
From: Daneka Hill
Sent: Wednesday, 14 October 2020 10:31 AM
To: Adjudication
Subject: AA1000530 - QDO - submission

Hello,

I'm writing to express my support for the QDO's Fair Go Dairy Logo.

As a consumer I pay attention to which milk brands I buy, but without extensive knowledge of which parent company owns what, the average person is left to make uninformed and at times misleading choices. Even myself, who interacts with the dairy industry as part of my job, struggles to pick a 'good brand' when facing the milk aisle.

This is also compounded by the fact many milk brands are regional, and people who move often (such as myself) don't have local knowledge of which brands are most responsible or their reputation among local farmers. Often times because of this new residents can spend months, if not years, passing over the exact milk product they want to support for something that only packages it as an ethical 'farmer friend' product.

I think we can clearly see Australian consumers appreciate an easy to see logo which tells them exactly what they want to know (is the farmer getting a fair price when I buy this?). We know this from the way Australians passionately pay attention to where exactly their fruit and vegetables come from, and because of the public reaction to the \$1 per litre milk price.

In Queensland this Fair Go Dairy Logo scheme will be to the benefit of local dairy co-ops and small brands who have greater control and oversight of their own farmer-to-shelf supply chain. I imagine big brands which rely on third-party processors will find earning the logo more difficult as they have far less to no direct contact with the farmer.

This will mean large, powerful brands will either ignore the logo, giving smaller brands the leg up, or will put pressure on processors to ensure they are paying a fair price across the board for milk.

I think this logo will only improve competition, improve public opinion of the industry, and give farmers a chance.

Regards,
Daneka Hill

Background:

My grandparents were dairy farmers on the Queensland Atherton Tablelands, often milking at most 150 cows with no employees. This farm is now a part of Mungalli Creek Dairy, a fact my grandparents are proud of, as they didn't want to see the farm become non-dairy like so many were becoming in the area.

Today my auntie and uncle are dairy farmers in Northern Victoria, they milk in the range of 700 cows and have two live-in employees with multiple casuals. They are not necessarily making more money than my grandparents. I think the changed face of the dairy industry is evident from just that.

I work for McPherson Media Group as a news reporter and agricultural journalist in Northern Victoria. I often cover dairy affairs.

I have lived in North Queensland, South-East Queensland, New Zealand, Singapore, the Pilbara, and Northern Victoria. All had very different milk aisles.