



AUSTRALIAN  
DAIRY  
CONFERENCE

# The Power of Purpose

## Program

**12-14 February 2024**

**Melbourne Crown Promenade**

**[australiandairyconference.com.au](http://australiandairyconference.com.au)**



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# Delivering for dairy farmers

Dairy Australia's role is to provide services that benefit and advance dairy farm businesses and the industry.

These services deliver value by:

- Enhancing farm business management.
- Supporting employment and people development.
- Driving herd and feed innovation.
- Managing climate and environment.
- Promoting Australian dairy and the commitment to sustainability.
- Contributing to policy development.
- Supporting international dairy markets.
- Responding to critical issues and events.

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**DELIVERING**  
*for* **DAIRY**



# From the Conference Chair



## Michael Rood aka 'Roody'

ADC 2024 puts the spotlight on purpose with our corresponding theme of **'Power of Purpose'**.

Purpose drives everything that we do. As dairy farmers our 'purpose' lies at the core of why we do what we do... and why we love what we do!

As you get ready to be motivated and inspired at ADC 2024, we challenge every Australian dairy farmer to find or define their purpose and inspiration for what they do. This could be a small purpose related farm goal or a larger purpose-driven ambition to change your dairy landscape.

There is an underlying tone for ADC 2024 of getting comfortable with the uncomfortable and how we can make true change and impact by challenging ourselves and defining what we really want to achieve.

We also put forth the challenge to you at ADC 2024 to find purpose to engage, contribute and broaden your network to embrace every aspect of Australia's premier event. An event ironically **'purposefully'** created for the dairy farmer to extend knowledge and ambition in a collective and inclusive 'no shackles' environment.

I am extremely proud of the ADC Programming Committee and the program we have curated for you in 2024 and thank them for their ideas, energy and willingness to contribute. It has been a pleasure to lead this progressive group.

We hope you find something to inspire and drive your purpose into the future at ADC 2024 Melbourne.

**Michael 'Roody' Rood**  
**ADC 2024 Programming Chair**



# Supporting our farmers

Tasmanian farmers Cameron and Denise Suna were having troubles with underperforming pasture and fertility. They weren't getting the nutrition they needed to maximise production per cow, and were bringing in feed at a higher cost to their business. They called the Farm Source team to help them put a plan in place to improve their pasture.

## Collaboratively we:

- Increased overall milk production by 20 per cent
- Optimised pasture management to increase nutrients
- Improved fertility



Scan for the details on how we helped Cameron and Denise, and to learn how we can support you.

## Why choose to partner with Fonterra?

- A competitive milk price
- A stable partner, with unmatched service and 24/7 support

To find out more about supplying Fonterra  
call 1800 266 674

With local expertise in profit, paddock, people and responsible dairy in each region, Fonterra has someone who can help you achieve your goals.





# THE PROGRAM AT A GLANCE

## MONDAY 12 FEBRUARY

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Registration Desk open from 4.00pm

**ADC Pre Conference Tour** – sponsored by MaxCare & DeLaval – Murray Dairy region, Northern Victoria

**Young farmers networking function** – 5.30pm sponsored by GEA – The Pub Upper Deck & Alcove

**ADC Welcome Function** – 6.30pm sponsored by Fonterra – Aviary Rooftop Bar, Crown Towers

## TUESDAY 13 FEBRUARY

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Registration desk & trade show open from 7.30am – Crown Promenade

**Conference Day 1** – 8.30am to 5.00pm – Crown Promenade, Conference Hall

**ADC Gala Dinner** – 6.30pm sponsored by Rabobank – Palladium Room, Crown Towers

## WEDNESDAY 14 FEBRUARY

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Registration desk & trade show open from 8.00am – Crown Promenade

**Conference Day 2** – 9.00am to 3.15pm – Crown Promenade, Conference Hall

**Happy Hour Drinks** – 3.30pm sponsored by DeLaval – Crown Promenade



# Your guide to ADC 2024

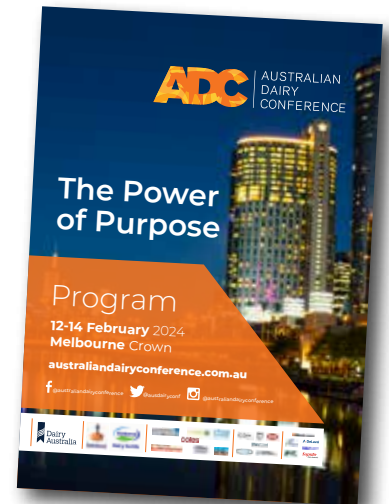
## The Power of Purpose



Hone in and explore your 'why' at Australia's premier dairy event with an absolutely stellar program developed by Roody and the crew. Immerse yourself and enjoy ADC 2024 Melbourne.

Motivation will be front and centre at ADC 2024 as we hear from global pioneers and homegrown heroes across an exploratory mix of opinions and perspectives.

Ukrainian Heads of Agriculture, milk processor chiefs, farmers, pr experts, investors, tech wizards and some young scientists strutting their stuff. Keynotes with perspective and opinion and demonstrating the 'Power of Purpose' at ADC 2024.



### A little bit cheesy

The ADC Welcome Function sponsored by Fonterra will also be a 'cheese-fest' with Fonterra Executive Chef Mark Normoyle serving up some delicious canape delicacies showcasing some of the finest dairy products that you can create at home.

Mark will be joined by Ripe Cheese Hakim Halim fresh off the Australian Grand Dairy Awards with a selection of some of the finest

chesses from across the country. Embrace the ADC cheese showcase that will have you salivating before you even have a chance to say hello.



### Social escalation at Crown

The scene is absolutely set for ADC 2024 with the magnificent Crown Melbourne as the pinnacle host and backdrop.

Social functions have escalated in scale and heights as we kick off the ADC Fonterra Welcome Function on the roof at the Aviary Rooftop Bar at Crown. Instagram worthy dairy farmers will be busy

snapping the Melbourne skyline in its full glory.

This can only be topped by rolling out the finery and red carpet as Australian dairy farmers will grace the opulent Crown Palladium Room for the ADC Gala Dinner hosted by Rabobank with Dairy Ambassador Jonathan Brown joining us once again to MC this spectacular night of nights.



## Getting a grip on the global scene

ADC 2024 is brimming with some of the most advanced and forward-thinking global guests we have seen for more than a decade with eight international keynotes.

We are bringing you the latest in the EU by the way of herd reductions by the Dutch government along with introduced Irish nitrate limits to find out what is really happening via Irish farm consultant Mike Brady. Canadian Ben Loewith farms next to 3 million people and shares his strategies for success whilst NZ dairy farmer Chris Procter shares his strategy towards investing and diversifying his portfolio across sectors.

We lean on the experience and expertise of crisis communication expert Dr Amy Jackson in taking a look at what the UK public thinks about farming and we ask NZ dairy farmer and Nuffield scholar Chris Falconer what he makes of social licence applications as he builds his business on his values.



## Expressive cow art... take a piece home!

Our much-loved real cows may not be allowed to grace the carpets of opulent Crown at ADC 2024 so we are bringing the next best thing!

