy foods are "good for sportsmen because they help strengthen bones".

However, the statements also revealed some fairly widespread misconceptions which we will publish in Part II of Men, Diets, Dairy Food.

Research by interviewing over 400 Australian men, undertaken by Brian Sweeney & Associates.

# DAIRY FARMERS' CO-OP STILL PERFORMING

In a time of rising costs and uncertain incomes for dairy farmers, it will be of great relief to them to receive some money back. The dairy farmers' own co-operative, HISCOL, had an excellent year ending March 1993. Thanks to continued shareholder support, \$138,663 will be put back into farmers' pockets.

The chairman of the Hiscol Board Mr. J. Bramley stated:

"The results shown sound policy decisions and a concerted effort by dedicated

members of staff directed by the Chief Executive Officer. The support from Shareholders in the financial year, which has been a tough one for most, has been extremely encouraging. The use of Hiscol services both for Herd Testing and Artificial Breeding and World Wide Sires business has given the Board a great deal of encouragement in the face of increasing competition in all areas of the business."

The \$138,663 will be distributed via cash payments on shares, cash payments on reversionary accounts and

bonus shares along with cash rebates on herd testing cows.

Although this is a great result for SA dairy farmers, they must be aware that herd testing is the same as milk sales. Ten million litres of Victorian UHT milk is now being sold in this state. This does nothing to support SA dairy farmers.

It is more important than ever that SA dairy farmers support their own business, to ensure a stable and solid industry.

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\*\*\*\*\*

# CHEESECAKE

## From the Dairy..To the Table

### BLUEBERRY CHIFFON CHEESECAKE

#### Ingredients:

250g Granita biscuits, crushed  
150g BUTTER, melted  
250g cream CHEESE  
1/4 cup caster sugar  
1/2 cup MILK

#### Blueberry Topping:

1 tablespoon strawberry jam  
1-1/2 teaspoons gelatine

#### Method:

Mix biscuit crumbs and margarine and press over the base and sides of a 20cm springform cake tin. Refrigerate. Beat cream CHEESE and sugar until smooth. Warm MILK, beat into cream CHEESE mixture. Sprinkle gelatine over water and dissolve over hot water. Stir gelatine into cream CHEESE mixture and refrigerate until thickening, 20-30 minutes. Beat egg whites until soft, add sugar and beat until stiff. Drain blueberries, reserving syrup. Fold egg whites and half blueberries into cream CHEESE mixture and pour into crumb crust, ensuring top is smooth. Refrigerate 1/2 hour, add topping. Return to refrigerator for 2-3 hours or overnight before serving.

**Blueberry Topping:** Place blueberry syrup and jam into a saucepan and heat until jam is dissolved. Add gelatine, stir until dissolved. Cool, then add remaining blueberries and spoon over cheesecake.

Serves 8-10



1 tablespoon gelatine  
1 tablespoon water  
4 egg whites  
2 tablespoons caster sugar, extra  
1 x 425g can John West Blueberries

# *Dairy Farmers*

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DAIRY  
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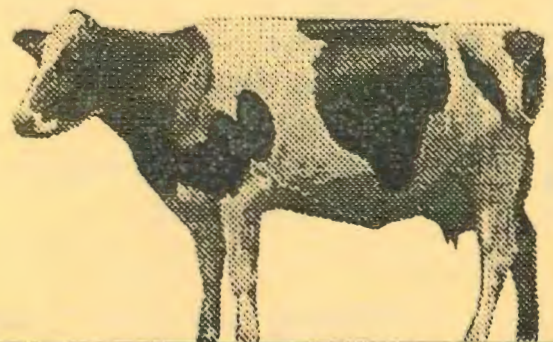
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*Manager Dalgetys Millicent*

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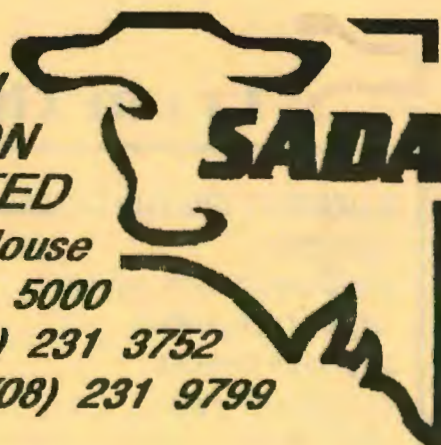


**SOUTH AUSTRALIAN  
DAIRYFARMERS' ASSOCIATION  
INCORPORATED**

**1st Floor, Aston House  
13 Leigh Street, Adelaide, SA. 5000**

**Telephone: (08) 231 3752**

**Fax: (08) 231 9799**



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Allan Manning  
Telephone (085) 685 268  
Fax (085) 685 494

**Executive Officer**

Adrian Scott  
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Fax (08) 231 9799

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THE SOUTH AUSTRALIAN DAIRY FARMERS'

**JOURNAL**

The Official Publication of the South Australian Dairyfarmers' Association Inc

**Published By:**

The South Australian  
Dairyfarmers' Association  
Incorporated

**Editor**

Adrian Scott  
Telephone: (08) 231 3752  
Fax: (08) 231 9799

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THE SOUTH AUSTRALIAN DAIRY FARMERS'

# JOURNAL

The Official Publication of the South Australian Dairyfarmers' Association Inc

ISSN 0049

VOL. 36 NO. 6

SEPTEMBER 1993



## PRESIDENT'S COMMUNIQUE



### EXHIBITION DAIRY OPENS

The official opening of our new demonstration milk harvesting centre at the Royal Showgrounds on Wednesday 25th August was a huge success and an excellent finale for all the loyal supporters of the project.

Well over 200 people attended the high profile occasion.

Breed societies made an extraordinary effort to ensure there were 12 cows present for the superb demonstration that went without a hitch. There were two cows from each breed.

The Honorable Minister of Primary Industries Terry Groom opened the facility with an excellent speech. He

then unveiled a plaque and proceeded to place the cups on the first cow.

The onlooking farmers offered plenty of helpful advice for our Minister who managed the task, even smiling for the clicking cameras, with style and dignity.

The following are extracts from the Minister's speech that I would like to share with you.

*'This Exhibition Show Dairy ... an initiative set to highlight to thousands of South Australians young and old, the important place the dairy industry has in our State.*

*This new facility provides an invaluable educational tool for the industry by*

*allowing the thousands of visitors to the Royal Adelaide Show the chance to see just how far dairying has come and the enormous technological advances that have been made.*

*During Show week I expect the new dairy to be a star attraction for families and there is now the potential to have the dairy opened at other times during the year and possibly to link in with the Investigator Science Centre which has been an enormous success in making science more accessible to young children.*

*Apart from the obvious educational and marketing benefits the dairy will provide, the facility is now one of the best in*



MINISTER GROOM CUPS-UP THE FIRST COW TO BE MILKED IN THIS \$250,000 ROYAL SHOW EXHIBITION DAIRY.



#### IN THIS ISSUE

- ADC & MEN PART II
- OUR BUDGET
- OUR STRUCTURE UNDER REVIEW
- IMPORTANT NOTICE - DAIRY VALE SUPPLIERS

PUBLISHED BI-MONTHLY PRICE \$3.00 \$30.00 PER YEAR, POST PAID REGISTERED BY AUSTRALIA POST PUBLICATION NO. SAC 1906

THIS JOURNAL IS PRINTED ON RECYCLED PAPER, BECAUSE WE CARE!

*Australia for producers to show their dairy cows and ensure high quality milk is produced in this environment.*

*Today South Australian dairy farmers are some of the most efficient in the world and in the past 20 years production levels per cow have increased by 30 per cent.*

*In many ways the Australian dairy industry is one of our best examples of an industry fully committed to quality and fully responsive to its markets.*

*The dairy industry has embraced innovation and the drive to do things better. So much so that quality assurance and total quality management are now words that are synonymous with the dairy industry.*

*This new dairy will in no small way be a showcase for the industry in our State helping all South Australians learn more about our Australian dairy success story."*

This project has been a fantastic team effort. To the people on the management committee - may I say thank you and congratulations on what you have achieved. The Management Committee has consisted of 20 dedicated persons representing their breeds and all sectors of industry.

I wish to make special mention of the Project Co-ordinating Team which first officially met on the 17th January 1991.

Those present at that meeting or their replacements are:

Bob Snewin - ADC (SA) - Secretary initially, then graduated to Project Administrator and above all was a major instigator of the concept.

Malcolm Timberlake - Metropolitan Milk Board/Dairy Authority - initially our Technical expert then graduated to be the Project Manager.

Malcolm is retiring from the industry and can be proud of the incredible commitment he has made. I daresay the nickname "Tiles" Timberlake will stay with him.

Colin Ekers - Dairy Farmer - initially recognised as the enthusiast, then graduated to Exhibition Dairy Manager - and I know Colin, with his talented assistants, will make it work!

Ian Newman - Dairy Farmer - who replaced the much valued Ian Cleggett. Ian Newman had his eye on the ball. He knew what he wanted and if anyone dared distract him from his goal they would be told very politely where they perhaps would like to go.

Frank Beauchamp - Executive Director HISCOL - initially recognised as the ideas man Frank was the enthusiast that kept the dream alive in the early stages - but when it came to all the work he hand passed responsibility to the ever reliable Jack Bramley, Chairman of the Board. Jack as Manager and Chief instructor at the Roseworthy Campus Dairy, has bought a depth of knowledge and experience into this project.

The effervescent Johnny Maidment has been a regular proxy for HISCOL.

Adrian Scott who replaced Terry Inglis when he took up his position as Chief Executive of the South Australian Dairy-farmers' Association. Adrian has been able to quickly convert our wild ideas and enthusiasm into strategic plans. The format of the official proposal put to RAHS and sponsors is an excellent example of Adrian's professional contribution.

Jim Fiege who has worked in partnership with Peter Longmire to provide a formidable contribution from the field services section of National Dairies (SA). Jim has made an extraordinary commitment in recent weeks to ensure the opening's success.

Richard Thomas and Colin Fox have been staunch supporters to the project team representing field services of Dairy Vale.

Jim Marshall from Primary Industries (SA) was an enthusiast of the concept and provided positive and sound advice throughout the entire project.

Last - but by no means least - Mike and Neville Gibbs from Simmons Dairy Supplies - No words could describe the enthusiasm of Mike throughout the total project. Neville and Mike attended the first meeting and they still had their heads down and their tails up working on this project with Trevor Manning from Mannings Refrigeration Electrical, late on the night before the official opening.

The creativity and quality tradesmanship of Mike is displayed via the excellent milking machine installation.

This project could not have been achieved without the generous donations of our sponsors:

- ADC
- Ecolab
- HISCOL
- Barry Brown Tanks Pty Ltd
- Mannings Refrigeration Electrical
- Milling Industries
- Pendulum Dairy Gates Pty Ltd
- Simmons Dairy Supplies Pty Ltd
- Tank World
- Westfalia Separator Pty Ltd
- Electricity Trust of South Australia
- National Dairies (SA) Limited
- RAHS
- SADA
- Milka Ware

National Dairies have displayed their strong commitment to the South Australian dairy industry with their generous sponsorship and support.

I believe it is not a coincidence that National Dairies (SA) are the major sponsors of the Exhibition Dairy.

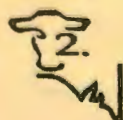
Within the last 12 months National Dairies Mile End achieved international recognition for attaining the highest level of quality control. Their plant is the first in Australia to achieve this.

Overall, the Exhibition Dairy will enrich our image and improve quality of milk produced throughout the duration of the show. The milking sessions will be carried out by key industry personnel, exhibitors and students from the University of Adelaide, Roseworthy Campus and students of the Noarlunga TAFE - Dairy On-Farm Training apprenticeship scheme.

I wish to convey a special thank you to the RAHS Director, Gary Campbell, for his patience, understanding and valuable guidance, and further point out the financial support of President Jock Duncan and his Finance Committee for absorbing approximately 50% of the establishment cost.

To those members who were not at the opening, make sure you visit the Show Dairy - you will feel proud to be a participant in the South Australian Industry!

*Allan Manning, President*





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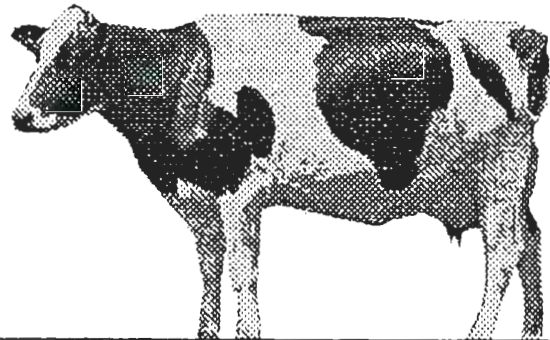
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# REVIEW OF OUR STRUCTURE



Remember the "Raggatt Report" on SADA completed last year? There were 12 main recommendations:

1. That the Executive Committee be delegated with the responsibility and authority to manage the affairs of the Association commensurate with the Objects and Purposes of the Association.
2. That the Central Council assume
  - ✦ a developmental role in respect of Branch operations
  - ✦ an advisory role in respect of Association policies.
3. That a structured evaluation of the Executive Officer's performance should be arranged annually or more frequently by the General Manager.
4. That the Association involve itself in the quality performance of its members, and demonstrate leadership in the process of deregulation in every way possible.
5. That the Association review the Constitution in respect of those matters set out in Section 5 of this Report.
6. That the Association continue to administer the investment of its funds on the same basis

as at present.

7. That the Association encourage the nomination of women members to official positions throughout the structure.
8. That wider use be made of sub committees or task groups as an added resource within the Association.
9. That a Branch Administration Kit be provided to assist Branch Presidents and Secretaries.
10. That a collator be purchased for use with the present photocopier.
11. That the Journal be published more frequently - say ten times per year.
12. That more specific delegation of duties and responsibilities be defined for the Executive Officer, whose title should be designated as Chief Executive or Executive Director.

Both the Executive and Central Council has considered these recommendations. While the Executive agreed to all the recommendations Central Council did not. Most importantly, it was not in favour of a reduction of its power or change in role. This still means there are three groups "managing" SADA.

- ✦ The Market Milk Equalisation Committee (MMEC) - which contributes to our budget;

- ✦ Executive Committee; and
- ✦ Central Council

The following motions were passed at Central Council on 20.7.93:

- 1) THAT CENTRAL COUNCIL REAFFIRMS ITS BELIEF THAT THE CURRENT CONSTITUTION BEST SERVES THE ROLE OF THE ASSOCIATION IN REGARD TO THE POLICY ASPECTS AND RAGGATT AND ASSOCIATES. RECOMMENDATIONS 1 AND 2(2) ARE REJECTED AND THAT INSTEAD BRANCHES BE ENCOURAGED TO AMALGAMATE.
- 2) A SUB-COMMITTEE BE APPOINTED TO DEAL WITH THE STRUCTURAL AND REPRESENTATIONAL ASPECTS OF THE ORGANISATION.

The Sub-Committee members are:

- ✦ Ian Williams (Myponga) phone: (085) 985 221
- ✦ John Nietschke (Barossa) phone: (085) 523 644
- ✦ Joanne Pfiesser (River Murray) phone: (085) 324 943
- ✦ Ray Heinrich (Sth East) phone: (087) 398 223

You are welcome to ring any of the sub-committee members to put your point of view on this matter. There is no doubt that we have to "slim down" the organisation as dairy farmer numbers in South Australia continue to decline.



# READD

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*Research and Extension Association for  
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## "MAKING MILKING EASIER, BETTER"

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at Flaxley on Tuesday 12  
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or Mt. Gambier Thursday 14  
October 1993

from 9.30 a.m. to 3.00 p.m.

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and better in South Australia  
for a better lifestyle!**

**FEATURE:** Code of Practice for dairy  
farmers in a deregulated  
industry.

**TOPICS:** \* Dairy Shed Design  
\* Milking Management  
\* Energy Efficiency Report  
\* Trade Displays

MORE  
DETAILS  
NEXT  
ISSUE!

*For further information:*

Chris Thomas (08) 354 9600  
Greg Gilbert (08) 297 2211

Noel Stratford (087) 25 6544  
Lee McKenzie (085) 56 9011



## HAZARDS OF ALKALINE DAIRY CHEMICALS

Many of the chemicals used on dairy farms are alkaline. Many of the alkaline dairy detergents contain very high concentrations of sodium carbonate (600 to 800 g/kg). These products are highly irritant and could cause burns. Other cleaners contain sodium and potassium hydroxide. Sodium and potassium hydroxide are strongly alkaline and can cause permanent damage to the eyes or serious burns to the mouth, throat and oesophagus.

If children eat dairy detergent or other alkaline dairy chemicals, they can get severe irritation or burns. Usually there will be signs such as burning and blistering on the lips and in the mouth. There may be vomiting, refusal to eat or drink, the child may clutch the throat or dribble continually, because it is painful

to swallow. However in some cases there may be no obvious signs in the mouth or on the lips, or other symptoms, but the child may have burns lower down in the throat or the oesophagus. Burns in the oesophagus are more of a problem than burns on the lips or tongue because scarring and stricture formation can occur as the damaged tissue heals. If strictures occur there can be long term problems with swallowing, resulting in repeated trips to hospital. There is also an increased risk of oesophageal cancer later in life in patients who have had oesophageal strictures as a result of alkali burns.

