

SADA UPDATE

Friday 13 April 2018

Weekly Times Report – SADA Fresh

A report appeared on page 2 of this week's Weekly Times newspaper under the headline "Milk fund held back".

While the article primarily focused on the Victorian Farmers' Fund milk, it did make reference to SADA Fresh. We were shocked to read these comments as they are completely erroneous. It is disappointing that the author made no effort to contact anyone at SADA or the SA Dairy Industry Fund prior to concocting the article.

None of the proceeds of SADA Fresh are spent on running SADA.

The SADA Fresh milk brand was launched by the South Australian Dairyfarmers' Association in October 2013 to help secure the future of the State's dairy farmers and their industry. SADA was the first dairy industry association in Australia to launch its own brand, and the response from consumers has been overwhelming.

SADA Fresh milk is packaged and distributed by Parmalat Australia at its plant in Clarence Gardens. Parmalat has guaranteed that it will be made only from South Australian milk, sourced by the company. Under the licensing agreement, Parmalat pays SADA 20 cents per litre (40 cents per container) for every bottle sold. SADA Fresh is sold through Coles supermarkets across South Australia. The recommended retail price of the milk is similar to other mainstream brands available in South Australian supermarkets.

Proceeds from the sale of SADA Fresh milk fund the SA Dairy Industry Fund. The SA Dairy Industry Fund established in October 2014 supports research and development projects improving productivity, performance and growth for dairy farmers and their communities.

For information on the SA Dairy Industry Fund and the projects it has supported, or to apply for funding, visit www.sadafresh.com.au and follow the links.

To read a recent factual report on the Fund, visit adelaidenow.com.au and search for Dairy Industry Fund.

John Hunt
President