We are thrilled to welcome artist Rose Hewartson to ADC 2024 Melbourne where she will have her wonderful works on display. Rose's expressive pieces are captivating and conversation starters with their layered messages and

intricate and often hidden details. Rose's works are bold, adventurous and striking and we know her cow pieces will be an absolute hit.

Rose will be on site at ADC 2024 where you can check out her works, have a chat and purchase your own cow to take home.

To find out more about Rose check out [www.rosehewartson.com](http://www.rosehewartson.com)

## GET ADC SOCIAL

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# THE PROGRAM

## Welcome Events – Monday 12 February

5.30pm

**Young farmers networking function sponsored by GEA:** ADC 2024 Melbourne we have an exclusive social gathering for the younger brigade before the official welcome function. We will introduce to some key people, give you some tips and the inside running on the VIP list and provide a brief 101 of making the most of ADC. We'll make sure when it comes to networking and meeting people at the Welcome Function that you are all over it.



6.30pm

**Fonterra Welcome Function:** The Fonterra Welcome Function is renowned for its high energy and buzz and this year will be spectacular at the Aviary Rooftop bar overlooking the Melbourne CBD skyline. Meet with dairy farmers and industry supporters from around the country and globe. 2024 also brings the finest in Australian cheese with **Fonterra Executive Chef Mark Normoyle** and **Ripe Cheese Hakim Halim** to leave you salivating!



## Day 1 – Tuesday 13 February

### Session 1 – Getting comfortable with the uncomfortable

8.30am

MC: **Tom Newton** has been part of the ADC team for many years. We bring him back for his final year as our much-loved MC to guide you through the next two days.

8.40am

**Welcome to ADC 2024:** Programming Committee Chair and Muswellbrook, NSW, dairy farmer **Michael Rood** explains our why ... why we have brought the dairying globe to Melbourne and why you will get just so much out of this event.

8.50am

**Farming on the front line:** Imagine dairy farming under constant shelling, your young workforce called up to fight, their elders replacing them at the dairy in order to keep farming. Imagine having to deal with the reality of possible death every day, of checking for grenades prior to milking, while stoically producing milk for the region. This is the reality that **Andriy Dykun** oversees, from his position as president of the Milk Producers of Ukraine and chair of the Ukrainian Agri Council, representing some 1100 farmers, 150 of which are dairy farmers. The Australian Dairy Conference is privileged to bring Andriy to Australia to share the story of his people's remarkable resilience.

**Andriy Dykun**

President, Ukrainian Milk Producers Association

9.30am

**Finding hope in the aftermath:** Many will have seen the horrific social media images of **Paul Weir's** dairy herd being washed away in the 2022 Lismore, NSW, floods. Hear how this farmer found purpose in his journey of recovery and on being comfortable with an uncomfortable decision: to rebuild on the same site – bigger, better, stronger.

**Paul Weir**

Dairy farmer - NSW

10.20am Morning tea - sponsored by Saputo Australia





## Session 2 – What’s coming and what are we going to do about it?

11.00am	<b>Getting comfortable with what’s coming – and the opportunity it presents:</b> Dairy Australia’s Managing Director <b>Dr David Nation</b> is responsible for ensuring the country’s dairy industry is ready for the future. We ask him to set the scene for this session and challenge our preparedness for what’s coming.	<b>Dr David Nation</b> Managing Director - Dairy Australia
11.15am	<b>What happens when governments take charge of dairy’s future:</b> Australia’s dairy industry has watched from afar as new European restrictions have prompted the Dutch government to mandate herd reductions and the Irish government to impose nitrate limits – all in response to climate change. Is the farmer rage in Europe warranted? And how can Australian farmers get ahead of the potential introduction of this type of regulation here. Irish dairy farm consultant <b>Mike Brady</b> tells us what’s really happening in Europe.	<b>Mike Brady</b> Dairy farm consultant - Ireland
11.50am	<b>Connecting with the public:</b> <b>Dr Amy Jackson</b> is a specialist crisis communications consultant with a passion for understanding what the UK public thinks about farming. Undoubtedly, public views have influenced northern hemisphere government policies that are changing the face of farming. But can farmers influence them too?	<b>Dr Amy Jackson</b> Farmer, PR Specialist, Agricultural Researcher – United Kingdom
12.20pm	<b>Embracing the challenge of meeting what the public wants:</b> <b>Chris Falconer’s</b> farm adjoins Whangamarino, a wetland of international importance in New Zealand’s North Island. He takes on all that Amy knows and doesn’t let what Mike’s seen worry him too much – as he goes about building a farming model based on his values.	<b>Chris Falconer</b> Dairy farmer and Nuffield Scholar - New Zealand

12.45pm **Q&A with the speakers**

1.00pm Lunch - sponsored by Coles

**coles**

## Session 3 – Artificial intelligence: ag’s next big revolution



2.10pm	<b>Session sponsor Allflex &amp; Coopers Animal Health introduces this session</b>	
2.15pm	<b>The mind-blowing potential of artificial intelligence:</b> The good, the bad and the just plain exciting – and how this may transform agriculture. <b>Professor Ben Hayes</b> , from University of Queensland, provides the lowdown.	<b>Professor Ben Hayes</b> University of Queensland
2.55pm	NZ-based sheep consultant <b>Mark Ferguson</b> is using AI to revolutionise sheep breeding and management. What he is doing is remarkable. How it could be applied to dairy is limited only by the imagination of those in the room.	<b>Mark Ferguson</b> Founder and CEO neXtgen Agri - New Zealand

3.15pm

Crazy-clever genetics student at the University of New England **Zhi Kang Loh** has created what he calls 'Cinder for Cows'. He demonstrates the quantum leap AI can enable in breeding decisions.

**Zhi Kang Loh**

Research Fellow -  
University of New  
England

3.20pm Afternoon tea - sponsored by Bega Group



**Young Dairy Scientist Award** sponsored by Gardiner Foundation



4.10pm

This highly coveted competition has seen previous winners go on to stellar careers. It exposes the dairy conference delegates to the country's most exciting emerging dairy science talent. ADC Scientific Director & Fonterra R&D Lead for Sustainable Dairy **Dr Richard Rawnsley** is joined by guest speaker and communications expert **Dr Amy Jackson** to introduce this year's finalists, who will blow you away as they vie for this award for excellence in dairy science communication.