**IF ANYONE SWALLOWS ALKALINE DAIRY CHEMICAL OR GETS IT IN THEIR EYES, MEDICAL ATTENTION IS NEEDED IMMEDIATELY, REGARDLESS OF WHETHER THEY HAVE ANY SYMPTOMS.**

If the chemical is in the eyes, the eyes should be washed out immediately (for 10 to 15 minutes) using water, holding the eyelids apart, before going to the doctor.

**IF POISONING OCCURS,** further information can be obtained from your doctor or the Poisons Information Centre on:

**(008) 182111 or (08) 2046117**

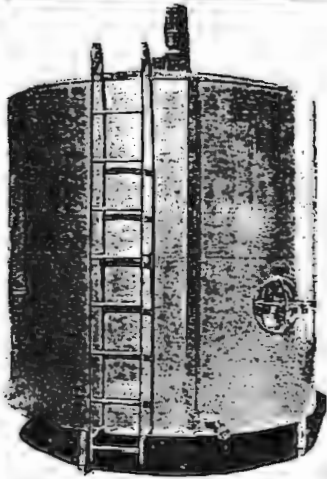
**IT IS IMPERATIVE THAT ALL DAIRY FARMING CHEMICALS ARE STORED IN LOCKED CABINETS, SO THAT CHILDREN ARE NOT AT RISK OF SERIOUS, POTENTIALLY LIFE THREATENING INJURY.**

*Liz Hender  
Senior Pharmacist  
Poisons Information Centre*





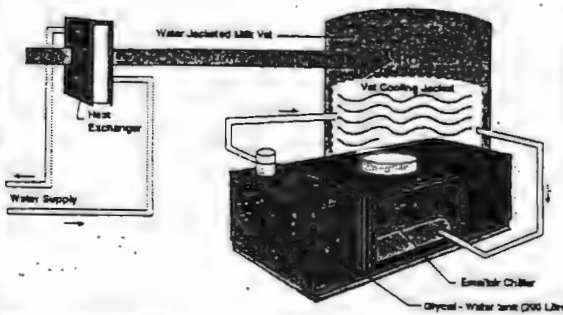
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- System contains only 50 litres propylene glycol (system cost \$150,000).
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- Chillers are factory packaged with over 1000 idempol units operating in Australia.

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*or any of the newly appointed South Australian Agents....*

- Gambier Farm Supplies, Mt. Gambier, Brett Gilbertson, (087) 256 533
- Simmons Dairy Supplies, Lonsdale, Neville Gibbs, (08) 326 2044
- Ken King, Meningie, (085) 751 071

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Telephone: (\_\_\_\_) \_\_\_\_\_



# BUDGET 93-94

Once a year I like to explain to all SADA members how we obtain our finance and how the dollars are spent.

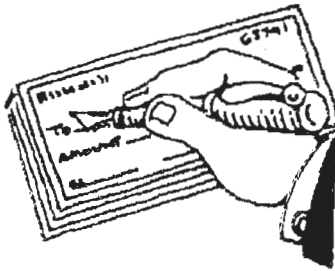
For the year ended 31.3.93, SADA recorded a small net surplus of \$18,120 after a deficit the previous year of \$38,000.

This year, we have budgeted for an income and expenditure of \$318,000. Members often ask me questions about our financial position. Full details are in our audited accounts which are available to all members on request.

In a nutshell, the estimated budget is as follows:

## INCOME 93-94

Subscriptions	\$105,000	33%
Equalisation Committees	\$164,000	52%
Interest, dividends & insurance commission	\$41,600	13%
Sundries	\$8,000	2%
Total	\$318,600	100%



## EXPENDITURE 93-94

Salaries/wages	\$110,023	35%
ADFF affiliation	\$22,820	7%
Central Council & Executive	\$66,050	21%
Journal Expenses	\$10,000	3%
Other (rent etc.)	\$109,823	34%
Total	\$318,716	100%

My personal view is that SADA is unlikely to obtain the budgeted subscriptions due to changes in collection procedures. Therefore, we will have to cut expenditure in the second half of our financial year.

*Editor*



# "You can take it from another farmer..."

you'll get vigorous fast growing calves, higher milk yields, increased butter fat levels and improved herd health!"

BRETT HAYTER, Werombi Ayrshire Stud, Camden N.S.W. and WEROMBI AMIGO BELLE, Champion Ayrshire Cow, Sydney Royal Show, 1993.

Sounds like a big promise, doesn't it? and it is! Quite frankly, we didn't think nutrition supplementation could make such a big difference, but after two seasons on the Dairy Herd Nutrition Supplement Programme, we're convinced!

First our calves went on CALF WEANAID and the response was nothing short of dramatic. They not only looked better, the incidence of scours dropped markedly and growth rates really took off. At 20 grams a day we reckon Calf Weanaid is a steal! (Calf Weanaid is a unique vitamin mineral mix with an added non hormonal growth promotant and has a nil withholding period.)

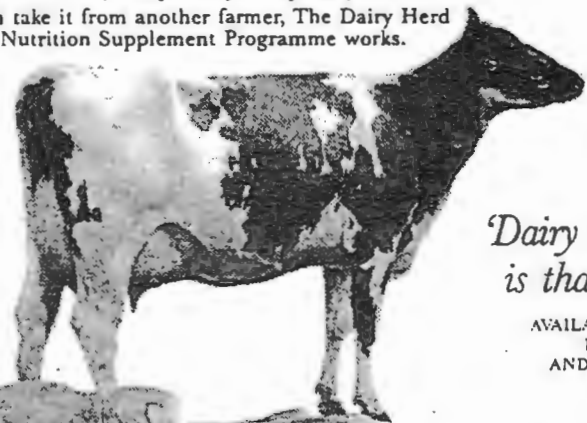
A big win with the calves encouraged us to introduce DAIRY HI-YIELD for our milkers. Not only did general herd health improve, we achieved a profitable increase in milk output and conception rates went from 70% to 85%, and for us that's real money in the bank!

(Dairy Hi-Yield is a vitamin mineral mix with buffers against acidosis and enough magnesium to prevent grass tetany. When you're feeding less than 2.5 kilos of grain, Dairy Aid is used.)

It didn't take any persuasion for us to run a trial on International's production enhancement supplement, BYRUMEN. Remarkable! is the only way to describe its action. A higher lactation peak and a bigger overall yield means we'll keep using it, especially in the first ten weeks of lactation.

(Byrumen is a concentrated bypass protein boosted with selected vitamins and minerals you use from day one of lactation.)

You can take it from another farmer, The Dairy Herd Nutrition Supplement Programme works.



Try it.  
Being  
'Dairy Smart'  
is that easy!

AVAILABLE FROM  
DAIRY VALE  
AND SELECTED  
OUTLETS.



INTERNATIONAL ANIMAL HEALTH PRODUCTS, 6 DUPAS STREET  
SMITHFIELD N.S.W. 2164 PHONE: (02) 604 9922 FAX: (02) 604 3403.



# MEN, DIETS, DAIRY FOOD



*As explained in the last edition of the Journal, the ADC commissioned a survey on the dietary habits of men. Part I of this report covered attitudes and behaviour in relation to diet generally, and dairy foods in particular.*

*The survey revealed some fairly widespread misconceptions in relation to dairy foods.*

## MYTHS AND FALLACIES



**61% believe "Too much consumption of dairy food is a major cause of cholesterol"**

**FACT:** The most influential dietary factor in determining blood cholesterol levels is the type of fat in the food, not the cholesterol according to the nutrition director of the National Heart Foundation.

Cholesterol is a fatty wax-like substance found within the body that plays a major role in the normal functioning of the body. About three quarters of our daily needs of cholesterol are made in the body. High blood cholesterol is determined partly by heredity, the food we eat and lifestyle factors, including the level of physical activity, smoking alcohol and stress.

Following these dietary guidelines is important:

1. Enjoy a wide variety of nutritious foods.
2. Eat plenty of breads and cereals (preferably wholegrain), vegetables (including legumes) and fruit.

3. Eat a diet low in fat, and in particular low in saturated fat.
4. Maintain a healthy body weight by balancing physical activity and food intake.
5. Limit intake of alcohol.
6. Eat only moderate amounts of sugars and foods containing added sugars.
7. Choose low salt foods and use salt sparingly.

Guidelines on specific nutrients:

1. Eat foods containing calcium - particularly important for girls and women and also boys and men.
2. Eat foods containing iron. This is particularly important for girls, women, vegetarians and athletes.

**42% believe "Dairy food cause stomach pains in some people"**

**FACT:** The belief that dairy foods cause stomach pains is not true in most cases. People often blame dairy foods for symptoms without knowing it is actually something else in the meal that is responsible for an adverse reaction.

Some of the common symptoms of food allergy are abdominal pain, diarrhoea,

vomiting and constipation. A low percentage of the community may be allergic to the proteins in milk. However, many more are allergic to eggs, fish, soya beans, wheat, citrus fruit and peanuts which are the cause of the majority of allergic reaction and consequently stomach pains. In some instances people may have an intolerance to lactose; the sugar present in milk and suffer discomfort. Those affected can eat most dairy products in moderation in a mixed diet ie. that is hard cheese and small quantities of milk, as well as yogurt containing acidophilis and bifidus cultures.

**29% believe "Consumption of too much milk causes sinus or mucus problems"**

**FACT:** Mucus is the normal secretion from cells of the lining of the bronchial tubes or nasal airways. Mucus acts a part of the body's defence mechanism against irritation and infection by tapping bacteria and dust particles. When mucus reaches the throat, it is coughed up as phlegm. Among the many alternative medicines only naturopathy and Ayurveda philosophy, probably the oldest of all medical disciplines dating to about 2000 BC, link milk with mucus.

It is only in recent years that scientific research has been carried out to prove or disprove this belief. Milk is accused of causing everything from runny noses to asthma and heart disease. Medical scientists say the majority of claims lack scientific evidence and are misleading. Those who believe that milk produces mucus may be confused by the soft filmy coating milk leaves in the mouth or throat. This temporary sensation can be duplicated by a similarly formulated milk substitute developed from a soy based product.

## Part II from the Australian Dairy Corp.



**25% believe "Dairy foods often cause skin irritations or rashes"**

**FACT:** The consumption of dairy foods is not a major cause of skin irritations or rashes. Irritations or rashes can be caused by all sorts of things in sensitive individuals. General irritants such as detergents, scented soaps and cosmetics, fabric conditioner left on clothes are the main culprits. Both natural chemicals in some food and food additives can also be responsible for hives and other symptoms.

**23% believe "A fairly high proportion of the population has some sort of allergy to dairy foods"**

**FACT:** In Australia the prevalence of cow's milk allergy is difficult to determine, but some eminent medical researchers believe it could be around two to five per cent of infants. A true allergy is a hypersensitive reaction involving the body's immune system causing the formation of antibodies in the body's white cells. Allergic reactions may be quite severe and usually occur in children, especially those from families with a history of food allergies. Most of these children improve slowly over the first one to two years with over 75% of these children going on to tolerate cow's milk by the age of three years.

A small minority are probably sensitive until they are five or six years of age. If allergy is suspected correct diagnosis by a medical expert is essential. Cow's milk allergy is rare in adults. Once the allergy has been diagnosed conclusively, milk should be eliminated from the diet together with cheese, yogurt and ice cream. Expert dietetic advice is required. It is the usual practice for eliminated

foods to be reintroduced under appropriate medical supervision.

**22% believe "That all dairy products are fattening"**

**FACT:** It is incorrect to brand any food or food group as "fattening", "slimming" or "junk". These tags can be misleading. Each product should be judged on the nutrients it contains and the place it has in the total diet.

Dairy products such as milk, cheese and yogurt are nutrient dense foods providing at least 70% of the total calcium required daily. In addition, they provide other valuable nutrients such as protein vitamins A and D, B group vitamins, minerals, phosphorus and zinc as well as carbohydrate and some fat. These products contribute only 14% of fat in our diet, even less for those eating low fat and fat reduced products.

The main culprits are oils and fats used in the preparation of fried foods, pies, pastries, cakes, biscuits, some snack foods, chocolates and some take-aways and processed meat products. These oils and fats account for more than one third of our fat consumption.

Milk and other dairy products form the basis of a varied diet together

with fruit and vegetables, breads and cereals, some meat or meat alternative and a small amount of butter/dairy blend/or margarine.

**REFERENCE:** Food Sensitivity and Allergy in Australia. Nutrition Update. The Complete Guide to Food Allergy and Intolerance by Dr. Johnathon Brostaff and Linda Gamlin UK. Food Sensitivity in Aust. Facts about Milk Allergy and Intolerance NZ. Milk Intake and Mucus Production - Pinnock et al.

Research by interviewing over 400 Australian men, undertaken by Brian Sweeney & Associates.

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Dairy Vale has advised its suppliers, through its newsletter, that it is changing the way in which it collects subscriptions for SADA membership. Previously Dairy Vale paid the subs on the supplier's behalf UNLESS they were advised not to. This is no longer the case.

If Dairy Vale usually pays your SADA subscription and you wish to retain your membership with SADA, you should have filled in the form provided in the July edition of

the Dairy Vale "News" and returned it to the Company Secretary by August 31 1993. SADA subscriptions will then be deducted from your milk payment and then paid to SADA.

If you have not done this - do not despair!

SADA will send you an account. All you have to do is pay it and your membership will remain intact.

The fee of \$125 is for the period of April 1 1993 to

March 31 1994 and includes the \$30 SADA Journal subscription, as well as all our other services.

SADA appreciates the support of all members and wishes to remind you that...

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# DAIRY SITUATION IN CENTRAL AND EASTERN EUROPE



Recent developments in dairy farming and the dairy industry in a number of Eastern and Central European countries have been analysed. Although each country has its own specific problems, there definitely are a lot of similarities.

This article evaluates some of the general problems that occur in nearly all of the countries which were analysed.

## Milk Production Decreasing (20-25%)

Because more and more farm products are being sold directly to the market, milk deliveries are decreasing even more than milk production. This has resulted in a low degree of capacity in the processing industry. Splitting up the large state and co-operative farms into small private farms leads to a serious loss of efficiency. Even if there would be a sufficient supply of machinery suitable for small farms - which is not the case - most private farms could not afford the necessary investment costs, so not only the quantity but also the quality of the milk deliveries is decreasing.

## Feed Shortage

The environment conditions for

dairy farming are favourable in many parts of the Central and Eastern European region. Nevertheless the average milk yield is relatively low. This is caused by severe and permanent shortages of feed due to a disruption of traditional supply systems and a considerable fall in the imports of feed.

## Privatisation

The way to privatisation is difficult and unclear. The final goal is clear but achieving it is another matter. There is a big difference between following orders in a centrally-planned economy and taking (financial) responsibilities in a competitive market, especially in times of great uncertainty. Of course there is also a financial problem. Only a few people can afford the investment costs that come along when starting a farm or a business. Most governments try to ease the financial transition costs for starters but financial resources are also limited for governments.

## Inefficient Production

Structure and efficiency of milk production need considerable improvement. The structure of dairy farming in most countries is characterized by very large state farms, very small private farms

and nothing in between. Nowadays the state farms are divided into small private farms, mostly with a maximum, of about 10 cows. This kind of structure is inefficient compared to the family farm structure that is so well known in Western Europe. The situation is going from one extreme to another, while the ideal situation lies in the middle. The state farms are inefficient due to low labour productivity caused by lack of motivation among the workers, while the small private farms are not efficient because of the small scale they operate on.

## Inefficient Equipment

Most of the equipment used in the dairy industry is obsolete and, as a consequence, inefficient. Lack of money is the main cause. The low productivity and efficiency in the dairy industry can easily be increased by switching to new Western equipment (cooling, packaging, transport etc), but the lack of finance makes solving this problem in the near future almost impossible. This is definitely an area where a helping hand provided by Western companies is desperately needed. In the processing industry the same process is going on as in agriculture: large-scale dairy plants are being

split up into small, inefficient units, whereas the necessary investment funds for modernization are mostly lacking.

## A Market Economy

The transition to a market economy is only in its very first stage. The initial conditions were unfavourable and it is becoming clear that changing the entire institutional foundation of an economy is creating big transition problems, which is why in more and more countries the initial "big bang" approach is being replaced by a more gradual approach.

A transition to a market economy requires more than just liberalising prices, privatising all former state farmers and companies and abolishing all trade barriers. Governments are realising that even in the Western countries no economy is totally liberal and without government intervention and that splitting up big farms and companies leads to disadvantages with regard to scale.

## Marketing Knowledge

The knowledge about marketing of dairy products needs substantial improvement. Operating in a

market economy demands demand-oriented thinking instead of supply-oriented thinking. In the past every company aimed at reaching its production goal without worrying about selling the products. Nowadays managers have to ask themselves "How many products could we sell?", "What are the wants and needs of the consumers?", "How can we influence these wants and needs?" and "What competition can we expect on the market?". Some help and advice in this area from Western market managers could be useful.

## Research Institutes

The present position of the dairy research institutes is difficult. In the transition process the research institutes and the institutes for quality control are essential to guide the modernization process and to provide the economic guidelines for the future. Since the governments cut the subsidies, however, the financial situation of most institutes has worsened. They have to compensate the loss of government funds by closing contracts with the processing industry. Bearing in mind that the financial position of the industry is not too good either, it is clear that full compensation is not feasible.

## New Dairy Policy

How to implement a new dairy policy? In most countries the authorities have realised that in a market economy also governments intervene in the economic process. In the transition period, and even afterwards, many economic processes need some guidance and steering. In the agricultural and food sector, in particular, governmental interference to some degree is inevitable, which is why some countries are already applying, or at least are considering applying, measures in the field of production control, trade and prices. The choices they have to make when implementing new policy will be difficult.

