



News

## Aussies' got milk

ANNA BYRNE

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SOME of the country's most recognisable faces have joined forces in a call-to-arms campaign in support of Australia's dairy farmers.

Athletes, actors, presenters and politicians have posed with a milk-stache (a moustache made of milk) urging Australians to buy more locally produced milk and send a message of support to our dairy farmers.

Dairy Australia spokeswoman Glenys Zucco said the News Corp campaign — putting a modern spin on America's famous Got Milk? campaign from the mid-'90s — was a huge encouragement to the industry.

“Recent ABS data has shown all Australians need an extra serve of dairy each day. Adding a daily serve of milk, cheese or yoghurt — and making sure it's Australian — will boost your health and support our farmers and regional communities,” she said.

“It's wonderful to see celebrities getting behind this campaign and using their influence to inspire Australians to support the dairy industry.” Australian Dairy Farmers' president Simone Jolliffe said the best thing consumers could do for our farmers was to buy more Australian dairy products.

“We always urge people to buy branded products where possible as this has an important flow-on effect by putting more money back into the supply chain,” she said. “Our industry is united in securing immediate and ongoing support for dairy farmers and their communities.” “Government support has been positive, but this is an unprecedented situation, and we continue to seek targeted assistance.” Show your support for the dairy farmers by sharing your milk-stache on social media and using the hashtag #MilkMo

PETER HELLIAR Comedian “I guess sometimes city dwellers aren't fully aware of the plight of our friends in the country and this is a great opportunity to let them know they have our support.”

CARRIE BICKMORE The Project co-host “I'm proud to be supporting our dairy farmers and we can all play a part to support the future of the dairy industry and purchase brand name dairy products.”

JONATHON BROWN Former AFL footballer “When Nan would bring fresh milk in straight from my grandparent's dairy there was nothing better. It is so important to support the dairy industry.”

MATTHEW WADE cricketer “The dairy farmers on our home soil have been let down . Just paying those few extra cents for Australian produced dairy products will protect the livelihood of so many hard working Aussies.”