Co-hosted by ADC Scientific Director & Fonterra R&D Lead for Sustainable Dairy **Dr Richard Rawnsley** and **Dr Amy Jackson**, Farmer, PR Specialist, Agricultural Researcher – United Kingdom

5.00pm

**Day one close**

6.30pm

**ADC Gala Dinner sponsored by Rabobank**





## Day 2 – Wednesday 14 February

### Session 5 – Dairying beyond the comfort zone

- 9.00am **Welcome to day 2: MC Tom Newton** refocuses our attention on the stage after a wonderful night of celebration.
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- 9.05am **Forging great change to create a legacy:** ADC mounted a global search to find three people who dared to go beyond their comfort zone to forge great change. Dairy Australia Principal Scientist **Dr John Penry** introduces and hosts this session as we meet these remarkable entrepreneurs who were prepared to try something different and have fundamentally changed the way our industry thinks and operates. **Dr John Penry**  
Principal Scientist - Dairy Australia
- 
- 9.10am **How Halter became a game-changer:** Mechanical engineer and the son of a NZ dairy farmer **Craig Piggott** was just 22 when he established Halter in 2016. Eight years later he has 150 staff and a technology changing the way dairy farmers think and operate. While legislation is in the way of selling his virtual fencing products in some Australian states, Tasmanian farmers are already enjoying the fruits of this new way of farming. We ask Craig to take us from the moment he knew he had a game-changer on his hands – and what he thinks the legacy will be. **Craig Piggott**  
CEO Halter Limited - New Zealand
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- 9.30am **The moment sexed semen became the real game changer:** ADC has invited former Colombian Brown Swiss dairy farmer turned entrepreneur **Juan Moreno** to explain what he saw would be the legacy of converting the science of flow cytometry into the world wide commercial adoption of sexed semen technology through his company Sexing Technologies. **Juan Moreno**  
CEO, STgenetics - United States of America
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- 9.50am **How to earn and keep a social licence with your community:** **Ben Loewith** heads up Summit Station Dairy and Creamery – located 40 minutes from the heart of Toronto, Canada. This means Ben, his family and their herd of 500 Holsteins are surrounded by nearly 3 million people. Ben shares how he has earned and kept the respect of his city neighbours and what we can take from this legacy and mindset. **Ben Loewith**  
Summit Station Dairy & Creamery - Canada
- 
- 10.10am **Q&A:** This panel session brings **Dr John Penry** and our three international guests together to draw out a little more on what gave them the courage to forge legacy-creating change.

10.30am Morning tea - sponsored by Alltech Lienert



Official coffee sponsors of ADC

## Session 6 – Supply chain evolution - what's the future hold?



11.10 am	<b>Session sponsor Kemin introduces our session</b>	
11.15am	<b>What's the future of Australia's milk supply?</b> Rabobank's <b>Michael Harvey</b> hosts this session to explore a range of views on our future milk supply will look like and where Australian dairy might fit in 2030.	<b>Michael Harvey</b> Senior Analyst, Dairy and Consumer Foods - Rabobank
11.20am	<b>The analyst:</b> The FreshAgenda (now Ever.Ag) team was recently commissioned to examine Australia's future milk supply and the changes to milk supply arrangements that might follow. Principal <b>Jo Bills</b> provides the top line summary.	<b>Joanne Bills</b> Global Insights Director - Ever.Ag Insights
11.30am	<b>The processor:</b> Lactalis, a French multinational owned by the Besnier family, is the world's largest dairy company. Its Australian business has a presence in every dairy region with a focus on high-value, fresh products and high-profile brands. Lactalis Australia CEO <b>Mal Carseldine</b> explains where Australia fits for this leading global dairy company, now and into the future.	<b>Mal Carseldine</b> Chief Executive Officer - Lactalis
11.45am	<b>When your processor is a game-changer:</b> UK dairy farmer and ARLA shareholder <b>Tom Rawson</b> co-owns or leases nine dairy farms. One night, after a solid sales pitch and on the last possible day to join, he signed up his first two farms to supply the ARLA cooperative. His ARLA milk supply journey has taken him to places he never thought possible, including an attitudinal change from the days of farmers protesting the power of the processor. His message: prepare for change in what your processor wants from you. It is inevitable.	<b>Tom Rawson</b> UK dairy farmer and ARLA shareholder
12.00pm	<b>The investor:</b> NZ expat and current advocate for investing in Australian dairy farming, <b>Chris Procter</b> is more than positive about our future milk supply arrangements. He has built a portfolio of eight dairy farms from Mt Gambier, SA, to Gippsland, Victoria. As a savvy investor, he's spread his risk with four free-range poultry farms north of Adelaide.	<b>Chris Procter</b> Dairy farmer and dairy investor
12.15pm	Panel	

12.30pm Lunch break



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## Session 7 – That moment in time

2.00pm

**Climbing Everest – it's not always a straight line to the top:** Lawyer and adventurer **Trent Thorne** embarked upon the adventure of a lifetime last year with the goal of conquering Everest. He came close – but missed the small window of opportunity. Trent shares how he felt in the moment he realised the summit was beyond him - and how that has spurred him on.

**Trent Thorne**

Partner, Co-lead Food and Agribusiness group - Hamilton Locke Lawyers

2.30pm

**A moment in dairying time:** We have asked three home-grown dairy heroes to share with us their 'moment in time' - to inspire us all as we head home to our farms.

**Sarah Moore** was an English backpacker who'd never been on a farm before she arrived in Australia. At age 26, in a snap decision, she decided dairy farming in South Australia was for her. What gave her the courage and inspiration in that sliding-door moment?

**Sarah Moore**

Dairy Farmer  
South Australia

**Teena Pearse** is a dairy farmer and mother of Paralympic swimmer Col Pearse. Teena's 'moment' in dairy farming sees her juggling the farm and travelling the world to cheer Col on as he swims on the international stage. But it wasn't always this glamorous. As with everything, there was a lot of hard work before the reward.

**Teena Pearse**

Dairy farmer and proud mum  
Victoria

**Evan Nicholas** lost 95 per cent of his farm in the Biggara Valley in the Black Summer fires. At the moment he was standing trying to protect his farm he said 'thank God I'm a dairy farmer'. What made him express that thought at that time - and why as he worked to restore his farm, was he so happy he was a dairy farmer?

**Evan Nicholas**

Dairy farmer - Victoria

3.00pm

**Have you been paying attention?** So we go out with a laugh, we have prepared a hilarious take-off of the hit show 'Have You Been Paying Attention'. Stand by as our MC Tom Newton does his best to channel his name-sake and hero Tom Gleisner as he puts some everyday delegates to the test.

3.15pm

Conference close

3.30pm

Farewell drinks sponsored by DeLaval



**Pre Conference Tour  
sponsors Maxcare & Lely**



**Relax, engage & connect at the  
AF Systems Delegate Lounge**

# THE PRESENTERS

## Tom Newton

Conference MC, Business Manager – MaxCare, Maxum Foods

Raised on a family farm west of Stanthorpe in Southern Queensland, Tom inherited his parent's passion for primary production. Now based in Southwest Victoria, Tom has been involved in the dairy industry for 17 years since joining Maxum Foods. As the Business Manager of MaxCare he relishes his involvement in the Australian and New Zealand agricultural industry. Tom is an advocate for dairy and agriculture and is passionate about fostering a positive and united culture in and around the industry. Tom has been part of the Australian Dairy Conference team for many years and he's back for his final year as the much-loved MC in 2024.



Since then, the property has grown from 80 to 400 cows, with planning underway for growth to 700 cows. Paul is involved in dairy advocacy in NSW and is currently a Director of Norco Co-operative Ltd. Paul and Sharon operated a fertiliser spreading business alongside the dairy only to watch both businesses get destroyed by the record floods in Feb 2022. Unknowingly, footage of their cows getting washed away went viral and Paul became the face and voice of dairy in the flood recovery.