When designing an adequate trade policy, for instance, governments have to take into account the vulnerability of their own economy on the one hand and the dependence on the help from Western countries on the other.

At least the Eastern and Central European countries will have the advantage of being able to learn from the mistakes Western countries made in the past.

INTERNATIONAL DAIRY FEDERATION SPECIAL ISSUE NO. 9203 "TRANSITION FROM  
CENTRALLY PLANNED TO MARKET ORIENTED ECONOMY" pages 11-13

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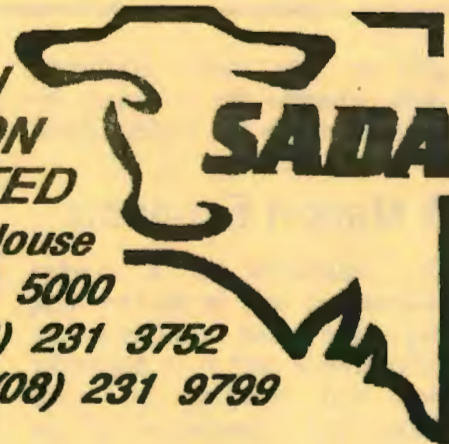
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**General President**

Allan Manning

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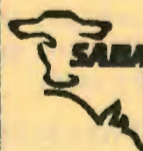
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THE SOUTH AUSTRALIAN DAIRY FARMERS'

**JOURNAL**

The Official Publication of the South Australian Dairyfarmers' Association Inc.

**Published By:**

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Incorporated

**Editor**

Adrian Scott

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# THE SOUTH AUSTRALIAN DAIRY FARMERS JOURNAL

The Official Publication of the South Australian Dairyfarmers' Association Inc

ISSN 0049

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OCTOBER 1993



## PRESIDENT'S COMMUNIQUE



### SOUTH AUSTRALIAN PURE FRESH MILK EXHIBITION DAIRY

The South Australian dairy industry can feel proud of its achievement in establishing the highly successful and popular milking facility at the Adelaide Agricultural Show-grounds.

The profile and image of dairy production has been greatly enhanced. A vastly improved level of understanding of nature's best product has been conveyed to the thousands of consumers (adults and children) who crowded through the Exhibition Dairy throughout the nine days of the Show.

Not only were the perceptions of consumers changed

but the quality of the milk harvested in the new high-tech facility far exceeded that of previous years.

In the last Journal I highlighted positive statements made by our Minister of Primary Industries, Mr Terry Groom at the official opening.

I wish to use this opportunity to congratulate and thank the exhibitors for their tremendous support.

I wish to sincerely thank all those who helped operate the Dairy, normally I would not select names,

but on this occasion I wish to convey a special thank you to the Exhibition Dairy Manager - Colin Ekers and his assistant managers Jack Bramley, Bob Butler, David Fechner and John Maidment. Well done students and exhibitors. You should feel proud.



#### IN THIS ISSUE

- READD FIELD DAYS Registration form inside!
- NEW ZEALAND - THE HARVEY REPORT
- SA INCOME COMPARED
- CHEESEY RECIPES

PUBLISHED MONTHLY PRICE \$3.00 \$30.00 PER YEAR, POST PAID REGISTERED BY AUSTRALIA POST PUBLICATION NO. SAC 1906

THIS JOURNAL IS PRINTED ON RECYCLED PAPER, BECAUSE WE CARE!

## Market milk advertising

The current marketing campaign of intense advertising has created some confusion in the minds of consumers and producers.

I want to assure members that these decisions are totally the responsibility of the processors - Dairy Vale and National Dairies.

Industry must accept there will be many thousands of dollars spent over the next few months and at the end of the day the market share of each company will remain relatively unchanged.

However, I wish to point out that I do not agree, nor can anyone substantiate, that the threat of interstate milk coming across the border is justification for this aggressive advertising campaign.

The impending deregulation post the farm gate will stimulate changes in the market place.

Regulations have fostered stability and predictability over past years.

Stability in the future in a self regulated environment will be clearly in the hands of processors themselves.

I strongly support the recent comments of Acting Chairman of the South Australian Milk

Authority, Bob Barker, that approximately 50% by a Proprietary Company. This provides a sound base for a sustainable system in a deregulated environment.

## Licensing of fork-lift operators

Some members are concerned that National uniformity of Legislation in industrial relations may affect operators on farm.

There may be State Legislation introduced later this year, however I wish to point out that SADA and SAFF will be responding in a responsible manner and will inform all members of impending options.

The Farm Safety article in this Journal explains this issue further.

## Company amalgamations

It is interesting to note the level of activity on the Eastern Seaboard in the area of interstate acquisition.

I wish to congratulate National Dairies on their acquisition of the Sydney Market Milk processing company of United Dairies.

This acquisition characterises the type of future changes we will see in our industry.

Allan Manning  
President



## SAFETY GROOVING

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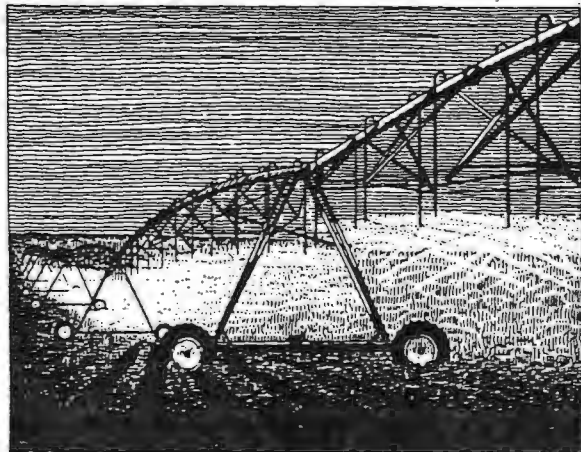
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Authority, Bob Barker, that ample mistakes have been made and harsh lessons have been learnt where deregulation has taken place elsewhere.

South Australia has an excellent balance in market milk distribution with approximately 50% distributed by a farmer Co-operative and

# PIVOT IRRIGATION.

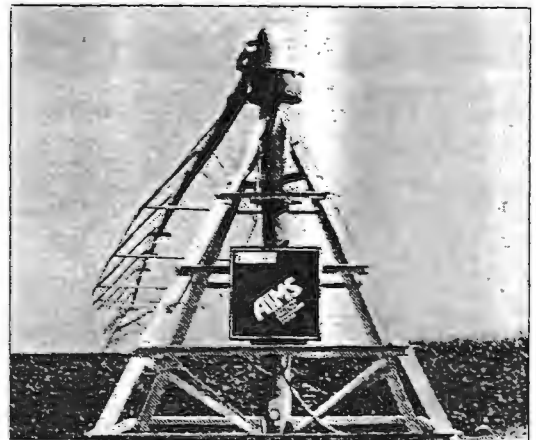


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## royal show successes!

The Dairy Vale Group won 13 of the 29 Dairy Produce classes contested at the 1993 Royal Adelaide Show.

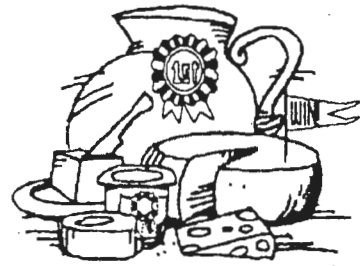
The National Dairies Group featured strongly in the classes for ice creams and liquid milk products, in which the top entries were exceptionally good.

Interstate factories, Bon-

lac Foods - Shepparton Victoria, Haberfields Milk Pty. Ltd. - Albury New South Wales, and Lactos Pty. Ltd. - Burnie Tasmania dominated in the classes for butter, cream and non cheddar cheeses.

For the first time, limits were placed on the number of entries per factory in each class. Despite this, the number of entries was simi-

lar to last year and reflected increased interest in products such as non cheddar cheeses and dairy desserts.



## RESTRUCTURING IN THE SOUTH AUSTRALIAN DAIRY INDUSTRY A CASE STUDY OF THE ADELAIDE MILKSHED

Many dairy farmers will remember Judith Crockett (nee Wood) who conducted a survey of 345 dairyfarmers in the Adelaide Milk Shed.

As well as getting married and relocating to New South Wales, Judith has now completed her study.

It is a large volume of over 450 pages and a copy is available for viewing at the SADA office.

There is a wealth of data in the report and some interesting observations. Judith says that the milk supply is in "disequilibrium" and that most of the dairyfarmers are "unhappy" in their occupation.

Judith also concluded that:

*"...theories that the older farmers, the less educated, and the most conservative would leave the industry more speedily than the younger generation were not supported."*

There has been major change in the industry and Judith has summed up the situation

as follows:

*"Overall then, economic, social, and environmental constraints are restricting the farmer's ability to implement management improvements, should the desire be there. In many cases however the desire is not, and any change in attitudes of such farmers is very difficult to achieve (certainly in the short term) and will require considerable understanding and patience on the part of the South Australian Dairyfarmers' Association, processors, and agricultural advisers seeking to enhance production. Increasing emphasis in the media on innovative farmers and their management techniques may go some way in achieving this goal, and emphasis on on-farm education must also continue. Extension programmes must focus on farmers who will serve to attract the attention and respect of other producers."*

A timely message for SADA and READD.

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3 - 21 September 1993

## DAIRY COMPANIES ANNOUNCE FINAL PRICES FOR 1992/93 SEASON

United Dairies has announced a final step up for the 1992/93 season in cash of 6¢/kg bf and 15¢/kg protein plus a further step up of 1¢/kg bf and 1 protein as a dividend on special shares which will be paid in A class supplier shares. The step up in cash now makes the Bonlac price for the 1992/93 season \$2.53/kg bf and \$5.39/kg protein from Aug-Dec 92 and \$2.67/kg bf and \$5.68/kg protein for Jul 92 to Jun 93, less volume charge of 2.6¢pl. The Bonlac final price is inclusive of the off peak premium but excludes the stop charge contribution, winter incentives, productivity payments and quality bonus on choice quality milk.

United Dairies has announced a final step up for 1992/93 of 2.5¢/kg bf and 8¢/kg protein bringing the Allowne final base price to: Jul 92 to \$2.68/kg bf and \$5.47/kg protein and Jan-Jun 93 \$2.93/kg bf and \$5.97 protein, less volume charge of 2.54¢pl. As part of the final price payments 3¢/kg equivalent of bf will be paid out as redeemable preference shares in lieu of cash. The Tatura final price exclusive of incentives for Jul 92 of 70¢/kg bf and \$1.30/kg protein and Jun 93 of 40¢/kg bf and 80¢/kg protein. No other charges are deducted from production and compositional bonuses and herd test rebate. No volume charge applies to the National Dairies' price.

United Dairies has announced a final step up for the 1992/93 season of 13¢/kg bf and 32¢/kg protein bringing the final 1992/93 base price to: Jul 92 to \$2.68/kg bf and \$5.47/kg protein and Jan-Jun 93 \$2.93/kg bf and \$5.97 protein, less volume charge of 2.54¢pl. As part of the final price payments 3¢/kg equivalent of bf will be paid out as redeemable preference shares in lieu of cash. The Tatura final price exclusive of incentives for Jul 92 of 70¢/kg bf and \$1.30/kg protein and Jun 93 of 40¢/kg bf and 80¢/kg protein. No other charges are deducted from production and compositional bonuses and herd test rebate. No volume charge applies to the National Dairies' price.

## UNITED DAIRIES ANNOUNCES INTERIM PRICE INCREASE FOR 1992/93 SEASON

United Dairies has announced an interim step up for the 1992/93 season of 3.5¢/kg bf and 6.7¢/kg protein retrospective to 1 July 1992. This interim price brings the interim base price for 1992/93 to \$2.745/kg bf and \$5.173/kg protein less volume charge of 1.0¢pl Jul 92, Jan-Jun 93, 3.5¢pl Aug-Dec 92. Kraft also pay off season incentives ranging from 4 to 10¢pl in the three lowest production months, based on production in these months as a percentage of Oct 92 production.

## NATIONAL DAIRIES ANNOUNCES STEP UP FOR 1993/94 SEASON

National Dairies has announced a step up for the 1993/94 season of 3¢/kg bf and 9¢/kg protein bringing the current season's price to:

kg bf and \$5.96/kg protein for Jul 93, May-Jun 94; \$1.67/kg bf and \$4.28/kg protein for Aug-Dec 93; \$1.83/kg bf and \$4.77/kg protein for Jan-Mar 94 and \$1.98/kg bf and \$5.07/kg protein for Apr 94. The above prices exclude incentive and compositional bonus rebates. No volume charge is deducted from the price.

#### COMPANY NEWS

Foods has successfully achieved a takeover of Sydney based United Dairies with over 90% acceptance of the offer against their bid from \$6.00 to \$6.60 per share, against the bid by Bega and Norco Co-operatives of \$6.00 per share. National Foods is a substantial share of the market for market milk in South Australia (55%), Tasmania (75%), Victoria (44%) and NSW (32%). National basis National Foods has close to 30% of the Australian market for market milk.

Associated Dairies has unsuccessfully challenged the Australian Co-operative Foods Part A Statement offer. Associated Dairies considered the Part A statement did not adequately disclose the details of loans that were to fund the ACF cash bid, nor under which the loans may be called up. Also, ACF did not disclose a proposed purchase of assets from National Foods which affect gearing levels and liabilities. Associated Dairies' directors have recommended that shareholders not accept the ACF offer. Foods has proposed a merger with the Bega Co-operative in NSW which would require Bonlac to pay \$20 million in equity of cash and its shares to Bega shareholders. The proposed merger payment is equivalent to \$4.48 for each of the 4,466 shares. Bonlac already has licence to market the 'Bega' brands of cheese and the proposal by Bonlac is aimed at protecting its existing arrangements with Bega and benefiting both co-operatives.


Minister for Agriculture, Bill McGrath, recently opened the Bonlac Foods centralised milk testing laboratory at Cobden. The laboratory is called the Pat Hickey Laboratory in honour of Mr Hickey's contribution to the dairy industry and to Bonlac and will test 2,700 suppliers on a daily basis.

#### ZEALAND DAIRY GROUP CO-OPERATIVE STRENGTHENS BALANCE SHEET

Zealand Dairy Group reduced net borrowings from \$NZ178m to \$NZ96m in the year ended May 1993. NZ Dairy Group for the year 1992/93 was \$NZ2,007 million (\$A1,730m) and the surplus before paying suppliers and providing for retentions was \$NZ1,140m. The NZDG received 3,481 million litres of milk from 6,009 suppliers milking 1.1 million cows in 1992/93.

#### MEMBER TERRY HEHIR AWARDED A NUFFIELD SCHOLARSHIP

Terry Hehir, on being awarded a Nuffield Scholarship. Terry proposes to undertake a study in the UK and USA to study dairyfarm effluent disposal, fertiliser use and mineral supplementation in grass/grain feeding systems.



## To The Dairy Farmers Of South Australia.....

Dear Members,

Thank you for your expression of support for us at this time.

Time has moved along so very quickly - we are all busily and happily working - this has made such a difference.

In May we scattered Bill's ashes on Hawk's Nest Kangaroo Island - now a national Park,

Bill I know enjoyed all his liaison with people on the land. He was on Hawk's Nest for 46 years.

We have many lovely memories of our life with Bill - these I know will continue with us as our lives change and grow.

Rosemary Seager and family.



### PROPERTY MANAGEMENT PLANNING

Richard Williams has been reassigned from the position of Dairy Adviser to Property Planning Officer for the Hills and Fleurieu Districts.

Along with five other officers in

similar positions throughout the State, Richard's new job is to organize and run workshop sessions on property management planning. Although farmers are always planning, the aim is to take farmers through a more systematic planning process. This will combine all the

elements of farming - personal, physical and financial - into a plan that ensures both sustainable natural resources and profits.

Richard will be pleased to attend any meetings in the Hills and Fleurieu Districts to explain more about the Property Management Planning Program.

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# READD

*presents*

## “Making Milking Easier, Better”

### Milking Management Open Days

at Flaxley Research Centre,  
Tuesday October 12th  
and Silver Birch Hotel,  
Mount Gambier,  
Thursday October 14th  
\*9.30 am Start  
(aim to finish by 3.30 pm).



### Highlights

- Dairy Shed Design
- Milking Management
- Energy Efficient Report
- Trade Displays Milking Machine Cos.

### Featuring

- Guest Speakers from the Milking Research Centre, Ellinbank
- Guest Speaker from the Victorian Dairy Industry Authority
- Dairy Industry of SA - Code of Practice for Dairy Farmers

“Milking can be made easier and better in South Australia for a better lifestyle”.

*For more information contact your local Field Officer.*

Please return the registration form below. Registration is essential, the \$10 fee covers lunch and proceedings.

## REGISTRATION FORM

R.S.V.P. 4 October 1993

THE READD CONVENOR

C/- Flaxley Research Centre, P.O. Box 1571, Flaxley 5153

Please register the following for the READD Milking Management Open Day

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Venue (circle if applicable)      Flaxley      Mt Gambier

Number attending: \_\_\_\_\_

Enclosed please find a cheque payable to READD for \$ \_\_\_\_\_  
(\$10 per person covers lunch and proceedings)

# MAKING MILKING EASIER, BETTER

Your efficiency, and your dairy's efficiency, can be improved with little real cost. You do not have to spend thousands of dollars to make life easier. READD is presenting a Milking Management Open Day at Flaxley Research Centre on Tuesday 12 October and at Mount Gambier on Thursday 14th October to discuss some of the options available to you as dairy farmers.

The theme of the days will be that there is a range of options available, with different costs in terms of time and money, which may help to make the milking environment more comfortable for both you and your cows.

Workshops will present such topics as: milking machine operation and maintenance, dairy shed design for a better lifestyle, and a report of the energy efficiency study at Flaxley. Milking machine companies will be presenting their latest equipment, and people will have the opportunity to discuss their existing milking machines with representatives.

Some of the options to make the dairy lifestyle easier, borrowed from a recent article by John Furphy from Murray Goulburn, are discussed below.

## **Adding more milking units.**

Milking speed can be increased from say 70 to 90 cows per hour by converting from 8-a-side swingover to 11-a-side swingover. Going from 6-a-side swingover to 12 double up (ie. 6 more sets of cups) can improve milking speed by 50%. Limitations here can include: size of existing vacuum pump, milk line and milk pumps; availability of labour to handle extra units; possible need to increase pit length or shed roof.

## **Changing how cows enter the shed.**

Narrow gates or laneways can really restrict milking speed by restricting cow access or exit. Effective backing gates (the cheap electric curtain types) are essential: they are operated from the pit, and train cows to move smartly into the bails.

## **Changing the way cows enter and leave the platform.**

Cow movement on and off the platform is vital for milking speed. The Pendulum Dairy Gates from Max Larsen have been around for quite a while. The cost of approximately \$1200 can save quite a bit of time and frustration, with the ability to have cows coming on at the same time as cows are

leaving. The Larsen Entry Gates are also good value, especially where cows are fed in the bails.

## **Changing milking management.**

The best option here is "strategic washing", where only the dirty teats are actually washed. Cups are applied to clean dry teats. If teats are coming on to the platform clean and dry, there is no need to wash them. Other options include commercially available teat spray units, or cheaper home made alternatives.

## **Changing time needed for extra jobs.**

Automated machine cleaning controllers mean that the system need only to be started and the operator can walk away. Time spent hosing out a yard can be better spent by setting up a flood washing system, or a pump wash system on a timer switch. Fifteen minutes twice a day can add up to a lot of extra time better spent!

***We can all learn to work smarter, not harder!!!***





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## Editor's Comment.....

# THE TAKEOVER GAME

*It's been interesting to watch the manoeuvres, in the Eastern States' dairy industry. Company takeovers and rationalisations in New South Wales and Victoria seem to make the news almost daily in the financial press.*

*Our sister organisation, the New South Wales Dairyfarmers Association, has had to grapple with the role of co-operatives and the following comment, taken from their own Dairyman's Digest, may be of interest:*

## DFA POSITION ON BIDS FOR UNITED DAIRIES

The Executive Committee of the NSW Dairy Farmers' Association has met to consider the current offers to the shareholders of NSW's largest privately owned milk processor, United Dairies.

As the DFA represents all dairy farmers in the State, who are also suppliers and shareholders to the various co-operatives and companies involved in the bids, it was recognised that various attitudes may exist amongst its membership.

The Executive however considered the issue on the basis of the clear policy objectives of the DFA which are critical to all NSW dairy farmers.

These are:

- a. retention of the State market arrangements and milk quota scheme which ensures every NSW farmer has access to the market.
- b. maintenance of a stable commercial environment to enable orderly progression of the industry adjustment processes, particularly the distribution rationalisation, as the industry moves towards deregulation,
- c. the long supported aim of an extension of farmer ownership of the processing and manufacturing sector of our industry to secure farmer involvement in the marketing of our produce.

The Association is cognisant that the dairy industry operates in a commercial environment which includes non-farmer owner companies who may play an important role in the NSW industry. Both United Dairies and National Foods are such proprietary companies involved in the bids.

The DFA's preferred position is that NSW farmers have a continuing interest in United Dairies. Therefore the Association would encourage a result that includes NSW co-operative involvement whether it be Norco, Bega or ACF.

The Norco/Bega bid is consistent with DFA policy and the Association urges those co-operatives to recognise the role of National Foods as a traditional participant in the NSW industry.

Accordingly the DFA urges all parties to join together in an attempt to reach a mutually acceptable position and offers itself to be available to assist such discussions and outcome at the convenience of the bidders.

## The Magic Charm

*A farmer once asked a wise old man for help in improving an unprofitable farm. The wise man wrote a charm on a piece of paper and sealed it in a box which he gave to the farmer. "Carry this box into every part of your farm three times a day for a year," he told him.*

*The farmer did so. In the morning he*

*carried it into the fields and found a hired man asleep instead of working. At noon, when he carried it into the barn, he found the cows deep in lilt, the horses untied. At night he carried it into the kitchen and found the cook wasting food. Every day, as he took the box from place to place, he found things to correct.*

*At the end of a year he returned to the wise man. "Let me keep the magic charm another*

*year," he begged. "My farm has been a hundred times more successful this year than ever before."*

*The wise man smiled and took the box. "I'll give you the charm itself," he said. He broke the seal, lilted out the piece of paper and handed it to the farmer. On it was written: "If you want things to prosper, look after them constantly yourself!"...*





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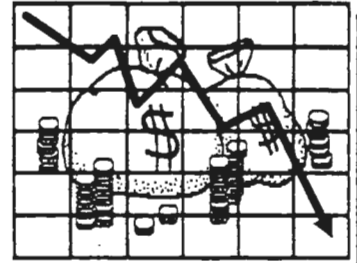
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# SA AVERAGE INCOME DOWN



Many dairy farmers have asked me how their income levels compare with interstate. One of the few ways to look at our relative performance is using the

Looking just at the 1992/93 provisional estimates its not a great result for South Aussie dairy farmers. Only Queenslanders, suffering from drought, recorded a lower

certainly won't give the full picture (eg Victoria has had a good year and Queensland a drought) but it does lend support to the view that average returns to South

## 1992/93 AVERAGE PER DAIRY FARM

	SA	VIC	NSW	QLD	WA	TAS	AUST
Total Cash Receipts	148400	154200	165800	137300	252000	155100	156700
Total Cash Cost	102100	102400	111400	99200	166500	99200	105400
Farm Cash Income	46300	51800	54300	38200	85500	55900	51300
Farm Business Profit	- 1500	1600	2300	- 21800	27800	- 400	- 1000

Source: ABARE Farm Surveys 1993

Farm Surveys data produced by the Australian Bureau of Agricultural and Resource Economics (ABARE).

The table shows some key financial measures by State.

business profit than us.

South Australia also had the second lowest level of cash receipts and farm cash income (only Queensland was worse!)

A 'snapshot' of one year

Australian dairy farmers are too low; and explains why SADA will continue to push for increases in market and manufacturing milk returns.

*Adrian Scott*

## MARKET MILK PRICE RISE APPLICATION



SADA has lodged an application with the Dairy Authority of South Australia for an increase in the gazetted farmgate price for market milk.

The increase being sought is 2.61 cents per litre and is based on increased feeding costs, promotion expenses and seeks to have the licence fee currently paid to the Authority explicitly recognised as a cost borne by the industry.

MILKING RESEARCH CENTRE, ELLINBANK

### Milk Harvesting Advisory Service

For advice on: milking plant operation and cleaning, mastitis, milk cooling and shed design.

008 335334 Free call



Department of Agriculture



DAIRY RESEARCH AND DEVELOPMENT CORPORATION



# FARM SAFETY



## FORKLIFTS POSSIBLE CHANGES TO REGULATIONS

SADA has received a number of enquiries regarding changes in store for users of farm tractors with forklift attachments. As we understand it, in 1994 farm tractors fitted with a forklift on either the front or rear will be covered under the consolidated regulations of the SA Occupational Health and Safety Welfare Act.

Currently the Act requires operators (in-

cluding the self-employed) are suitably trained in the use of such equipment.

Next year it may be necessary for all plant as defined to have rollover protection and falling object protection structures (as required).

Farmers, self-employed and employees who have operated a tractor with a forklift mechanism prior to May 1987 will have status in operating such machinery.

However, the duty of care, need for ongoing training and familiarisation and assessing operator competency for a particular type and model of machinery is 'on the cards'.

Presently discussions are still occurring regarding a National Regulatory Model for Plant which when endorsed will be likely inserted in the State Occupational Health and Safety Welfare regulations.

Nothing is set in concrete at this stage, but as the matter develops we will be working with the SA Farmers Federation on how best to ensure our members' interest can be served.

An industry code of practice remains one option.

## *Sleeping through a milking revolution*



Dairy farmers may eventually have the luxury of sleeping in - thanks to robot milkmaids.

The robots are designed to milk between 60 and 100 cows a day, and the first is expected to be installed in Britain by Christmas.

takes the milk and then ushers them out of the system.

Cows, being creatures of habit, will reportedly queue to be milked by the robot after three or four days of introductions.

The robot, developed by the Dutch Government over eight years at a cost of \$7.14 million, welcomes the cows, checks their health, connects them to the milking machine,

Milking machines are not new, but they've certainly improved.

The first attempt to build one occurred in 1860 using a bellows device to suck milk from the cows.

But this procedure was abandoned because it caused too much pain.

Several unsuccessful attempts have been made, but until now none of the machines were able to operate without a human input.

Source AAP

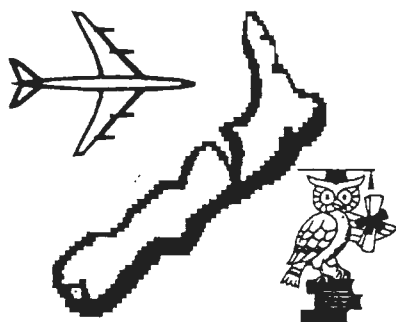
*Cathy and David Harvey have returned from the ADF New Zealand Study Tour and have written a 7-page report on New Zealand dairy farming.*

*Topics covered include:*

- \* *Environment*
- \* *Farm Layout and Dairy Shed Design*
- \* *Pastures*
- \* *Supplements and Fodder Conservation*

- \* *Herd Management*
- \* *Breeding Programs and Herd Testing*
- \* *New Zealand Dairy Board and Manufacturing*
- \* *Returns to Dairy Farmers*
- \* *Host Farms*

*A summary of the Harvey's findings is below, however your Branch President and Secretary will have a copy of the whole report for you to look at.*



## ADFF NEW ZEALAND STUDY TOUR

# REPORT BY CATHY & DAVID HARVEY

## South Australian Representatives

### FINDINGS

Whilst we have attempted to write a comprehensive report on all that we saw during the tour I will attempt to limit our findings to the major points;

- a) We should concentrate more on pasture production and its management. We all know this but we ought to do it! Regular oversowing, probably more fertiliser and making sure that every hectare of the farm is producing well.
- b) Concentrate more on dry cow management. Australians assist for too many calvings (our farm in particular) and notably in Holsteins. Kiwis assist less than 5% consistently. Much of this could be Australians overfeeding of cows in late pregnancy and when dry in an effort to achieve good production in the next lactation.
- c) High input farms in New

Zealand appeared to give higher returns on capital (as it does in Australia). Their ability to concentrate on a small area and achieve acceptable returns was commendable, as was their high acceptance of herd testing.

- d) Australia was on a very even footing in terms of return on capital to the farmer. This will probably mean that neither country is likely to have a significant production advantage in the near future. However New Zealand does have a better macro-economic climate which will be a great advantage in the long term if Australia fails to face up to its own economic problems.

### FINALE

Catherine and I would like to most sincerely thank all those involved in organising the tour particularly the ADF. We were fortunate to have a very good tour leader in Max Fehring of Cohuna who is vice-president of the UDV. Max participated on the very first of these tours 20 years ago and

was able to give us an insight into what had changed since then.

The other members of the group were all great people and good dairy farmers - some good farm leaders amongst them. There was no end of banter - parochial, farming and otherwise - amongst the group and we learnt a lot from each other as well as from the Kiwis!

The hospitality of the New Zealanders was magnificent and their frankness in discussions made every farm visit worthwhile. On several occasions some New Zealand farmers had to work very hard when our organisation fell in a hole - we were always extricated. Special thanks to them. The NZFF Dairy Section is also thanked for their part in organising the itinerary and host families in each region.

Cathy & David Harvey  
"Tauwitchere"  
Narrung

# "You can take it from another farmer..."

you'll get vigorous fast growing calves, higher milk yields, increased butter fat levels and improved herd health!"

BRETT HAYTER, Werombi Ayrshire Stud, Camden N.S.W. and WEROMBI AMIGO BELLE, Champion Ayrshire Cow, Sydney Royal Show, 1993.

Sounds like a big promise, doesn't it? and it is! Quite frankly, we didn't think nutrition supplementation could make such a big difference, but after two seasons on the Dairy Herd Nutrition Supplement Programme, we're convinced!

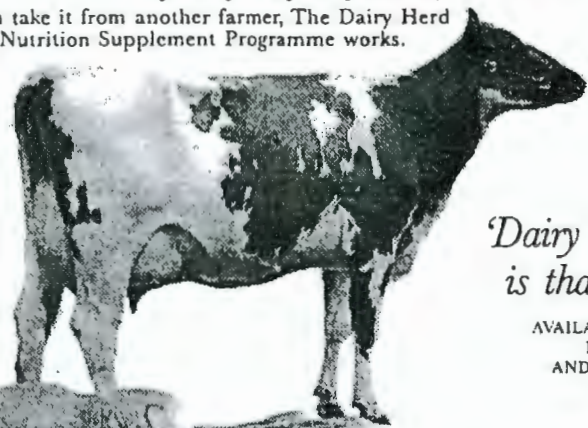
First our calves went on CALF WEANAID and the response was nothing short of dramatic. They not only looked better, the incidence of scours dropped markedly and growth rates really took off. At 20 grams a day we reckon Calf Weanaid is a steal!  
*(Calf Weanaid is a unique vitamin mineral mix with an added non hormonal growth promotant and has a nil withholding period.)*

A big win with the calves encouraged us to introduce DAIRY HI-YIELD for our milkers. Not only did general herd health improve, we achieved a profitable increase in milk output and conception rates went from 70% to 85%, and for us that's real money in the bank!  
*(Dairy Hi-Yield is a vitamin mineral mix with buffers against acidosis and enough magnesium to prevent grass tetany. When you're feeding less than 2.5 kilos of grain, Dairy Aid is used.)*

It didn't take any persuasion for us to run a trial on International's production enhancement supplement, BYRUMEN. Remarkable! is the only way to describe its action. A higher lactation peak and a bigger overall yield means we'll keep using it, especially in the first ten weeks of lactation.

*(Byrumen is a concentrated bypass protein boosted with selected vitamins and minerals you use from day one of lactation.)*

You can take it from another farmer, The Dairy Herd Nutrition Supplement Programme works.



Try it.  
Being  
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is that easy!

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AND SELECTED  
OUTLETS.



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*From the Dairy..*

*To the Table*

### **HUNZA SLICE**

Serve with lettuce salad and fruit juice

1 cup brown rice

1 egg

1/2 cup Australian Skim MILK

2 cups grated Australian Cheddar CHEESE

1/2 teaspoon dried oregano

1 medium carrot, grated

1 quantity Spinach Filling (see below)

2 medium tomatoes

Seasoning to taste

1. Cook rice in boiling water for 30 minutes, then drain.

2. Combine with the egg, MILK, half a cup of the CHEESE and seasoning.

3. Spread the mixture over the base of a 20cm x 30cm buttered casserole dish.

4. Sprinkle with the carrot and half a cup of Cheese.

5. Top with tomato slices and remaining CHEESE.

6. Bake at 200°C for 30 minutes, remove from oven and allow to stand for five minutes before cutting into slices. Makes 6 serves.

**Spinach Filling.** 2 teaspoons Australian BUTTER 2 cloves garlic, crushed, 1 large leek, sliced, 200g mushrooms, sliced, 1 bunch spinach, washed and leaves chopped

1. Melt BUTTER in a large saucepan.

2. Add the remaining ingredients and cook gently until the spinach softens.

3. Drain and cool.



### **CHEESEY DAMPER.**

1 cup wholemeal self-raising flour

1-1/2 cups self-raising flour

60g Australian BUTTER

1 cup Australian MILK

1 tablespoon parsley, finely chopped

1/2 cup grated Australian Cheddar CHEESE

1. Sift flours into bowl and rub in BUTTER until mixture resembles breadcrumbs.

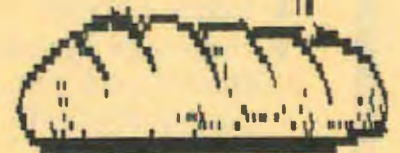
2. Add parsley and Cheddar CHEESE to flour mixture.

3. Stir in MILK to form a soft dough. Knead lightly on a floured surface.

4. Shape damper into a flatter ball, place on a greased oven tray.

5. Bake in a moderate oven (180°C) for 50-60 minutes until golden brown. Serve immediately, while hot.

Serves 10.