## Dr David Nation

Managing Director - Dairy Australia

David has led large scale innovation projects, brought new technology to the dairy industry, and forged significant international partnerships to advance the dairy industry. At Dairy Australia, David leads a broad range of services for dairy farmers, including research and innovation, industry marketing, initiatives that support farm business management, tools to adapt to the environment and address climate, attracting people to the industry and building skills, marketing campaigns to drive community trust, policy research, market insights, and trade relations.



## Andriy Dykun

Head of Ukrainian Ukrainain Agri Council

President of Association of Milk Producers of Ukraine

Former Deputy Minister of Agriculture in Ukraine in 2014-2015

There have been plenty of stories of resilience at ADC but none quite like what we are bringing you at ADC 2024 Melbourne. Andriy Dykun replaces dairy farmer Andriy Pastuschenko at ADC 2024 Melbourne but brings a wealth of experience across the agriculture spectrum in the Ukraine. Andriy is the Head of Ukrainian Agri Council, the biggest association of mid-sized crop farmers in Ukraine with more than 1000 member farms operating within war-torn Ukraine. He is also the President of Association of Milk Producers of Ukraine that comprises of 150 member farms that produce 40% of raw milk processed in Ukraine. Andriy also used to be deputy Minister of Agriculture in Ukraine in 2014-2015. The Australian Dairy Conference is privileged to bring Andriy to Australia to share his story and that of his compatriots.



## Mike Brady

Irish Farm Consultant

Michael is a well-established agricultural consultant and land agent. He qualified from University College Dublin in 1987 with a B.Agr.Sc.(hon) and commenced his career as a Dairy Husbandry Advisor with MAFF-ADAS UK in 1987. He returned to Ireland in 1989 to work with a private firm and established Brady Group – Agricultural Consultants & Land Agents in 1995. He completed a Nuffield Scholarship in 2005 where he studied advisory services in France, Australia and New Zealand and presently he is a director on the board of Nuffield International. Michael is passionate and enthusiastic about agriculture and especially in helping farmers achieve their goals. Michael was a judge in the National Dairy Farmer of the Year Competition in 2010-2018 and he is a former President of the Agricultural Consultants Association of Ireland. When not at work Michael regularly contributes to public debates, makes the odd TV appearance and is sports mad.



## Paul Weir

Dairy Farmer - NSW

Paul is a fourth-generation dairy farmer on the coast of NSW near Lismore. In 1993 he returned to the farm after finishing an auto electrical apprenticeship, and in 2006, with his wife, Paul bought the family farm.





**Dr Amy Jackson**

Farmer, PR Specialist,  
Agricultural Researcher –  
United Kingdom

Amy has spent most of her life in and around farming. She has worked with livestock and arable in the United Kingdom and Canada, as a trainee auctioneer in north of Scotland, and in agricultural public relations in the UK. Despite time spent in mainstream PR, Amy is happiest working in farming, and uses her experience to specialise in agricultural issues and crisis management for many years. This has included involvement in high profile stories such as the horsemeat scandal and antibiotic use in livestock. Amy has a part-time PhD from the University of Nottingham examining public perceptions of dairy farming, and uses that knowledge to rejuvenate the reputation of agriculture.

**Chris Falconer**

Dairy Farmer and Nuffield  
Scholar - New Zealand

Chris Falconer heads up Pukerua, a mixed dairy and beef farm comprising 255ha in Waerenga, North Waikato, New Zealand. This location is near a wetland of international importance under the Ramsar Convention. He has held this role for nearly 10 years and prior to that was sharemilking in Walton following a 9 year 'sabbatical' overseas. Chris was awarded a Nuffield scholarship in 2010 to study sustainable livestock systems. His work is modeled on a system of balancing personal, ethical, environmental and community considerations. The outcome of this is no artificial fertilisers, no bobbie calves, no milking twice a day, no cropping and no calving in one block. Outcomes have included lowering stocking rate, maintaining productivity, enhancing the landscape and providing a low-pressure environment for people and animals.

**Ben Hayes**

University of Queensland

Professor Hayes is the Director of the Centre of Animal Science at the University of Queensland. Prof Hayes has led many large scale projects which have successfully implemented genomic technologies in the livestock and cropping industries. He is the author of more than 300 journal papers, including a recent paper in Nature Biotechnology outlining possible future applications of artificial intelligence in livestock and crop breeding.

**Mark Ferguson**

Founder and CEO neXtgen  
Agri - New Zealand

Mark grew up on the family farm in the Victorian Mallee and has spent his career in the sheep industry working throughout Australia and New Zealand. He has a PhD in genetics and a passion for enabling farmers to implement effective genetic strategies to get the most out of their livestock. Mark is the founder and CEO of neXtgen Agri, an innovation and consulting company with clients across Australia and New Zealand. He is also a co-founder and Managing Director of Genesmith, a technology company bringing the power of AI to the livestock industry.

**Zhi Kang Loh**

Research Fellow - University  
of New England

Zhi's research interest is diverse and he has recently completed his Ph.D. in genetics at the University of New England. His main interest is in designing algorithms for various aspects of a livestock production system, ranging from estimating and exploiting additive and non-additive genetic component, optimal contribution selection (OCS), uncovering the genetic architecture for a trait, statistical properties of Genome-Wide Association Study (GWAS) and QTL models, as well as signature of selection. Zhi is also interested in pure mathematics, a subset of artificial intelligence.

**Dr John Penry**

Principal Scientist -  
Dairy Australia

After graduating from University of Melbourne in 1990, John worked in a mixed dairy vet practice at in Victoria. From the late 1990's, after completing Master's program in Dairy Medicine and Management, he was involved with industry funded Australian national animal health and feedbase programs including Countdown and InCalf. In 2016, John completed a PhD program at the University of Wisconsin-Madison conducting milk harvesting research with Professor Doug Reinemann and Dr John Upton. After a recent research and advisory role at Anexa/Cognosco in New Zealand, he joined Dairy Australia. John and his family remain based in Camperdown in Victoria.



**Craig Piggott**

CEO Halter Limited - New Zealand

Craig grew up on his family's Waikato dairy farm. After completing a Mechanical Engineering degree, he worked at a satellite launch company and saw technology being used to revolutionise this industry. Based on this learning and aged 22, in 2016, he founded Halter – a company set on modernising the dairy industry. Halter's mission is to empower farmers to run more productive and sustainable farms. Halter's collars and the corresponding app, leverage artificial intelligence to guide cows around the farm, enable farmers to set virtual fences and monitor cows' health. Halter was recognised as the Most Innovative Hi-Tech Agritech Solution at the 2021 and 2023 NZ Hi-Tech Awards.

**Juan F. Moreno**

CEO, STgenetics - United States of America

Juan is founder and CEO of global livestock reproduction innovators Sexing Technologies® and STgenetics® based in Navasota, Texas. He was raised in the livestock business where his family operated a Brown Swiss dairy in his native Colombia. After receiving his degree in Dairy Science from the Ohio State University, he started his career as an embryo transfer practitioner. Juan went to Texas A&M University to pursue his degree in Reproductive Physiology, and produced thousands of IVF bovine embryos, sheep embryos and bison embryos. He went on to private practice and founded Genetic Resources International and Sexing Technologies® which for the past 25 years has been collecting and transferring bovine embryos. Working with his partner, Maurice Rosenstein, the organisation has been granted a license to sex sort livestock semen using a flow cytometry process that has led to the commercial implementation of sex semen technologies on a worldwide basis.