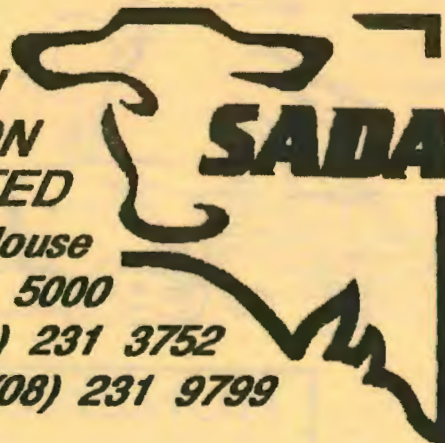


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**Executive Officer**

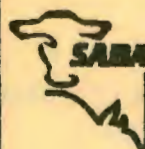
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THE SOUTH AUSTRALIAN DAIRY FARMERS'

**JOURNAL**

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THE SOUTH AUSTRALIAN DAIRY FARMERS

# JOURNAL

The Official Publication of the South Australian Dairyfarmers' Association Inc

ISSN 0049

VOL. 36 NO. 8 NOVEMBER 1993

## DAIRYING: SOME KEY ISSUES

*Personal Observations based on attendance at World Dairy Expo in Madison, Wisconsin, USA, International Dairy Federation Annual Sessions in Minneapolis, Minnesota, USA, visits to dairy-farms in California, Wisconsin and Minnesota and discussions with dairy experts.*

### 1. Overview

The United States of America (USA) is a country approximately the same size as Australia and therefore it is best viewed as a number of distinct geographic regions. It has a population of around 250 million and a number of large cities, larger than Sydney. Its climate varies dramatically from north to south (extremely cold winters in the north to tropical in the south) and also from east to west (higher rainfall in the east with dry conditions and desert in the south-west).

### 2. Production

Total USA production of milk was 67 million tonnes in 1991. Australia's is therefore under 10 percent of the USA.

World production of milk was estimated at 464 million tonnes in the same year.

Their total production has been rising slowly over the last few years. Production per cow avera-

ged 6,800 litres in the USA, which is 66 percent higher than the Australian average of 4,100 litres.

The total production figures do not reveal the regional variations in milk production. Wisconsin, "The Dairy State", in USA's Mid-West, is increasingly being challenged by additional production to the south and west in the warmer climates - in particular, California.

Even further South, Mexico is developing its production base for domestic consumption (Mexico is a large importer of dairy product -especially from New Zealand). Under the proposed North American Free Trade Agreement (NAFTA) the Canadian, USA and Mexico economic union, opportunities for further cross-border trade will be enhanced.

I visited a number of farms in California (Courtesy of World Wide Sires) and was impressed by the large scale feed-lot operations.

These 600 to 2,000 head farms operated in a dry summer environment. Irrigation provided the vast quantities of

corn (some grown on farm) and alfalfa (lucerne). Most of the feed is purchased and the ration is then mixed and fed out on a totally mixed ration (TMR) basis. To cope with the heat, the cows are housed under open sided sheds with extensive use of large fans. When yarded prior to milking they are often washed and cooled with a system of overhead sprinklers.

I was impressed with the Californian operations and believe this region will continue to grow at the expense of the more traditional dairy areas. Their only major threat seems to be the continued supply of inexpensive water, which is obtained by diverting mountain sources, similar to Australia's Snowy Mountains Scheme. From Australia's point of view, these producers look to be world competitive

### IN THIS ISSUE

- MOUNT LOFTY RANGES
- BENCHMARKING
- MILKING MANAGEMENT FIELD DAYS
- AUSTRALIAN DAIRY INDUSTRY SURVEY



and will not need any assistance to prosper.

By way of contrast the upper Mid-West dairying regions are under threat. Many are very traditional, labour intensive operations with the cows housed all year round in barns. The sight of a dairying area without fences and a "sea" of corn was an experience. There seems to be general agreement that up to 50% of Wisconsin's 30,000 dairyfarmers will leave the industry. As in most industries these days, the competitive pressures are intense and many of the farms will be too small to be viable.

My overall impression is that Australians can learn from the Americans in nutrition - although it would not be cost effective to aim for the production levels per cow obtained in the USA. In other respects, I was generally pleased with the Australian position when compared to the USA scene.

### 3. Marketing and Promotion

In the USA, which is renown for its marketing skill, white milk seems to be poorly marketed. There did not seem to me to be strong brand loyalties. In each of the cities I visited, a different regional plant and company supplied the milk, which was available in half-pint, pint and gallon cartons. One gallon clear plastic containers appeared common. Retail prices were higher than in Australia.

The retail value of the Fluid Milk Sales was 27,438 million (US) dollars in 1992, for 55,274 million pounds of milk. This equates of 50 US cents per pound or \$1.68 per litre Australian.

In the regions visited, dairyfarmers' cooperatives were not involved in marketing liquid milk,

but often sold part of their intakes on to these specialised companies.

In Madison, we were able to visit the Wisconsin Milk Marketing Board to obtain valuable information. Because 80% of that State's production is made into cheese, this is the bulk of the generic promotion efforts. With a budget of US\$23 million it is best to compare their efforts to the Australian Dairy Corporation. The Board is funded by a levy on all farmers of 10 cents per hundred weight of milk. (ie 0.3 cents per litre Australian, which is five times the proposed promotion levy for South Australia's dairyfarmers).

Their role has been to differentiate "Wisconsin" cheese in the minds of the consumers as a premium cheese and they seem to have been successful. This is known as the "umbrella" brand.

Although there is criticism by some dairyfarmers of this expenditure, a strong communication with the farmers and the structure of a 25 person Board of dairyfarmers seems to work well.

Mr Prince, the Alto Dairy Cooperative President, said, in relation to Wisconsin, that:

"The loss of market share would have been much greater had it not been for the efforts of the Wisconsin Milk Marketing Board .... The 10 cents per hundred for doing this is one of the best investments you'll ever make".

Apart from the generic promotion by Wisconsin, California also has a generic marketing program, but with an emphasis on market milk. A new US\$23 million advertising and promotion campaign will be launched in late October by the Californian Milk Processor Board. The majority of the advertising will be on television, to reinforce the

strategy of encouraging in-home consumption.

Other foods in the USA also have generic marketing campaigns. I watched television advertisements for such diverse foods as citrus, Californian raisins, and pork. By contrast, I did not see any advertising for flavoured milk. In summary, generic campaigns for many foods were evident, including liquid milk and dairy products. However the Americans can learn from our branded advertising for specialty and flavoured milks.

### 4. Prices to Producers

Returns to dairyfarmers are published and in fact, influenced by, the USA Department of Agriculture. The US Government establishes Federal Milk Orders by regions for various classes of milk. For example, Class 1 (market milk) minimum prices in October 1993 varied from US\$12.37 to \$14.45 per 100 pounds delivered. The Government sets a minimum blended price for all classes of milk at around A38 cents per litre. However the US Government does agree to purchase products at set prices from the processors - in effect underpinning the domestic market and insulating their dairy industry from world competition. The minimum milk support price is \$10-10 per hundred weight (US), which converts to A31 cents per litre, achieved by buying domestic surplus of manufactured product. In addition, tariffs and quotas on imported products offer additional protection but at the expense of efficiency of operation.

With pressure from freer world trade (GATT and NAFTA) and reduced government intervention, the dairy industry is under threat and this will cause a

shake-out and exert downward pressure on prices.

Countering these effects is competition for milk from processors which have to have throughput to survive.

### 5. Conclusions

Any visit of this nature to the other side of the globe makes an impact. Each person's views and experiences are unique. Some key observations from my personal point of view are:

#### 1. Challenges

South Australia's (and Australia's) challenges in dairying are not unique. Dairyfarmers are grappling with the same issues world-wide. In fact, Australia seems to have less problems and more opportunity than many nations.

#### 2. Rationalisation

South Australia's dairyfarmer

numbers will continue to decline and herd sizes will continue to grow. Fortunately, we should not see a drastic "shock" likely to effect parts of the USA and Europe.

#### 3. Information

Information flow in relation to research and extension needs to be strengthened. Perhaps this is an obvious conclusion for those who have worked to establish READD, but I was impressed with the vast amount of research being undertaken by universities, companies and organisations like IDF.

#### 4. Nutrition

We can learn from the USA in the area of nutrition. Production per cow figures demonstrate this fact, even though their production systems are different.

#### 5. Mastitis

Dairyfarmers in South Australia

need to access the extensive knowledge base on mastitis prevention and control, and large benefits are possible if an effective program is implemented.

#### 6. Promotion

Generic (non-brand) promotion is widely used in the USA for many commodities. Both the Californian and Wisconsin dairy industries have extensive programs (in addition to the National Dairy Board). Dairyfarmers in South Australia can learn from these examples.

#### 7. Communication

Effective communication to each individual dairyfarmer is vital and the successful companies, cooperatives, associations, seem to do this well in the USA.



ADRIAN SCOTT  
CHIEF EXECUTIVE

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# NEW MOUNT LOFTY RANGES PLANS RELEASED

After a number of years of uncertainty and a variety of planning restrictions the Government has released the Mount Lofty Ranges Regional Strategy Plan and the Comprehensive No.2 Supplementary Development Plan (SDP).

SADA has lobbied the Government to alter a number of unfair restrictions on land use, especially regarding contiguous titles. In the new SDP these arbitrary restrictions are removed.

The change from multiple planning restrictions to a land management strategy is the most important feature of the Plans.

Generally, single dwellings will be permitted on each title, provided that a number of criteria are met. These include:

- Mandatory Performance Criteria, including:
  - effluent disposal
  - set-backs from watercourses
  - slope, instability, erosion, stormwater disposal
- Native Vegetation
- Bushfire Protection
- Dwelling Orientation and Siting
- Excavation and Filling

## ■ Set-backs from Roads

## ■ Appearance of Land and Dwellings

The Mandatory Performance Criteria for a detached dwelling both within the Watershed and in the Primary Production Area are:

Detached Dwelling which complete the following criteria:

- Is not located in areas subject to inundation by a 100 year return period flood event or sited on land fill which would interfere with the flow of such flood waters.
- Not have any part of a septic tank drainage field or any other wastewater disposal area located within 50 metres of a watercourse identified on a current series 1:50 000 Department of Environment and Natural Resources topographic map or a suitable alternative wastewater disposal method approved by the South Australian Health Commission.
- Not have a wastewater disposal area located on any land with a slope greater than 20% (1 in 5), or depth to bedrock or seasonal or permanent watertable less than 1.2 metres.
- Not have a septic tank or any other wastewater treatment facility located on land likely to be inundated by a 10 year return period flood event.

- Is sited at least 25 metres from any watercourse identified on a current series 1:50 000 Department of Environment and Natural Resources topographic map.

A system of Dwelling Application Transfers (DAT) is also proposed. This provides an option for those landowners who do not want dwellings on their allotments or compensation for those landowners who can not build a dwelling on a given allotment due to an inability to satisfy the Performance Criteria. Once a Dwelling Application Right has been removed, the allotment will be issued with a new title to be called a "Rural Title".

Copies of the Plans are available at the SADA office or your local Council. They can also be purchased for \$30 from the Department of Housing and Urban Development.

Thanks to Roger Basham for his tireless efforts on behalf of South Australia's dairyfarmers. The new arrangements remove the inequities of previous Plans.

**Well Done Roger!**

*ADRIAN SCOTT*  
*CHIEF EXECUTIVE*

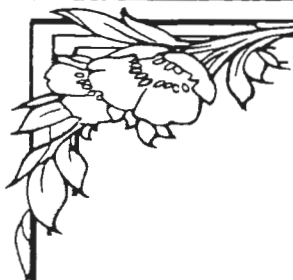


## AUSTRALIAN DAIRY CORPORATION

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*AN IDEAL CHRISTMAS PRESENT*





# PRESIDENT'S COMMUNIQUE



## **CHANGE SEEMS TO BE A PERENNIAL COMPONENT IN DAIRY INDUSTRIES IN ALL PARTS OF THE WORLD**

### **USA FARM APPRAISAL/ FOCUS/CHANGE**

#### **Income for Milk in USA**

In broad terms - the returns for milk produced in USA have not changed over the last seven to eight years.

This financial pressure on farmers through a lowering return in real terms has.....

1. Caused farmers to leave the industry (This was further triggered by the cow buy-out scheme introduced by Government to contain or reduce production levels).
2. Stimulated farmers to survive by
  - (a) lowering feed conservation costs (i.e. silos to bunkers)
  - (b) changing management strategies - feed/housing
  - (c) increasing herd size in conjunction with farm structural changes - (herd sizes have been increased by increasing off farm fodder purchases as well as some neighbouring farm purchases).
3. Encouraged some farmers to move into new dairy areas (ie Western desert East of the Cascade Ranges)

#### **A Changing Environment**

At the International Dairy Federation (IDF) meetings at Minneapolis it was generally agreed that most governments world wide are keen to progress the removal of

levels of regulation that currently exist.

It is fair to comment that World dairy industry leaders consistently agree that governments must look at the reasons that stimulated the need for current legislation in the first instance and closely study the implication of removal before doing so.

Furthermore at the IDF Annual Sessions there was a real concern about the future of the family farm.

However, we must accept there will be change in Government Policies and there will be change in the structure of milk production units which must include the family farm.

Efficiency of milk production - processing - and marketing will be the key to the preservation of dairy industries world wide and survival will be precariously balanced against the policies within respective countries.

#### **Self Sufficiency**

We need to acknowledge that most countries aim for self sufficiency in dairy production.

- Japan is continuing to spend big money to improve its dairy production base which currently exceeds Australia's total production.
- Mexico - currently a net importer of dairy product is making a concerted effort towards self sufficiency.
- There are extensive efforts in Asian countries to develop new dairy enterprises. Speaking with USA consultants involved with setting up these dairy operations in Asia it would appear that the

complications of tropical conditions may well leave Australia in the best position to source dairy product more efficiently.

However, we must not be complacent to the fact that Australia will inevitably source this growing Asian market. USA may well be in a position itself, somewhere behind New Zealand, as a competitive source.

The main focus of change is in the State of California where the State's production has almost doubled over the last 20 years.

This expansion has taken place in virtual desert country, brought to life by ample running water from the large catchment area of surrounding ranges.

#### **USA Focus**

Large feedlots of 600 to multiple 1,000's of cows kept in relatively cheap conditions of sheltered housing are a feature of the Californian expansion.

A further feature of this system is that fodder seems to be grown and harvested by specialist irrigators and trucked to specialist milk producers. Milk harvesting being their prime chore with milking being carried out from 15 - 20 hours per day. Feeding is highly specialized with an emphasis on balancing nutrition to the finest degree.

I daresay most readers are quite conscious of this system, but it is the philosophy of specialist roles which becomes the core focus to change in other States in USA.

Take Wisconsin for instance - "The Dairy State of the World" with over 40,000 dairy farmers in

1987 and now 31,000 has been the highest production State in USA since William Hoard stimulated the massive influx of dairy production many years ago.

In November California will exceed the rolling total production of Wisconsin - this change in precedence is more than just noteworthy - it has left many of Wisconsin's farmers and industry participants quite depressed about the future of Wisconsin as a dairy production State.

Returns for milk has historically been a hurdle with returns for Wisconsin farmers being based on the USA Federal Order Wisconsin Minnesota price and other States justifying that plus transport - ie Wisconsin and Minnesota have traditionally been the lowest paid, but currently California with its surplus production is consequently lower.

The real hurdle for Wisconsin now is progressive change to ensure competitive efficiency.

With an average herd size of 60 cows generally confined to the staunchon style barns where cows remain in individual stalls for 12 months of the year, the

traditional family farm faces a difficult challenge.

Options for change seem many and varied.

1. Potential for further genetic progress within Wisconsin herds (now ranking 24th of the 50 States).
2. Grazing as an option to total mechanical harvest. Liaison between Wisconsin and New Zealand is currently in place, however, I wish to add my personal reservations re the potential level of change that can be made. We need to reflect on history, i.e. when farms in Wisconsin changed from grazing type management carried out years ago to zero grazing farm productivity increased 3 fold. There will need to be a fine balance between utilization, costs and yields from alternative species of forage. Massive yields from corn and alfalfa (maize and lucerne) are hard to beat.
3. Housing options such as cheaper types of gridded free stall and specialist milking parlors incorporating Total Mix Rations (TMR) are real options for the brave.

I was able to visit some recently changed operations based on 80 - 100 cows barn-type converted to freestall (almost Californian style) with 400-500 cows. These larger operations have adopted the specialist operator approach bringing greater efficiency in herd management and specialist forage production combined with strategic purchases of extra forage commodities that can be grown more efficiently elsewhere.

I will elaborate on USA management strategies and their relationship to potential change in Australia at a later date, but it is timely to reflect on the key to high yields per cow of protein production in USA.

The key! - "Quality forage with high digestibility."

Best of luck with your silage and haymaking.

At SADA branch level there have been excellent discussions on industry issues recently. Please maintain these healthy discussions and maintain a positive input.

**ALLAN MANNING,  
PRESIDENT**



## SOMATIC CELL COUNT RESULTS

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Southern Hills	M B Frahn (90) L G & C K Gale (94)	G & A Mignanelli (99) M W & J R Mitchelson (103) P & J R Prosdoscimo (103)
Lower Murray	I R & L Rothe (134) B J & M R Vivian (138)	P J Down (71) E G, F D, E F Stewart (79)
South East	P W Scown & Sons (114) E R & R I Birrill (128)	L J & H J Reed (125) N W Heyward (133)



# DISEASE FIGHTING MILK FROM VACCINATED COWS!

## 'Hyperimmune' Milk Gets Its First Market Test

About a dozen New Zealand dairy farmers are producing a special kind of milk from vaccinated cows. The cows are vaccinated with killed bacteria of the types that infect humans. The cows then produce antibodies in their milk. Persons who drink the milk receive added protection against the bacterial infections, according to claims.

Called hyperimmune milk, the new product from New Zealand cows is being test marketed in Taiwan. The test marketing is a joint venture between the milk's developer, Stolle Research and Development of Cincinnati, Ohio, USA, and the New Zealand Dairy Board. The milk is being sold as a skim-milk powder under the name

Ultralac.