**Ben Loewith**

Summit Station Dairy & Creamery, Canada

Ben Loewith is a 3rd generation dairy farmer from Copetown, Ontario. He has been a member of several dairy industry leadership boards and committees, such as the Wentworth County Dairy Producer Committee, the Dairy Farmers of Ontario Governance Committee, the University of Guelph Research committee, and Progressive Dairy Operators. He is a former member of the Gay Lea Foods Board of Directors. A graduate



of the University of Waterloo, Ben currently manages the family dairy farm – Joseph Loewith & Sons Limited – which has been recognized as one of the Best Managed Herd in Canada.

**Michael Harvey**

Senior Analyst, Dairy and Consumer Foods - Rabobank

Michael is an enthusiastic and experienced dairy analyst who has been actively involved in the Australian dairy industry for much of his life, including being raised on a dairy farm in northern Victoria. Michael has more than fifteen years' experience as a professional analyst, researcher and adviser gained through working with Dairy Australia, as part of the Trade and Strategy team before joining the Rabobank Research team in 2011 and has been a friend of ADC for many years in various roles. Michael has an in-depth knowledge of local and global dairy markets and how dairy supply chain's function. He holds a bachelor degree in international trade from the Victorian University and a postgraduate degree in diplomacy and trade at Monash University.

**Tom Rawson**

Evolution Farming - United Kingdom

Tom is a dairy farmer based in West Yorkshire. Tom and his wife, Catherine, started with a base of 50 cows when they took the leased farm over from Tom's parents and they now milk 240 autumn block calvers with a high emphasis on milk from forage. Tom is co-founder and equity partner in Evolution Farming, which since 2010 has grown to milking 3,800 cows over 9 sites around 9000 acres including arable, beef and sheep. Tom is also current vice chair of the UK Nuffield Farming Scholarships Trust.

**Joanne Bills**

Global Insights Director - Ever.Ag Insights

Joanne is an experienced agribusiness executive working in the dairy industry for over two decades. Her work includes market analysis, forecasting and supply chain strategy development from farm to consumer. While work over the past two decades has been focussed on the Australian and global dairy industries, in her current role Joanne works across a number of agribusiness sectors. Joanne has held senior roles with Dairy Australia and was an analyst at the National Australia Bank and the Australian Bureau of Agriculture and Resource Economics (now ABARES). Joanne has been on the



board of GippsDairy, the Gippsland dairy industry's Regional Development Program and has been a member of the Australian Dairy Conference (ADC) Board since 2019.

### Mal Carseldine

Chief Executive Officer - Lactalis

Mal joined Lactalis in 2014, holding several commercial management and leadership roles before heading up the Beverage and Milk business unit, the largest unit within the company. In 2023, he was appointed Chief Executive Officer. Prior to this, Mal spent around ten years in the drinks industry, with stints at Pernod Ricard Australia and then with Beam Global, culminating in the position of Commercial Director. He has a Bachelor in Business (Marketing & International) from Queensland University of Technology and an MBA from Macquarie Graduate School of Management.



### Chris Procter

Dairy Farmer and Dairy Investor

Chris is originally from New Zealand's Waikato Region and first invested in dairy farms in Australia in 2007 in a time where land prices in New Zealand were increasing and dairy farming was offering poor cash returns. In 2014 he moved to Australia and built the business from the two original farms to nine in total, spread throughout South Australia and Gippsland. His growth in farms is a long-term strategy. All farms have different management structures and include share farmers, managers and contract milkers.



### Trent Thorne

PartnerCo-lead Food and Agribusiness group - Hamilton Locke Lawyers

Trent is recognised as a committed and passionate legal specialist for the agricultural sector. He has over 20 years' experience acting for food and agribusiness clients in a wide range of commercial matters, including complex commercial disputes, corporate and regulatory matters, negotiations, alternative dispute resolution and major pastoral property transactions. He has conducted international arbitrations, lengthy trials in Queensland and acted for major agribusiness entities, large property developers, multinational resource companies, major Government Owned Corporations and large corporate entities. He is a non-executive director on the board of the AAM Investment Group, Beef Australia and Rural Aid and he also enjoys mountain climbing.



### Sarah Moore

Dairy Farmer

Sarah has worked on a dairy farm in the Clare Valley for around 3 years, starting off as a milker and calf feeder during COVID and only intending to stay for three months. She is now the dairy and operations manager on the farm which currently milks 500 cows, a mixture of Friesians and Jerseys, on a 24 a side herringbone dairy. Sarah's introduction to the industry came about due to COVID and her background was previously in childcare and working on outdoor activity centres. The last three years have given Sarah opportunities for learning, new experiences and working with great people.



### Teena Pearse

Dairy farmer and proud mum

Teena is the proud mother of four children (including Paralympian Col Pearse) and the Manager of a farm in Victoria, near Echuca. She manages the farm with her husband and the help of 2 full-time workers, 1 full-time milker and backpackers when needed. They run 500 Holstein, dairy cows calving 3 times a year, with around 200 in each lot, and one of the dry off blocks has the most amazing native flower grasslands which are the best privately owned in Victoria. Teena had a native civet put on it to help protect it from being ploughed in the future. Teena is proud of the work done on the property and says 'A full cow is a happy cow, and a happy cow is a happy Teena.'



### Evan Nicholas

Dairy Farmer - Victoria

Evan is from a dairy farming family where all family members worked together with a few helpers along the way. At his farm in the Biggara Valley, work includes milking 580 Friesian cows and running roughly 1,700 head of stock across 1,800 acres. Evan is a dry land farmer and always hopes it rains at the right times to grow grass but to also cut and store enough silage. In 2020, during a major bushfire season, Evan's farm was engulfed by fire and 95% of the farm was lost including hay sheds and over 1,000 ton of stored feed. While no cows were lost, 114 in calf heifers perished. However, in the three years since, rain has come mostly when needed and the farm has benefited from a strong milk price.





### Jonathan Brown

AFL Footballer and Dairy Ambassador

In 2024, we are thrilled that Johnathan Brown will host the highly popular ADC Gala Dinner, sponsored by Rabobank. Jonathan, an AFL legend and media personality, was appointed as a dairy industry ambassador in 2020 and has helped to promote Australian Dairy through many promotional campaigns and events. Jonathan not only understands the industry but truly believes in it due to his personal connection. He is from a multi-generational dairy farming family and has a genuine and passionate commitment to supporting, promoting and protecting the industry.



### Hakim Halim

Marketer, Food Lover and Cheesemaker – RIPE Cheese

Born in Singapore, Hakim Halim has chosen Melbourne to be his home for the last 13 years. A marketer by trade and 'food-obsessed', he founded the retail brand, RIPE that champions only all-Australian cheese. Recently he was awarded the City of Melbourne Lord Mayor's Small Business of the Year and expanded his business to include Australian free-range cured meats under the brand 'Cured'. Hakim will be on hand for you to taste and sample at the ADC Welcome Function.



### Mark Normoyle

Executive Chef

Mark is currently an Executive Chef Consultant in Australia, Asia and beyond having held key roles as Wagyu Beef ambassador for the Gifu prefecture of Japan, Yuzu ambassador for Kochi Japan, Executive chef for Tune Hotel Group Malaysia and Executive Chef for the Royal Melbourne show 2019. His career highlights to date have been hosting food and culture tours to Japan, India, Vietnam Cambodia, and Sri Lanka and working alongside the original Iron Chefs of Japan.



**Conference satchel** brought to you by **Jefo**



**Conference cap** brought to you by **Lactalis**



# YOUNG SCIENTISTS

## **Pia Benedetti Vallenari**

University of Tasmania

In 2020 Pia graduated from La Trobe University with a Bachelor of Animal and Veterinary Biosciences before completing her honours at The University of Tasmania (2021) focusing on modelling flystrike resistance using various computer programs. Pia continued her agricultural research, with a focus in statistics and data analysis and in 2022 began her PhD at the University of Tasmania, looking at sensor data from the University of Tasmania's Research Dairy Farm. Her PhD project aims to determine whether this data can be used to improve dairy cow health, fertility, and productivity, particularly during the transition period.



Molecular and Cellular Biology at the University of Florida. She collaborated with Dr. Pete Hansen and Dr. Jennie Pryce to explore the effectiveness of the Australian breeding value for heat tolerance (ABVHT) in US herds. The study revealed that ABVHT could predict cows that maintain a lower body temperature under heat stress. In Australia, Laura began her PhD with Prof Pryce on heat tolerance research, specifically on developing novel phenotypes from sensor technologies.

## **Boris Sepulveda**

La Trobe University

A Bachelor of Animal Science and a Master of Science in Bioinformatics from the National University of Colombia, Boris brings five years of experience in molecular biology laboratories. Subsequently, he worked as a scientist focused on genomic and pedigree analysis for DataGene Ltd. Boris is in the final year of his PhD at La Trobe University, supervised by Professor Jennie E. Pryce, Professor Hans D. Daetwyler, Professor Benjamin G. Cocks, and Doctor Amanda J. Chamberlain. His research, explores the impact of cattle genomics and their ruminal microbes on methane emissions in over 800 dairy cows from Australia and Spain. This important research is expected to contribute to reducing methane emissions of dairy cattle, a crucial goal for the Australian dairy industry.



## **Hiren Bhadani**

University of Tasmania

Hiren Bhadani has been working in the Australian dairy industry for the last four years and completed his Masters in Agricultural Science from University of Tasmania in 2021.

As a dedicated research fellow specialising in sustainable farming practices, Hiren is committed to advancing agricultural methodologies that prioritise environmental conservation and promote long-term resilience. His work focuses on integrating innovative technologies, regenerative techniques, and precision farming to optimise resource use and reduce ecological impact. Through rigorous data analysis and farmer collaboration, his research aims to enhance crop yields whilst minimising the carbon footprint and chemical inputs. His goal is to contribute insights that empower farmers to embrace sustainable farming methods, ensuring a healthier planet for future generations.



## **Komahan Sivanandarajah**

Massey University,  
New Zealand

Komahan is a third-year PhD student working on evaluating the potential of Plantain (*Plantago lanceolata* L.) to reduce nitrogen losses to groundwater and greenhouse gas emissions in pastoral dairy systems, specifically methane and nitrous oxide gases. His study has been supported by the Massey University Doctoral Scholarships and the T.R. Ellett Agricultural Trust PhD scholarships under the guidance of Professor Danny Donaghy, Dr Soledad Navarrete, Professor David Horne, Professor Peter Kemp and Dr Thiagarajah Ramilan. Prior to his New Zealand journey, Komahan completed Bachelor and Master degrees in Sri Lanka. In New Zealand, he took up a full-time position on a dairy farm near Palmerston North before joining Massey Dairy 4 farm, where he worked until commencing his PhD.



## **Laura Jensen**

Dairy Bio

Laura Jensen joined Dairy Bio in January 2023 under the guidance of Prof Jennie Pryce. Laura's upbringing on a 150-cow registered Guernsey farm in northern Wisconsin fostered an interest in breeding and genetics along with her involvement in shows and dairy judging. Laura pursued her Master of Science in Animal





## **The Australian Dairy Conference 2024 Programming Committee**

### **Bradley Hayden - Conference Manager**

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### **Esther Price - Program Producer**

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### **Michael 'Roody' Rood – 2024 Program Chair**

Dairy Farmer, Hunter Valley, NSW

### **Committee**

- Brooke Lane, dairy farmer, VIC
- Ella Credlin, dairy farmer, VIC
- Lucy Collins, dairy farmer, VIC
- Dan Brown, dairy farmer, NSW
- Monique Bryant, dairy farmer, VIC
- Oonagh Kilpatrick, dairy farmer, VIC
- Andrew Murphy, dairy farmer, VIC
- Lachlan Barnes, Murray Dairy, VIC
- Katie O'Toole, Rabobank
- Carlene Dowie, Australian Dairyfarmer magazine

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#### **Natalie Geard**

Natalie Geard Communications

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### **Company Secretary Shareena Pearce**

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## **The Australian Dairy Conference Limited Board 2023/2024**

### **Tom Acocks**

Rochester, VIC  
Dairy Farmer – President

### **Paul Roderick**

Harrisville, QLD  
Dairy Farmer – Vice President

### **Rose Philipzen**

Gooloogong, NSW  
Dairy Farmer - Executive

### **Ben Geard**

Broadmarsh, TAS  
Dairy Farmer

### **Harper Kilpatrick**

Koroit, VIC  
Dairy Farmer – Finance

### **Andrew Tyler**

Tongala, VIC  
Dairy Farmer

### **Liza Fahey**

Terang, VIC  
Dairy Farmer

### **Joanne Bills**

Service Industry Representative

### **Richard Rawnsley**

University of Tasmania  
Scientific Director Representative

### **Brendan Hehir**

Wyuna, VIC  
Dairy Farmer

### **Ashlee Gardiner**

Dairy Australia Representative



# EXHIBITORS



## 4Sight Global – site 35

At 4Sight we work with farmers to transform their profitability and sustainability through healthy soils, by restoring natural microbial ecosystems destroyed by conventional farming practices. A key component of our RESTORE program is converting organic waste materials into a microbial rich soil amendment. 4Sight also supplies cost-effective feed additives to lift cow health, digestion efficiency and milk production.



## Action Steel – site 15

Action Steel – “The Big Shed People” - is your trusted farm

shed company, specialising in designing, manufacturing and installing heavy-duty farm sheds including loafing barns, calving sheds, hay sheds and machinery sheds. Browse our range of hot-dip galvanised, Australian-made sheds at [actionsteel.com.au](http://actionsteel.com.au) or visit our trade booth to talk to a building consultant.



## AF Systems – site 25

AFSystems are your specialists in agri-food processing. With over 30 years as a dedicated Agri-Food equipment wholesaler, our customised solutions integrate current and new technologies to suit your production needs. Our equipment is engineered to safely convey products,

reduce waste and increase productivity through careful integration of mechanical systems, load cell technology and custom programming to ensure accurate and repeatable recipe creations.