Officials with Stolle Development liken the milk to a cow's first milk, or colostrum, which is nature's way of giving the newborn extra immunity against in-



fections during the first hazardous days of life.

However, a cow's colostrum contains only antibodies that fight bacteria which infect bovines. To create hyperimmune milk, cows are vaccinated regularly with killed bacteria of the types that infect humans.

The milk, which can contain antibodies to more than two dozen types of bacteria, is claimed to protect against gastrointestinal infections, strep throat, and even tooth decay.

"We see consumers using a broad-spectrum formulation of the milk as a preventative - a kind of passive vaccination," says Lee Beck, executive vice president of Stolle Research and Development.

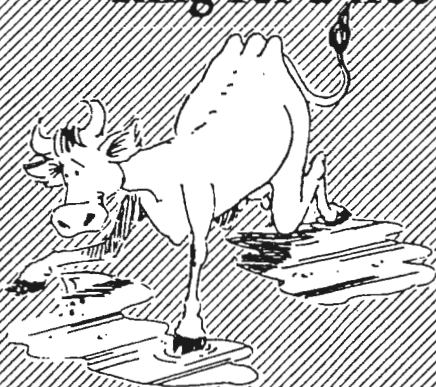
**Travel aid.** The company is also developing more-specific formulations. Beck says one is a skim-milk powder that an overseas traveler could take to ward off E. coli infections. "We think it would be as effective as antibiotics, minus any side effects," he adds.

*Rollie Henkes  
"The Farrow", No. 1 1993*

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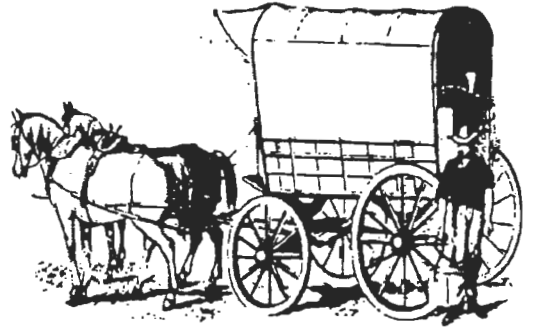
## Congratulations

*To Mr Hans van Dyk and Mrs Joanne Pfeiffer who recently have been appointed members for a three year period to the River Murray Water Resources Committee*

.... Well Done!



# Remember when?



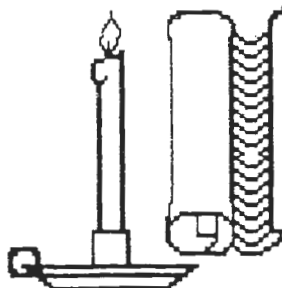
## July 1944

*Some very interesting extracts from the Minutes of the Annual Meeting of the Spring Valley Branch of the South Australian Dairymen's Association, held at Springton on the 10th of July 1944.*

“ The President thanked members for coming along to the meeting, after which he introduced to them Mr. Suter, a former State Dairy Instructor, who kindly came along at the invitation of the President, to address the meeting.

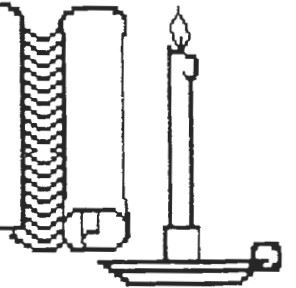
In the course of his address he explained and touched on practically every aspect of the Industry. Mr. Suter said the Dairy Industry was the most important national Industry in peace time and even more so in times of war where butter is most important to have on the menu to keep troops fit and well. Another important point he said was unity among Dairymen as a whole which so far had not been accomplished, and until such time until it IS accomplished, we cannot expect better conditions. Mr. Suter further said that every Dairyman should keep good profitable cows and if unprofitable cows were found to be in the herd, they should immediately be culled out and sold to the butcher. It was the intelligent Dairyfarmer who showed the biggest margin of profit by always keeping his eye on the job(he said). The next point, a very important one too, was that the man who looked after his products and produced a GOOD QUALITY product should also be paid accordingly for same; that he said would be an incentive for Dairymen to take better care to produce a quality article. Mr. Suter then stressed the need of every dairyfarmer to grow his own feed for his animals or herd, as the shortage of feed was the weakest point in the Industry. It was further pointed out that calves should be properly fed if good results were to be expected, 40 gals of fresh milk was a minimum required to feed a calf which was one day expected to be a good cow. Among many other interesting points Mr. Suter also very strongly stressed the need to keep good sires, which was very important in the building up of a good herd. ”

*(Almost 50 years ago - but much of this message is still relevant today!)*

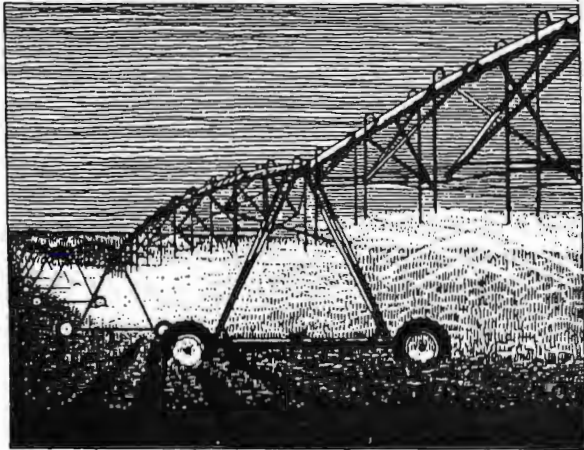


*If you want the present to be  
different from the past, study the  
past.*

*Spinoza (1632-1677)*



# PIVOT IRRIGATION.

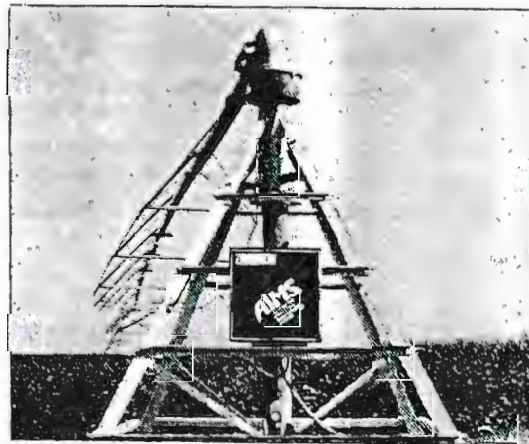


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# LESS MASTITIS IN COWS MILKED BY WOMEN

## Dairy cows milked by women have lower mastitis levels than those milked by men.

This is one of the findings to come from a comprehensive survey of mastitis control strategies recently completed by veterinary research scientist, Dr Greg Stevens.

Dr Stevens, who works from the Flaxley Research Centre of the Department of Primary Industries, said 160 farmers in SA's four main dairying regions were questioned.

Eighty of these were farmers who had cows with known low mastitis levels - the "control group" - and these were compared with 80 other herds with higher levels.

"There was a clear demonstration that herds milked by women have lower mastitis levels than those milked by men," Dr Stevens said.

"It's not that surprising because when you come to the management of animals generally, women are often the better managers.

"It's well known for instance, that calves reared by women have fewer sick days and there is lower mortality.

"But this is the first time it has been documented in the mastitis area.

"To make mastitis control

work, a lot of things have to put together in a package.

"Attention to detail is needed and as well, if you have that maternal caring attitude you are more likely to put the package together correctly."

Dr Stevens said that of the 80 herds where mastitis levels were high, 69 were milked by men whereas in the 80 low level herds, only 52 were.

The higher proportion of female farmers milking low mastitis level herds indicated that females had better milking and herd management skills than males.

This conclusion reached by Dr Stevens is just one of several to come from the survey of mastitis awareness and control practices financially assisted by the SA Cattle Compensation Fund.

He said that mastitis was the most important health problem of dairy cows and one which cost the industry hundreds of thousands of dollars.

Control measures included disinfecting teats after milking; treating dry cows with antibiotics; culling those with chronic mastitis and making sure milking machines did not damage the udders and predispose cows to infection.

Monitoring by the dairy industry's SA Mastitis Action Group showed that while levels and

incidence of this disease were falling, there was great scope for further improvement.

"Three years ago about 44pc of dairy cows were infected with mastitis now it looks as though it's about 32pc," Dr Stevens said.

This is very significant achievement worth about \$1 million in increased production and less money outlaid on treatment."

Dr Stevens said the survey also pin-pointed a strong link between herd recording and mastitis levels.

Those recording were given information every five weeks on cow milk production, milk fat and protein levels, and mastitis levels.

The survey showed that of the 80 low mastitis level herds, 68 were involved in herd recording whereas only 46 were doing this in the high disease grouping.

"There were some things that came out which surprised me," Dr Stevens said.

"One was that experience in the industry does not seem to relate to the ability to control mastitis and another was that herd size wasn't a factor in disease incidence.

"As well it is evident that some farmers still have the wrong perception about mastitis in that they rate the costs

of drugs too highly and don't rate the production loss highly enough.

"Each quarter infected with sub-clinical mastitis produces about 25pc less milk.

"The survey showed there was significantly more high mastitis level herds in the 4,000 to 5,000 litres of a milk per cow per year category and less in the 5,000-6,000 litre category, compared with the control herds.

"We also found across both groups, that about 17.5pc are not disinfecting the teats after milking - that's surprising because it probably only takes about 10 seconds a cow.

"It points to the need for a cheaper automatic disinfecting system to be developed."

Dr Stevens believes another major factor in the successful battle against mastitis lies in the monthly cell count report sent to SA's 850 dairyfarmers.

Each farmer is attached to a district group of up to 30 and is ranked according to the mastitis levels in the herd.

A graph also shows how the farmer is faring compared to the best 10pc of performers in SA; how much more money the farmer could expect to make if mastitis levels were lowered and information on control techniques.

The survey and

these reports were widely and thoroughly read.

Currently Dr Stevens is producing these reports based on data received from HISCOL.

"Given the importance placed on them by farmers, I think they should become part of the industry's approach to mastitis control - then the industry can take the responsibility for their longevity," he said.



## **BENCHMARKING:** **Dairy Gains Of Up To \$400 Million**



A landmark study into the Australian dairy industry, highlighting potential gains of \$350-\$400 million a year, was released to the dairy industry in Melbourne recently.

The Benchmarking Project has identified opportunities where all sectors of the Australian dairy industry can lift profitability and competitiveness by adopting improved management techniques and practices used by leading overseas companies and industries.

Reduced farm cost; increased farm productivity; higher manufacturing investment; targeted incentives to reduce seasonal

milk supply variation; increased product differentiation and higher sales to Asia are just some of the keys to lifting industry profitability outlined in the study.

"The study shows we have achieved world class performance in some areas such as the export of commodity products and have significant potential to improve in other areas such as investment, farm costs, and the development and marketing of differentiated products," Mr Pat Rowley (Australian Dairy Industry Council Chairman) said.

### **Farm Gains**

The single biggest area for increasing industry profitability identified

in the study is farm production, where the potential benefit of achieving a 10 per cent increase in pasture consumption and fostering increased farm scale could add up to \$200 million to the farm sector's bottom line.

The study recommends farmers act to control overhead costs and improve herd nutrition and management.

It also suggests a review of farm consulting and extension services and a review of the legal and taxation regulations governing share farming and influencing the timing of family farms being passed to the next generation.

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During the first eight weeks of life calves need more than the 16% protein pellet now generally being fed. Calf Manna pellets have been formulated to complement Calf Weanaid and provide the necessary 25% protein level along with selected vitamins and minerals. It helps to overcome calves going 'off feed', stimulates appetite and early intake of solids. If you want the right rate of growth give them the right level of protein!



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Byrumen is a concentrated blend of vitamins and minerals activated with quality bypass protein and enhanced with sulfur, urea, fat, molasses and enough magnesium to counter acidosis. Used for the first 10 weeks of lactation Byrumen drives your milkers to a higher lactation peak and bigger yields - and you'll find your cows cycling a lot better. For combined production and fertility you won't find another product like it.

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For further information contact the Milk Producer Nutritional Advisory Service on (02) 604 9922.



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## FINAL REPORT:

# Infertility in the Repeat-Breeder Cull-Cow

By Dr Douglas Wilson, Dr Peter Phillips, and Dr Mary Barton

Various Australian and overseas surveys report that the incidence of culling cows which repeatedly fail to conceive is between 5 and 15% of the herd per year. The incidence in South Australia is unknown although recent figures from the Herd Improvement Services of South Australia Co-operative show that culling for infertility is second only to culling for low production.

In most cases, the cause of infertility is unknown.

The main aims of the project were:

1. To identify gross pathology and histopathology in the reproductive tracts of cows which repeatedly fail to conceive.
2. To identify infectious agents present in reproductive tracts which show evidence of gross

inflammation.

3. To identify areas which require further research

### CONCLUSIONS

1. Pregnancy, blocked uterine tubes, gross uterine inflammation, histological lesions and pathogenic bacteria were all found in this study.
2. Further research is required to:
  - a. investigate the effect of histological uterine pathology on bovine fertility
  - b. investigate the role of other infectious agents such as viruses, *Leptospira*, *Chlamydia* sp. and *Ureaplasma* sp.
3. All valuable cows should be examined for pregnancy before culling for infertility in repeat-breeder cows.

4. The following procedures should be considered when investigating infertility in repeat-breeder cows

- a. a detailed clinical examination to determine
  - ovarian status
  - uterine discharge
  - uterine tube patency
- b. laboratory examination to evaluate
  - uterine histopathology
  - uterine/vaginal bacteriology
  - and possibly also virology, etc

*Full Copies of this report are available from the SADA office or Dr Douglas Wilson (Veterinary Surgeon) PH. (08) 398 2855*

## CONGRATULATIONS . . . . .

*To Mr Steve Rice (formerly Principal Dairy Officer, Department of Primary Industries) who has recently been appointed as the Chief Executive Officer of the Dairy Authority of South Australia.*



# MILKING MANAGEMENT FIELD DAYS - OVERVIEW



A big thank you to all those people who made the recent READD Milking Management Field Days at Flaxley and at Mount Gambier, a huge success. Over 300

for everyone, from machine options and standards and maintenance to discussion on the newly established Code of Practice and recent changes in the industry.

practical advice on machine maintenance and is available to answer any queries through the Milk Harvesting Advisory Service on 008 335 334 FREE CALL.



PETER SCOWN WINNER OF A NIGHT'S ACCOMMODATION AT RAMADA GRAND, GLENELG, PICTURED WITH DAVID JESSE OF SMITHKLINE BEECHAM WHO KINDLY DONATED THE PRIZE.

The READD planning group have processed the comment sheets completed by a good majority of those people present at the days and preliminary discussions have begun on plans for the next READD event.

Thanks must be extended to Smithkline Beecham, who generously donated major prizes of accommodation and meals to comment sheet participants, and thanks to those exhibitors in the trade displays who also kindly donated goods as prizes.

people attended the days and from the great response it is obvious that producers are eager to keep up with the latest industry trends and are looking for up-to-date information on dairy technology to assist in future planning.

A comprehensive range of topics, provided something

The workshops on shed design conducted by VDIA officer, Geoff Ruddle, created particular interest and factory field staff have received many enquiries as a result of the day.

Gabriel Hakim from the Milking Research Centre - Ellinbank provided excellent

READD greatly appreciated the support it has received from producers and your continued interest, will enable future development of information extension services.

*FIONA LITTLE,  
READD CONVENOR*



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# UDP SUPPLEMENTS COMPARED AT FLAXLEY

*Steve Valentine, Flaxley Research Centre*

Dairy nutrition research which has been rated as a high priority by READD (the Research and Extension Association for Dairying Development) has cast some doubts about the value of undegraded dietary protein (UDP) supplements for increasing milk and protein production in early lactation cows.

In an experiment carried out by Steve Valentine and his co-researchers at the Flaxley Research Centre, there was no significant differences in daily production of milk, fat or protein, or in milk composition (shown in the table below) by cows fed 9kg daily of a 75/25 crushed barley/lupin mix together with additional protein supplied as either lupins, meat meal, blood meal or cottonseed meal. The meals have undergone some degree of heating during manufacture which renders the protein less degradable in the rumen and in theory provide more protein available for milk production compared to lupins. The protein contents of the grain/protein supplement mixtures was 21%. The protein supplements were fed to groups of 19 dairy cattle (15 cows and 4 heifers) for a period of 6 weeks commencing in the third week of lactation. The cows had free access to wilted pasture silage.

Although a response to UDP is more likely in high yielding cows, the diet of the cows in this experiment should have been ideal for a potential response to UDP since both grain

and particularly silage are low in (and expensive!) compared to UDP. A high proportion of the the UDP sources commonly nitrogen (up to 85%) in silage is in available in SA and used in this the form of non-protein nitrogen, experiment.

	PROTEIN SUPPLEMENT			
	Lupins	Meat Meal	Blood Meal	Cottonseed Meal
Milk yield (L)	24.7	24.2	26.1	24.7
Protein %	2.81	2.80	2.77	2.75
Fat %	4.36	4.48	4.24	4.26
Protein yield (kg)	0.69	0.68	0.72	0.68
Fat yield (kg)	1.08	1.09	1.10	1.05

which is readily broken down in the rumen to ammonia. A lot of this ammonia is excreted in the urine and consequently is not available for the production of bacterial protein which is ultimately used by the cow for milk protein production. Milk production responses to UDP in the form of fish-meal have been obtained with cows on silage based diets. However, fish-meal is highly undegradable

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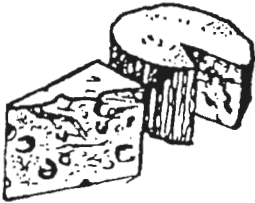
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# IMPORTED DAIRY PRODUCTS

New draft legislation for the importation of all dairy products is in its final stages. A set of conditions, to be met by exporters before AQIS will issue import permits, will accompany the legislation.