## Allflex & Coopers (MSD Animal Health) – site 29

SenseHub Dairy and Coopers are proud to be sponsors of the 2024 Australian Dairy Conference. SenseHub Dairy monitoring solutions help dairy farmers collect and analyse reproduction, health and nutrition insights. And Australian dairy farmers can always count on Coopers to deliver an innovative range of vaccines and dairy health treatments.

## ENGAGE AT ADC

Download the 2024 ADC Conference App to have all your ADC information at your fingertips.

Program, trade exhibitors, delegate list and general information.

Link should have been received as part of your registration details or see Bradley and the team at the registration desk.



@australiandairyconference



@ausdairyconf



@australiandairyconference





### **Alltech Lienert Australia - site 22**

Working together for a planet of plenty. The Alltech Lienert mission is to improve the health and performance of people, animals and plants through nutrition and scientific innovation. From gut health to fertility, our nutritional technologies help dairy producers overcome challenges to support cow health and profitability. Alltech Lienert join ADC as a break sponsor in Melbourne, 2024.



### **Alta Genetics – site 32**

Alta Genetics' mission is to create value, build trust, and deliver results to progressive dairy and beef farmers globally. We provide producers around the world with cutting-edge products, genetics, and herd management information. Our Alta Cow Watch System allows you to improve your herd's reproduction, health, and welfare with 24/7 rumination, eating and activity monitoring.



### **Australian Dairy Farmers – site 3**

Australian Dairy Farmers (ADF) is the national advocacy body representing dairy farmers across the six dairying states. We advocate to government and stakeholders for better outcomes for farmers and provide strong leadership and representation for the continued growth of internationally competitive,

innovative and sustainable dairy farming in Australia.



### **AUSMIX - site 17**

AUSMIX feed mixers are designed and built in Wodonga, Victoria to meet the demands of Australia's dairy operations. Each mixer is tailor made to the customers feeding requirements. AUSMIX prides itself on offering 24/7 after sales service and parts back up to ensure minimal downtime. Make your next mixer AUSMIX and experience the difference.



### **BEC Feed Solutions – site 9**

The BEC Group offers an unparalleled range of animal nutrition solutions, designed, sourced, and blended to support our customer's needs. We manufacture and supply nutritional premixes, feed ingredients, additives, and stock feed commodities, as well as providing our customers with technical support. The BEC group includes BEC Feed Solutions Australia, BEC Feed Solutions New Zealand, BEC Feed Solutions Indonesia, BEC Biotech and BEC Commodity Trading as well as joint venture distribution businesses. We understand our role in the human food chain and as such it is our purpose to create a better world through improving the diets of animals and people.



### **Bega Group – site 33**

The Bega Group is home to many trusted food brands like Bega Cheese, Vegemite, Bega Peanut Butter, Dairy Farmers milk, Big M, Dare and Zooper Doopers just to name a few, and are enjoyed in Australia and all around the world. We have approximately 4,000 passionate employees, working across 19 manufacturing sites and corporate offices who are helping us achieve our vision to become The Great Australian Food Company.



### **Boehringer Ingelheim – site 5**

Boehringer Ingelheim Animal Health has a strong presence in the companion animal and livestock segments, we support veterinarians, farmers as well as pet and horse owners. As part of family-owned Boehringer Ingelheim, we are rooted in our family values and take a long-term perspective



### **Bulla Dairy Foods – site 2**

Founded in 1910, Bulla Dairy Foods is a dairy specialist, producing a wide range of high quality dairy products which have the delicious unmistakable taste and goodness of real dairy. Bulla has been owned by the same 3 families for 6 generations. A dairy specialist, manufacturing and marketing a wide range of quality dairy

products, including fresh creams, ice creams, yogurts (fresh & frozen) and cottage cheeses. We use only the finest ingredients to deliver on taste and quality to satisfy our customers.



#### **Dairy Australia – site 10**

Dairy Australia works towards shaping a profitable and sustainable dairy industry by providing services that benefit and advance dairy farm businesses and the industry. These services deliver value by enhancing farm business management, supporting employment and people development, driving herd and feed innovation, managing climate and environment, promoting Australian dairy and the commitment to sustainability, supporting international dairy markets, contributing to policy development, and responding to critical issues and events.



#### **DeLaval – site 21**

DeLaval provides integrated solutions designed to improve dairy producers' production, animal welfare and overall quality of life.



#### **DLF Seeds – site 34**

For over 85 years DLF Seeds have been working to develop and deliver, to Australian farmers and agronomists, proven seed varieties designed to generate the best possible outcomes for

their farms and the wider agricultural community. At DLF Seeds we stand by our products, and we stand by our farmers and their communities, through the twists and turns, and the ups and downs. We too are driven by the pursuit of increased performance, sustainability and the sense of pride, satisfaction, and success that comes when it all works.



#### **Entegra Signature Structures – site 8**

Entegra is increasing productivity on dairy farms. Join us at our trade display Site 8 to register for access to our website, [www.theridgeback.com.au](http://www.theridgeback.com.au), and get full details about the Ridgeback® design, which features a concave roof to enhance air exchange. Starter kits are available and include the publication 'So You Think You Need a Dairy Barn' and case studies on tablet booklets.



#### **Flow Power – site 4**

Flow Power empowers Australian businesses to unlock value from the wholesale energy market. From retailing electricity, building renewable projects to providing the latest technology and expert engineering advice, Flow Power partners with the Australian Dairy industry to reshape how they manage energy.



**Dairy for life**

#### **Fonterra Australia – site 38**

Fonterra Australia turns the milk it collects from Victorian and Tasmanian farmers into dairy foods that generations of Australians have grown up with and love, including Perfect Italiano™, Mainland™, Western Star™, Duck River™ and Bega™. It also sells dairy ingredients to the world's leading food companies and provides a full range of products specifically designed for commercial kitchens.



#### **GEA – site 28**

Dairy farming, and the labour ecosystem around it is changing rapidly. To help farmers create profitable and sustainable milk production, GEA Farm Technologies offers integrated solutions including automatic milking and feeding systems, conventional milking solutions, digital herd management and manure handling equipment. We work with farmers to make dairy farming more flexible and the whole process is easier to manage while helping improve animal health and milk production.



#### **Genesis Industries Australia Pty Ltd – site 30**

Genesis Industries (Australia) Pty Ltd has a range of hand-held and power applicators for drenching and vaccinating, as well as our reproduction products to help in the 'servicing' of cows and heifers.



Genesis Industries products are locally produced in Mudgee, New South Wales with back up service to assist your needs.



#### Genetics Australia – site 31

Genetics Australia has been operating for over 65 years and is considered the leader in Australian Breed Genetics. We are Australia's largest artificial breeding supplier, supplying half of the genetics used by Australian dairy farmers to improve their herds. We sell and supply Dairy and Beef semen, Merchandise and Insemination equipment. Proudly bringing elite Australian genetics to Australian farmers.



#### Halter – site 37

Boost profitability, raise productivity and care for every animal with Halter. Halter's world leading virtual fencing and remote shifting technology helps farmers to break free from the time-intensive constraints of conventional farming and maximise the performance of their pasture and animals. Virtual fencing, coupled with automated pasture insights and grazing performance feedback make Halter the first ever end-to-end system to help farmers harvest more grass.



#### Jefo – site 11 & 12

Jefo is a global leader in the field of non-medicated performance feed additives.

Jefo has continued to concentrate on innovation – understanding and contributing to the science and practices of livestock production and management. Today, Jefo is a world leader in the field of feed additives, with its pioneering, cost-saving and efficient solutions by JefoCare, JefoPeak and JefoCycle programs, that also promote sustainable development with the philosophy: Precision Intestinal Nutrition. Jefo invites you to visit our Trade Stand #11 to meet the specialised Team and discuss your personalised solution.



#### JLL Agribusiness – site 23

JLL is a global commercial real estate firm with a specialised Agribusiness team operating across all states in Australia. JLL's service offering includes transaction services (buyside and sell side engagements), property valuations, advisory and management across the full spectrum of farming sectors.



#### Kemin Animal Nutrition and Health – site 27

Established in 1961, Kemin Industries, a global ingredient manufacturer, strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. Supplying over 500 specialty ingredients, Kemin is committed to the quality, safety and efficacy of food, feed and health-related products.



#### Lely Australia Pty Ltd – site 1

A sustainable, profitable and enjoyable future in farming, our vision and the challenge our farmers face every day. Lely can help the dairy industry by providing proven, innovative solutions in the cowshed: from milking to cleaning. We provide advice on how to organise a dairy farm in a smart and efficient manner. Our vision along with the needs and demands of our farmers are the things that drive and inspire us.



#### MaxCare – site 24

MaxCare calf milk replacer (CMR) products have been developed specifically for the dairy industry, using the highest quality ingredients. Scientifically formulated, the MaxCare range ensures optimum health and nutrition for your calves. All MaxCare products provide high nutritional specifications and consistent quality in an EASY TO MIX powdered formula.



#### Minitube Australia – site 18

Minitube Australia specialises in reproduction supplies for all species and offers a complete range of high quality equipment, consumables and media. We are determined to remain abreast of the latest innovations and techniques being used worldwide and to provide our customers with the tools needed to succeed in their reproduction goals



#### **Pioneer Seeds – site 19**

Pioneer® Seeds has been researching high quality seed genomics, to provide high quality hybrid seed and inoculant products to Australian farmers for almost 50 years. A Yates family-owned business in Australia, the Pioneer Seeds team supports the industry with integrity, unmatched agronomic knowledge and solutions to help it succeed.



#### **Saputo Dairy Australia – site 14**

Saputo Dairy Australia produces, markets and distributes high-quality dairy and non-dairy products for domestic & international markets. We are a leading dairy processor in Australia. Our products are sold under well-known names including Caboolture, CHEER™, Devondale, Liddells, Mersey Valley, Sheese & Tasmanian Heritage.



#### **Semex Pty Ltd – site 16**

Semex - Genetics for Life® builds your best business driven by what you need now and in the ever-shifting future. Semex delivers comprehensive solutions mapped to the unique complexities of your business, aligned with differing market demands, and grounded on a solid platform of knowledge and experience. This strategy

is results driven, technology first and sustainable, targeting your success. Ever-changing, ever-growing, and always, your partner.



#### **STg Australia – site 36**

STgenetics operates laboratories worldwide that incorporates advanced semen sexing technologies for animal genetic development and producer specification programs. Ultraplus is STgenetics gender sorting technology, adding the most innovative improvement to the sorting process. Ultraplus results in the highest conception rates ever seen before in the sexed semen industry.



#### **Symbio Laboratories – site 13**

Symbio Laboratories is a cutting-edge analytical testing company, specializing in providing accurate and reliable results with fast turnaround times. With state-of-the-art facilities based in all major Australian cities, coupled with team of expert scientists, we offer comprehensive testing services to ensure compliance, quality control and innovation for our customers nationally.



#### **The Australian Dairyfarmer Magazine – site 20**

As a dedicated publication to all things dairy, the Australian Dairyfarmer is the official voice of the Australian dairy farmer and long-standing

major media partner of the Australian Dairy Conference. The leading source in the country for dairy specific news you can find your entire ADC news and highlights featured in the valued bi-monthly publication and online news.



#### **Topcon – site 6**

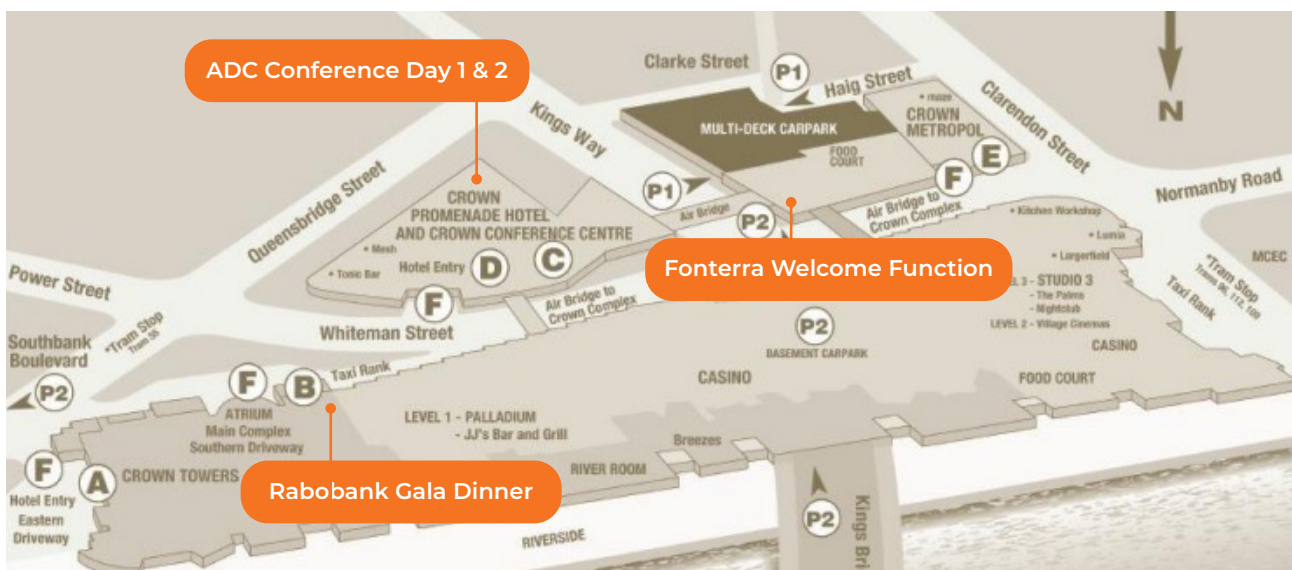
Topcon Feed Management is a comprehensive hardware & software solution designed to optimise and streamline the process of feed management in the agricultural industry. It combines advanced technology and data analytics to help farmers and feed producers make informed decisions, improve operational efficiency, and maximise productivity



#### **Zoetis – site 7**

Zoetis is a global animal health company dedicated to supporting customers and their businesses in ever better ways. Building on 70+ years of experience, we deliver quality medicines and vaccines, complemented by diagnostic products and genetic tests and supported by a range of services. We are working every day to better understand and address the real-world challenges faced by those who raise and care for animals in ways they find truly relevant.

# NOTES





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