Importers who currently import dairy products without a permit should check with AQIS to see how this legislation will affect them. A three-month changeover period is proposed.

All importers of dairy products, including cheeses, should make sure their products meet the requirements of the Imported Food Control Act (1992) and the Quarantine Act (1908). The requirements, consistent with the Australian Food Standards Code, are that all cheeses be made from pasteurised milk, and that all imported milk products undergo minimum temperature and time treatments to meet both animal and human health concerns.

AQIS is currently standardising these requirements.

FURTHER INFORMATION - Margaret Leggoe Phone (06) 272 5105

*AQIS Bulletin - October 1993.*

## Australian Dairy Industry Survey: 1992-93

Fieldwork for ABARE's 1992-93 Australian Dairy Industry Survey will commence in S.A. on 1 November.

This annual survey, which is substantially funded by the Dairy Research and Development Corporation, will provide dairy farmers, industry organisations and governments with accurate and timely information on the economic circumstances of dairy farmers and their industry.

Participation in the survey is voluntary. ABARE assures producers that the information they provide will not be published in a form which can be identified with them or their enterprise. However, participating producers will be provided with a summary of results for their own enterprise when the processing of survey data is completed.

If you are asked to participate, please cooperate as the industry no longer has the benefit of Metropolitan Milk Board survey to rely on.

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Department of Agriculture



DAIRY RESEARCH AND  
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## *From the Dairy..*

## *To the Table*

### **BANANA NUT LOAF**

Serve sliced with Australian BUTTER

**Ingredients:**

- 1 cup processed bran
- 1 cup Australian MILK
- 1/4 cup brown sugar
- 2 ripe bananas, mashed
- 1 egg
- 1/2 cup wholemeal self-raising flour
- 1 cup white self-raising flour
- 1/2 teaspoon allspice
- 1 teaspoon bicarbonate of soda
- 1/2 cup chopped pecan nuts/walnuts
- 3/4 cup chopped dates or raisins



**Method:**

1. Soak bran in MILK overnight.
2. Add brown sugar, bananas and egg. Mix well.
3. Add sifted flours, allspice and soda. Mix well.
4. Fold in nuts and dates.
5. Pour into a buttered, lined 21 cm x 7 cm deep loaf tin.
6. Bake at 180 degreesC for 50 minutes-1 hour.

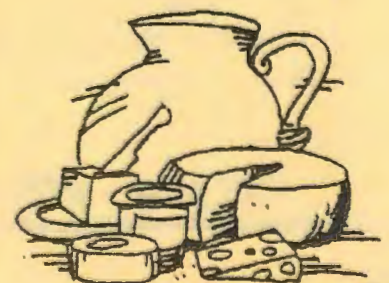
### **ZUCCHINI SULTANA LOAF**

**Ingredients:**

- 1 1/4 cups wholemeal self-raising flour, sifted
- 1/2 cup brown sugar
- 1/2 teaspoon mixed spice
- 1 cup grated zucchini
- 1/2 cup sultanas
- 2 tablespoons sunflower seeds
- 1 egg
- 1/4 cup melted Australian BUTTER

**Method:**

1. Place all ingredients in large mixing bowl and combine thoroughly.
  2. Place in a lightly buttered and lined 21 cm x 13 cm loaf pan and bake in a moderate oven for 45 minutes or until a skewer inserted in the centre comes out clean.
  3. Serve sliced and buttered.
- Makes 10 slices approximately.

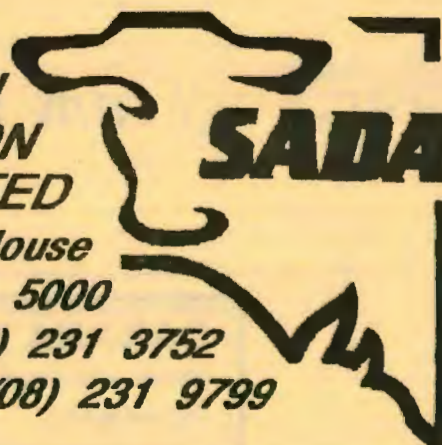


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DAIRYFARMERS' ASSOCIATION  
INCORPORATED**

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# THE SOUTH AUSTRALIAN DAIRY FARMERS **JOURNAL**

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DECEMBER 1993



## PRESIDENT'S COMMUNIQUE



# STATE-WIDE EQUITY IN MARKET MILK

In order to follow on from last month's communique, it was my intention to write about the positive message that I was able to glean from the the professional management strategies of USA dairy producers.

However at the time of writing this Communique the importance of the State Wide Equity Agreement and the future role of SADA within the philosophy of Self Regulation is critical. The undermining of the SADA partial funding based on a levy on production seems to over shadow my focus on USA Technology.

Members need to understand that the negotiations of the last four years since November 1989 have been broad ranging, intense and sometimes controversial. Nevertheless at this stage everyones minds now need to be focused - the days of lobbying and undermining of Central Council policies on the Structure of the Statewide Equity Scheme are finished.

The damage caused by lobbying

outside the protocol of SADA in recent weeks has been extensive and disruptive.

The role of the negotiation team is such that there needs to be a firm policy structure in place and abided by.


I believe Central Council can facilitate this level of necessary sound policy.

However, members need to understand that the personal points of view lobbied by a handful of farmers has left the State Wide Equity Agreement in a precarious position.

The transition from the Metropolitan Milk Equalisation Scheme to a Statewide Scheme incorporating the requirements of legislation, Trade Practices Commission and the Processors requires a high degree of discretion.

I know that every individual farmer will not agree totally to every aspect of the agreement, but I can assure you that Adrian Scott, Bronte Wilson, Ray Heinrich and myself will ensure that the final agreement will be the best achievable and the closest to Central Council policies as possible.

**ALLAN MANNING**  
**PRESIDENT**



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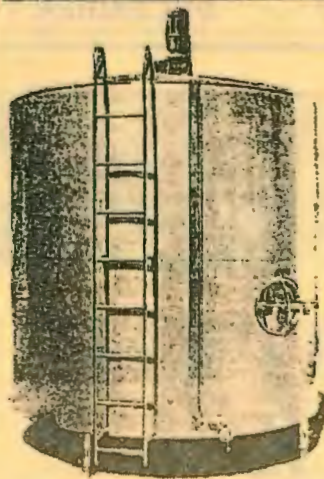
- INTERNATIONAL BENCHMARKING
- CELL COUNT GRAPH
- CHRISTMAS RECIPES
- GETTING PREPARED FOR 1994

PUBLISHED - MONTHLY PRICE \$3.00 \$30.00 PER YEAR, POST PAID REGISTERED BY AUSTRALIA POST PUBLICATION NO. SAC 1906

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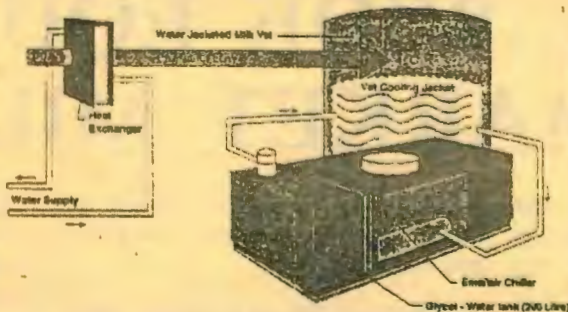
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## Editor's Comment ....

# HOW PROFITABLE IS DAIRY FARMING IN SOUTH AUSTRALIA?

This is the second question many dairyfarmers ask. The first question is "how profitable is my farm"?

The Australian Bureau of Agricultural and Resource Economics (ABARE) looks at one measure of profitability - the rate of return on capital invested.

Results for the last fourteen years appear on the graph - its not a pretty picture, with a strong downward trend evident.

- the belief that we are working harder for lower returns, seems true for the average South Aussie dairy farmer.

But we need to look behind these numbers - what's really been happening? No-one has all the answers but the possibilities might include:

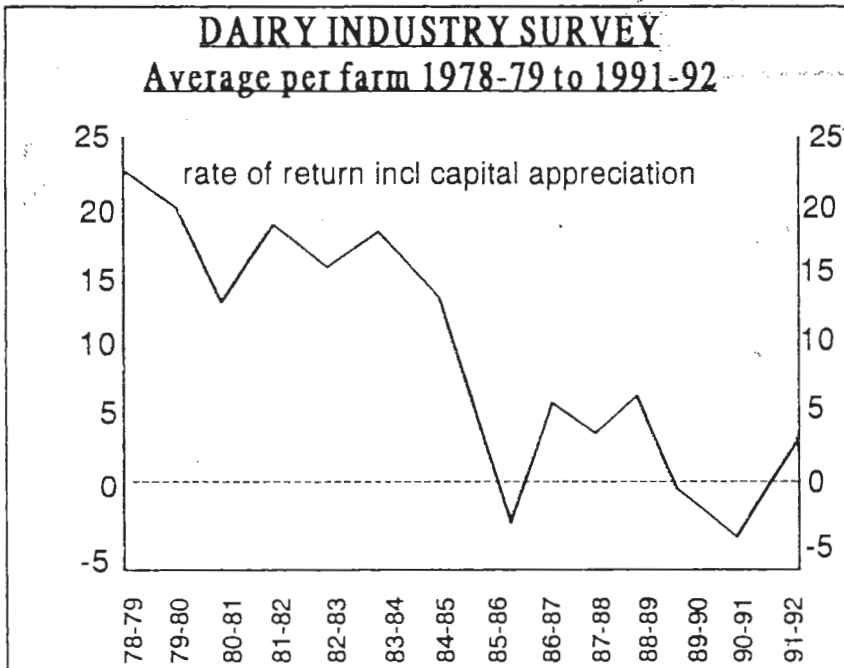
- manufacturing prices from processors declining, in real terms, over time;
- possible survey errors or bias in the ABARE survey

■ large variations around the average - we know that farm management strategies, herd size, etc, vary significantly across farms. The very best dairyfarmers have profitable returns on capital, so there must be many earning negative real rates of return.

■ too much capital tied up in dairy farming - worldwide, rationalisation of dairy farmer numbers is continuing

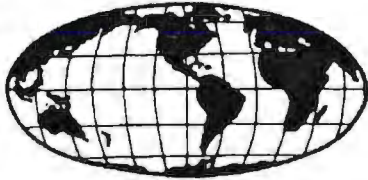
I'd like the industry to have a closer look at the key "drivers" behind the profitability statistics. Both the national benchmarking project and our own Department's commodity plan (currently being prepared) will look at these issues.

Anyway, let's leave the "crystal ball" alone until next year! Merry Christmas - you deserve it!



**ADRIAN SCOTT**  
CHIEF EXECUTIVE





# INTERNATIONAL BENCHMARKING

## FARM SECTOR

Low farm milk production costs are the foundation of Australia's strong cost position relative to international competitors. Defending and improving that relative position must continue to be the industry's primary objective.

The Australian industry has an opportunity to narrow the difference between domestic milk costs and those in New Zealand. To seize that opportunity, it must ensure that its middle ranking and high cost farms have the information, resources and motivation to address the key issues of pasture utilisation and herd and nutrition management. It must also ensure that farmers act to control increases in farm overheads, and encourage rationalisation or consolidation of small herds.

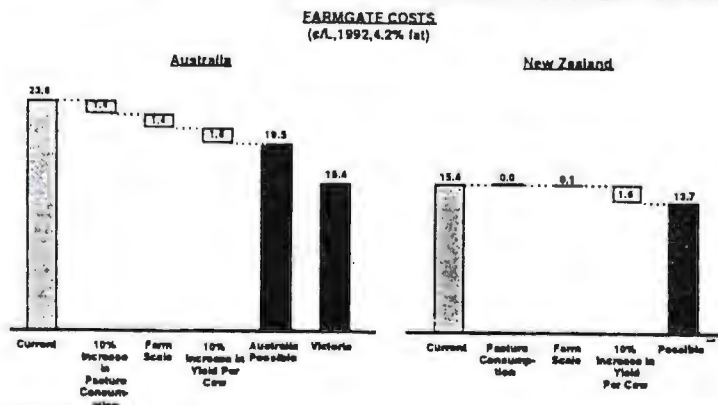
The industry must therefore ensure that the farm extension

and consulting services available to farmers are focused on these key issues and that they achieve high penetration of middle-to-high cost farms. Because of their quality management programs, company field services have better access to this group than other advisers and should become more aggressive and proactive in managing supplier costs.

The industry should initiate an urgent review of the effectiveness of existing consulting and extension services. It should evaluate alternative delivery formats (eg in-

creased use of one-on-one consulting) and alternative funding options (eg Government fee-based services or matching farmers' expenditure on private consultants). In addition, the industry should review the legal and taxation framework that limits the use of share farming and should influence the timing of generational transfer of farmers and the penetration of share farming.

*Boston Consulting Group  
October 1993*



*The Staff at SADA Office and the Executive Committee, wish all members and readers of the Journal*



*a very merry  
Christmas and a  
Happy New Year.*



1994



# GETTING PREPARED FOR 1994

## Could You Benefit from a Helping Hand?

**Bernard Handscombe - Farm and Agribusiness Consultant**

*Australasian Register of Agricultural Consultants*

A new year is nearly on us and whilst many dairy farmers are in a reasonably profitable position the need for increased efficiency and security are always there.

There is still a wide variation in yields, cost of production and level of pasture utilisation in South Australian dairy herds. Maybe a well thought out plan of action will help you to get closer to where you want to be in terms of profits, production and doing the things you need or want to do.

You may benefit from independent assistance for both financial and production planning and monitoring. Rural Finance and Development have been offering grants of up to \$2000 to assist with the cost of employing private consultants. Government is finding it more and more difficult to provide intensive individual services to farmers and this is required if you want to a hand to really analyse where your business is heading and how the farm and finances can be best arranged to achieve your aims. The scheme is called the Farm

Financial/Management Advice scheme (FMA Grants). The main eligibility criteria are shown below:

- Farming in South Australia for at least 2 years
- Having a need to improve cash flow
- Having a need to increase production or profits
- Having a need to reassess financing options for the farm
- Having a need to improve farm management systems

People with a very high level of off farm assets, very high profits or large cash reserves may not be eligible for the grants.

A typical service for dairy farmers could be:

- Two milking machine tests and mastitis review each year
- Preparation of a cash flow budget and financial plan
- Preparation of a milk production and feeding plan
- Assessment of reproductive/fertility performance
- Monitoring financial and production performance 3 times each year

The \$2000 FMA grant can be used to cover these services and you could expect the

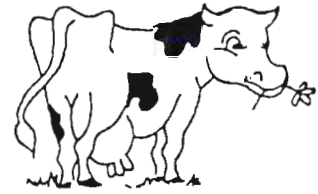
grant to cover the cost of a consultant for at least the first year.

Computer tools are available which save time in assessing all sorts of options for your farm and herd. These allow you to look at the financial effects of things like yields, milk price, purchased concentrates, pasture utilisation, herd health and reproductive performance. These aids also cut down the cost of and time involved with consultants. This may make consulting help a realistic option whether you are eligible for an FMA grant or not.

Good planning and knowing what to expect from your business is basic to any form of business management, getting prepared now will put you in good stead for 1994 and for when the next crisis hits dairy farmers whether it be in the form of high interest rates, a bad season or low milk prices.

*For further information Contact Bernard Handscombe On - 08 388 5562*

# THE MORE WHITE ON HOLSTEINS, THE HIGHER THE MILK



University of Florida researchers estimated the percentage of white coat colour on registry certificates of 4,293 first-lactation Holsteins on eight Florida dairy farms.

Records for production and reproduction were obtained from DHI and analysed. The results were reported in the August 1993 issue of the Journal of Dairy Science.

The effects of the percentage of white hair coat were significant for milk production, fat and protein percentage. Apparently, white cows in first lactation produce more milk than black ones. For each 1 percent increase in the amount of white hair, cows produce about 4.2 pounds more milk. Age at first calving, days open and calving interval were not affected significantly by hair coat.

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*Hoard's Dairyman 10/9/93*

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# CELL COUNT GRAPH

## AN INNOVATION

As the South Australian Dairy Industry heads towards more self regulation, we are realising that total quality milk will become reality. Any farmer producing milk will benefit from the product being of high quality.

Somatic Cells in milk, commonly referred to as your cell count, already plays a major role in milk quality.

Currently, penalties apply for milk over 750,000 C.C.

This level will come down in the future.

### HOW CAN I REDUCE IT?

There are many ways to help reduce cell counts.

- TEAT DIPPING

- DRY COW etc

Culling is also an important factor in reducing cell counts, but just what effect can selling cows have? This question can now be answered quickly and easily.

This graph appears on the report you receive after doing your routine HISCOL herd test.

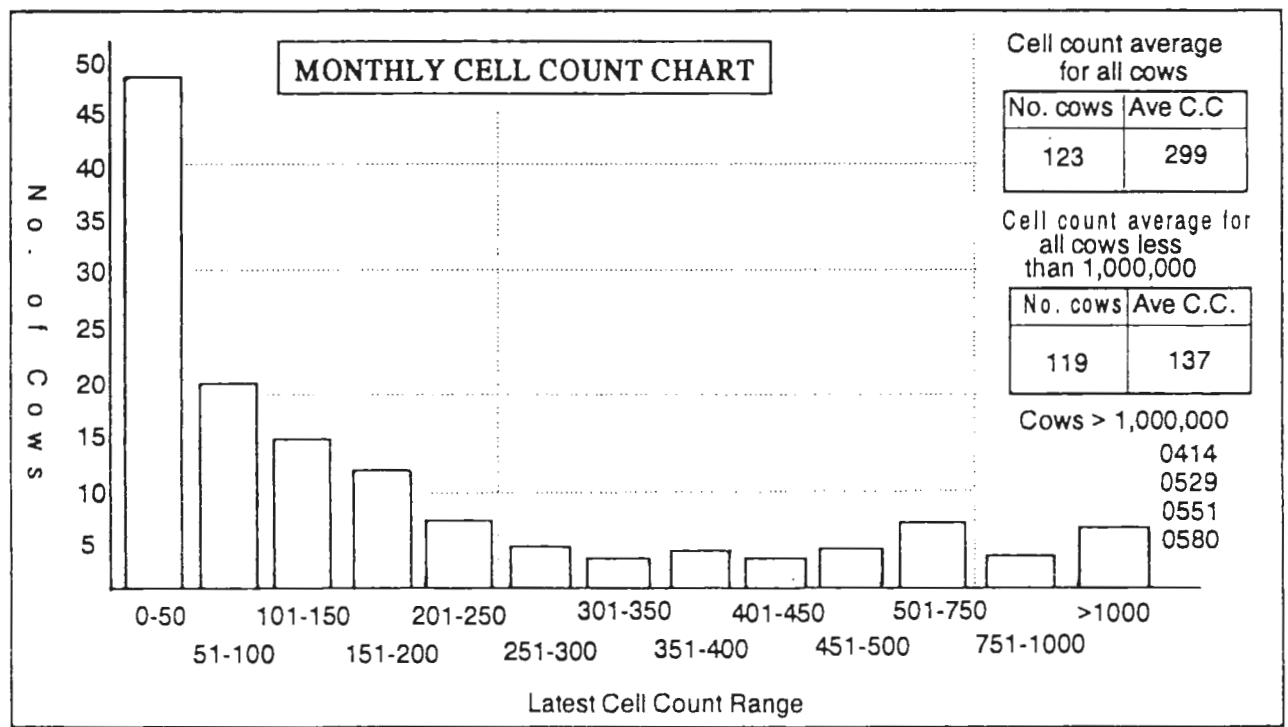
As you see in the boxes on the right hand side, if this particular farmer culled the 4 cows (which are named), his cell count would drop from 299 to just 137. Incredible but true. These calculations have been made taking milk weights into account.

This new graph provided by HISCOL really is an innova-

tion. No confusing figures, or chemicals or treatment, just facts.

"Feedback from farmers has been incredible", said Frank Beauchamp of HISCOL, "many commenting on how easy it is to understand cell counts and how it puts a new perspective on the subject. The average cell count for South Australia was only 240,000 in October", he continued, "and with more farmers herd recording every month this trend will continue."

Any dairy farmer who is not yet herd recording and would like to start or talk to someone about it, can call the HISCOL office on (085) 582 277.





## REPORT

# WHAT EMPLOYEES EXPECT OF FARM FAMILIES

Dairy farm employment has many advantages, including working outside, working with plants and animals and job variety. On a family farm, employees can have a strong feeling of belonging and enjoy being part of a close-knit team.

In a family operated business, however, employees also face some challenges. They may include having to deal with multiple bosses, lack of delegation and communication problems. Family farm employees are challenged to provide good compensation, pleasant working conditions and an environment where employees will be motivated and productive.

How would your employees rate you and your family members as employers? What would they say are your strengths and your weaknesses as supervisors and managers?

It sometimes is helpful for a manager to consider employment issues from the viewpoint of the employee. Here is a review of some of the issues that family farm employees feel are important.

**Family members should agree on the mission and goals for the business.** Employees want to be part

of a winning team. To create a winning team, management must establish a vision for the business and articulate that vision through a written statement and a set of business goals. It is difficult if not impossible, for family members and employees to pull together in one direction if business goals have not been established and clearly communicated to all staff members.

Farm employees expect to follow the leadership provided by the family business owners. A business needs both dedicated and hard-working followers, as well as strong united leadership.

**Employees want to be treated with respect and dignity.** In a family business, employees sometimes feel like outsiders when all decisions and work-related issues are handled within the family circle. Employees want to make a contribution to the business and feel their contribution is valued.

Employees respect management more when they do not get all the hard jobs, and family members are equally involved in doing at least some of the difficult jobs on the farm. One simple way of showing employees that they are important and valued members is to make it a point to introduce them to

visitors who come on the farm.

### *Be consistent ...*

**Employees want family members to agree on a daily work plan and stick to it.** When multiple family members manage a farm business, it is common for one family member to communicate a plan for the day and then, in several hours, have that plan changed when another family member shows up with different priorities. This can be a great source of frustration for employees.

The previous day or early in the morning, employees want family members to sit down and come up with a mutual plan for the day and then spend the day executing that plan. This approach also will lead to less frustration and greater productivity because employees are more likely to be committed when they know their work plan.

**Follow the "one worker, one boss rule."** An employee wants to receive directions from one boss and not have multiple bosses. This is referred to as the "unity of command" principle.

On a family dairy farm, it is common to have multiple family members managing the business. However, each employee should know specifically to whom he or she should report, who will give them job instructions and to whom they can go if they have a problem or questions about their employment. If there are days when the assigned boss is not present, the employee can be asked to report to another person for that day.

By organising the business so that each worker has only one boss, operations run more smoothly. Employee frustration is reduced and business efficiency is improved when multiple directions are not being given. The unity of command principle, if followed, also forces family members to clarify among themselves what the lines of communication and authority will be so that daily work can be completed efficiently.

**Settle family conflicts in private.**

When there is open conflict and disagreement among family members, several problems arise.

First, employees lose respect for their managers and supervisors. Second, employees can learn to take advantage of family members who are not in agreement. They can play one family member against another to meet their own objectives. The result is reduced commitment to the farm's objectives. Third, employees feel uncomfortable when there is open conflict and disagreement. This may reduce their motivation and commitment to the business goals.

Discuss and resolve conflicts privately without involving employees.

**Involve employees in decision making.**

This is an important way to encourage motivation and commitment to the business. Obviously, some business decisions must be made by family managers. However, participation in discussions of daily work routines, changes in the work routines and new projects will gain the commitment of employees.

By asking a worker's opinion, employers give the message that the employees are valued and a part of the team. Participative managers recognise that their approach may not be the only way to accomplish common objectives. Managers also should accept that mistakes may occur as involved employees grow and develop to their potential. Mistakes are a part of learning.

**Don't expect employees to have the same commitment to the business as family owners.** Family dairy farmers typically work extremely hard, put in long hours and sometimes wonder why employees aren't equally motivated.

It's difficult for an employee to have the same commitment to the business

as the owner. By practicing good human relation skills and participative management, employers can gain strong employee commitment to the business.

Other ways to gain greater commitment are through incentives, profit sharing or bonuses. One common way dairy farmers have improved employee commitment has been to provide a way for employees to gain ownership in the cattle. This arrangement often provides a great incentive for employees who want their own farm.

**Younger family members must do their share and must prove themselves.**

On family farms, young family members often are employees of the business just like the non family employees. It is important for family employees to work under the same rules as regular employees. If family members do not show up for work on time or leave before the work is done, employees will quickly lose respect. They will feel that they are being unfairly treated. As younger family members move into management, they must show by their performance that they are worthy of the employees' trust and respect.

**Owners should take regular time off.** Owners who take regular time off have an opportunity to see things in perspective, to relax and to relieve some of the stress that family businesses create. When employers have

regular time off, either on weekends or on vacations, employees feel less pressure from management, as well. They feel the pace of the business is more relaxed and the working environment more comfortable.

A commitment of regular time off for all involved will create a more constructive and positive environment for everyone.

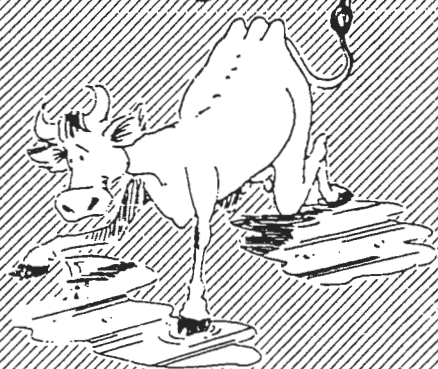
Family farm employers who are willing to view employment from the standpoint of the workers are in a better position to provide effective leadership and supervision. Effort directed toward becoming better supervisors and managers will result in the development of a motivated, productive and satisfied farm work force.

*Thomas R Maloney  
Hoard's Dairyman, 25.5.93*

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# FOOD



# FACTS

## HIDE 'N' SEEK - THE FAT GAME

In the last decade, the number of so-called "healthy" snack foods has skyrocketed. People have been led to believe that munching on carrot cake and Caesar salad is the ultimate in healthy eating. Whereas they

are all high fat foods.

In fact, most of the fat you eat is added fat, added either at the table or while the food is prepared. You can see some of it, like butter, margarine, oil, salad dressing and mayonnaise. But a lot more is hidden in pastries, croissants, cookies, crackers, chips and fast foods.

Unfortunately, people trying to cut back on fat often start with the basics. Foods like meat, eggs, nuts and dairy products do contain fat naturally. But the fat comes wrapped in a nutrient rich package.

When choosing foods to eat, you need to maintain a balance of all nutrients, including fat. Take a look at what you're eating. Perhaps there is more added fat in your diet than you realise. The trick is to reduce

### FAT CONTENT OF SOME FAST FOODS & SNACKS

Fishburger	4-6 tsp
A large Caesar salad	7
A small piece of carrot cake with cream cheese frosting	5
1 Croissant	3
2 Cookies	1
4 Whole wheat crackers	1
Small bag of chips	5

the amount of fat you are eating without affecting the overall nutritional quality of your diet.

You can have your carrot cake and eat it too, provided you are eating it in proportion to the basics that make up the five food groups. It's the total diet that counts!

Sheila Murphy, Dietitian

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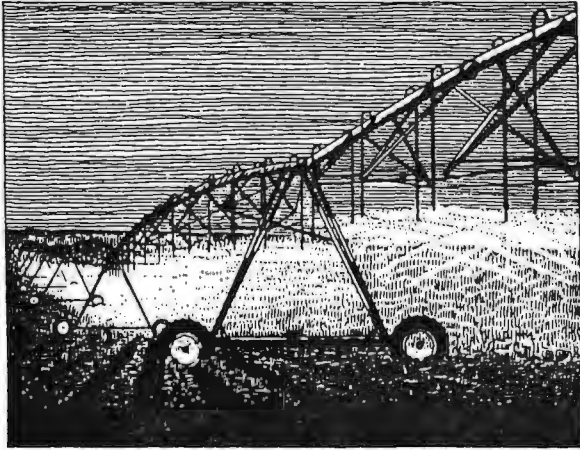
## ATTENTION DAIRYFARMERS

### Have your say on getting cows in calf

Presently, a survey is being carried out by a firm of professional marketing consultants in relation to a Dairy Research and Development Corporation funded project supported by READD and centred at Flaxley Research Centre. If approached please consider spending the time and getting involved - it could be beneficial to **YOU**. If you want to know more about the market research contact Tony Sutherland or Greg Stevens on (08) 388 8220.



# PIVOT IRRIGATION.

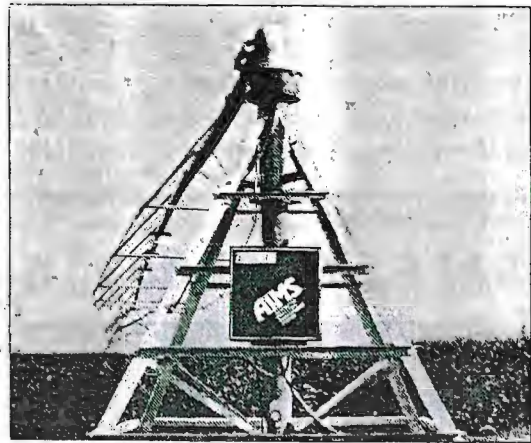


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# SA DAIRY FARMER DEVELOPS WATER WINCH

You are no doubt familiar with water winch machines used by farmers for paddock irrigation. Existing water winches are powered by the same water which is pumped from a bore for irrigation. This takes power from the bore pump and increases bore operating and maintenance costs. Like most farmers, Alan Brown, a Myponga dairy farmer, was experiencing considerable problems with his water winch through constant mechanical failure, insufficient water pressure to drive the machine up inclines and irregular water distribution caused by a fall off in pump pressure and stalling of the winch when confronting vegetation and other obstacles.

Alan's solution to these problems was to use a separate electrically driven cable winch to pull his water winch through the paddock thus avoiding the use of the water winches' own drive system. A pre-production prototype has now been built and is being demonstrated to farmers. This unit was manufactured by Don Perry Engineering of Yundi, as will subsequent production units. The winch is being sold under the trade name *Mudlark Winch*.

With the release of the guidelines for Dairy Farm Waste Management, a new opportunity has been opened up for Alan's winch. Exist-

ing winches will not operate with wastewater containing solids leaving the farmers with the alternative of moving the wastewater sprinkler and pipeline around the paddock by tractor or vehicle.

The *Mudlark Winch* offers farmers the ultimate in wastewater management and distribution. All the farmer needs to do is to connect the winch cable to the irrigator so that it will be pulled along its desired path and set the timer and start the winch and wastewater pump.

The *Mudlark Winch* has a built-in timer which can be set for any number of on-off cycles and irrigation duration. This enables the rate of distribution of water/wastewater to be accurately controlled and set to suit the individual farm requirements. Farmers with existing water winches, whether these are broken, suffer from continual maintenance or just need some extra power to pull them through the paddock, will find the *Mudlark Winch* is a real benefit as it will take the place of the water winches own winch system.

The *Mudlark Winch* offers the following features:

- Variable winch speeds
- Variable time speeds
- Low maintenance
- More power to the Pump
- Sprinklers matched to the application
- Small but powerful

- Tired water winches can be put back into action
- Breakdown insurance
- Single or three phase 240V power supply

Alan has demonstrated the *Mudlark Winch* to Colin Howard of the Engineering and Water Supply Department. Colin was instrumental in preparing the Wastewater Management Guide and is available to comment on the *Mudlark Winch*. He can be contacted on 389 7569.

Innovation Management is assisting Alan in the commercial development of the *Mudlark Winch*. We are a State Government technology development company providing a free advice and guidance service to inventors in all areas of innovation and in the commercialisation of inventions.

*David Clayton*  
Innovation Development  
Manager





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What nicer way could there be than to say "Happy Christmas" with a gift prepared in your own kitchen?



### BUTTERED BRAZILS

1 1/4c sugar  
1t malt vinegar  
30g BUTTER  
1c water  
250g brazil nuts  
1t liquid glucose

Put sugar, water, vinegar and glucose into a pan and stir over medium heat until sugar has dissolved. Add BUTTER, boil rapidly without stirring, until mixture is golden brown and when dropped in cold water, cracks and is very brittle. Have nuts spread out on a greased tray and using a teaspoon carefully pour the mixture over each, covering completely and forming a round shape.. Remove from tray when cold.

### AFTER DINNER MINTS

125g Philadelphia cream cheese  
60g BUTTER  
1t peppermint essence (or to taste)  
500g icing sugar  
cooking chocolate  
Toasted blanched almonds

Cream together the cheese and BUTTER until soft and creamy. Mix in the peppermint essence and the sifted icing sugar to form a soft (but not sticky) paste. A little extra icing sugar can be added to the mixture if it is needed. Roll small teaspoonfuls of the mixture into balls. Place in the refrigerator to set for 2 hours or freezer for 1-2 hours. Lastly dip each mint into melted cooking chocolate and top with a blanched toasted almond. Serve with coffee.

### CHERRY ALMOND SHORTBREAD

90g cherries  
180g BUTTER  
60g castor sugar  
vanilla essence  
200g plain flour  
30g rice flour  
60g almonds

Finely chop the cherries. Cream the BUTTER with the sugar and vanilla. Knead in the chopped cherries, sifted flour and rice flour. Press into a greased tin 28 x 15cm. Mark in finger-length pieces, place a blanched almond half on each strip. Bake in a slow oven 150 degrees C for 30-40 minutes or until firm to the touch. Cool in the tin.

### APRICOT BARS

250g dried apricots finely chopped  
1c water  
1T brandy  
1c coconut  
1/2c condensed milk  
1t vanilla essence  
1/2c brown sugar  
Extra coconut

Soak the apricots for 1 hour in hot water and brandy. Drain well, then chop again. Combine apricots with remaining ingredients except extra coconut. Press into a greased and coconut lined square tin and press extra coconut on top. Chill until firm and cut into small bars.

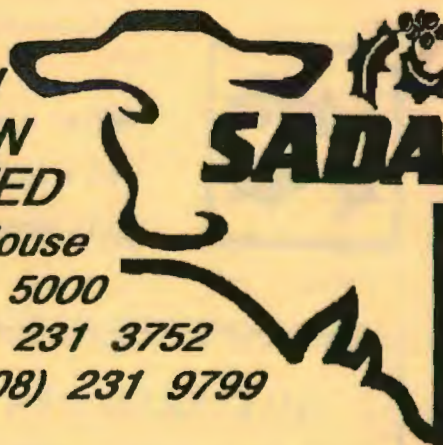
*Happy Christmas and Happy Cooking*

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