

# How Now Gippy Cow



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GIPPSDAIRY

## GippsDairy Muster returns with a focus on future farming



By Jessical Russell, GippsDairy

The GippsDairy Muster made a successful return for its fourth consecutive year on Wednesday, 30 April, drawing a strong crowd of 179 attendees to Federation University's Gippsland Campus in Churchill.

A flagship event on the GippsDairy calendar, the Muster continues to cement its place as a key gathering for farmers, researchers, and industry professionals across the region. This year's theme, Farming into the Future: Imagine | Inquire | Innovate, set the tone for a

day dedicated to exploring cutting-edge technologies and practical solutions to support the future of dairy farming in Gippsland.

The program featured a dynamic mix of expert-led presentations and farmer-led discussions aimed at equipping attendees with tools and ideas to enhance productivity, efficiency, and sustainability on their farms. Four key topics were explored throughout the day: innovations in monitoring animal welfare and performance, the application of drones on farms, an update on the evolving PastureSmarts technology, and the latest developments in virtual herding.

CONTINUED OVER

# RAMPAGE

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PASTURE SEEDS

**Our #1 annual ryegrass**

Cropmark  
**Rampage**  
Annual Ryegrass



## GippsDairy Muster returns with a focus on future farming

In addition to technology-focused content, the Muster also included an important update on the policy and regulatory environment, with a particular focus on virtual herding. Attendees were given a detailed overview of how this emerging technology fits within current legislation. The update came at a significant time, as the virtual herding policy has since been officially approved, providing greater clarity and confidence for farmers looking to adopt the technology on their properties.

One of the highlights of the day was the presentation of the 2024 Australian Dairy Industry Council (ADIC) Outstanding Service Award. Esteemed dairy consultant John Mulvany was honoured with the award for his significant contributions to the industry. The award was presented by Ben Bennett and supported by Peter Notman, acknowledging John Mulvany's long-standing commitment to driving excellence in dairy farm management.

Guiding the event as emcee was Callum Moscript, a dairy farmer from Leongatha South. A familiar face in the local farming community, Callum Moscript brought a wealth of experience and enthusiasm to the role. As a co-owner of First Class Genetics, he plays an active part in advancing Australian livestock genetics through the importation of elite genetics from global markets. His leadership and passion for innovation made him an ideal host for a day centred on future-focused farming.

As the dairy industry faces ongoing challenges from climate change, economic pressures, and shifting policies, events like the GippsDairy Muster play a crucial role in bringing the community together. They provide a valuable opportunity for farmers and industry experts to share knowledge, explore new ideas, and prepare for the future. With its strong focus on innovation and collaboration, the Muster continues to be an important event supporting the resilience and growth of Gippsland's dairy sector.

GippsDairy would like to thank everyone that contributed to the success of the day. We look forward to seeing you at the next Muster event on farm in 2026.



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Steve Fallon 0427 352 231  
Wayne McKay 0419 486 282  
Kate Murry 0499 355 658

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## NEW EXPORT ORDERS!

- DIRECT TO ABATTOIRS WEEKLY, PICK UP ALL AREAS ● CULL BEEF & DAIRY COWS, BULLS AND MANUFACTURING STEERS ● STORE CATTLE WEEKLY
- CURRENT EXPORT ORDERS AVAILABLE, BEEF & DAIRY ● PADDOCK SALES
- CONTACT FOR CURRENT HOOK PRICES ● PAYMENT 7 DAYS
- EXCELLENT PRICES FOR FRIESIAN AND DAIRY X STEERS 500KG +

# Gippsland land values hold steady after rapid growth

By Madeline Irvine, Dairy Australia

Over the past five years, Gippsland’s median land value has nearly doubled, rising 84%. In 2021/22 alone, prices surged by 43%, driven by favourable seasonal conditions and growing competition from residential land use.

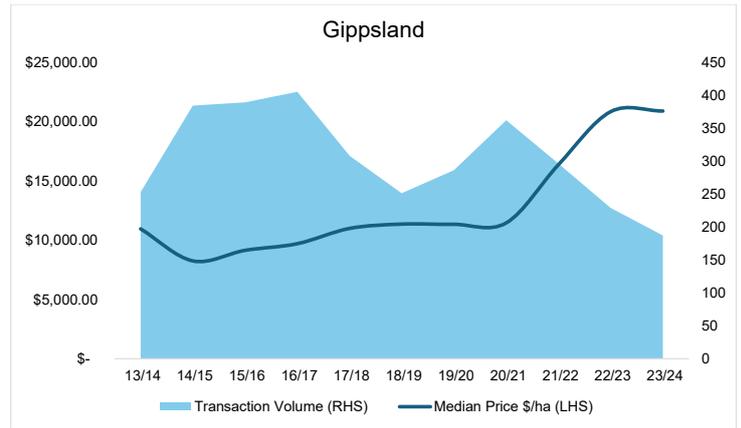
The Dairy Farmland Values report commissioned by Dairy Australia highlights that after this period of rapid growth, land values in Gippsland stabilised in 2023/24. Across the season, the region’s median land price increased by just 0.3% compared to the previous season. Despite this modest change, Gippsland continues to have the highest median land prices in dairying regions across the country.

This steady overall figure masks a more complex story within the region, where contrasting movements in local government areas (LGAs) are balancing each other out.

Baw Baw and Latrobe recorded the strongest growth, with median prices rising 37% and 35% respectively, in the 2023/24 season. Baw Baw took the top spot, reporting the highest median price of \$36,900 per hectare. In both LGAs, transaction volumes fell sharply, down over 30%, suggesting price growth may have been driven by reduced supply.

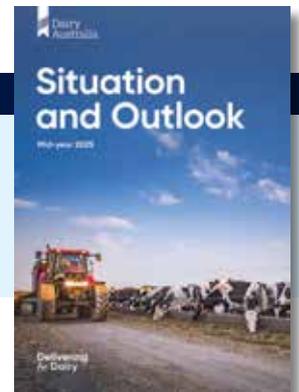
Meanwhile, the region’s most eastern and western LGAs, East Gippsland and Bass Coast, recorded price drops of 14% and 16%, respectively.

Bass Coast experienced significantly below average rainfall across the 2023/24 season, which likely weighed on land values. In the East Gippsland LGA, the market has cooled after a period of rapid growth between 2019/20 and 2022/23, where median prices jumped 163%. Despite the recent dip, East Gippsland still holds the region’s highest five year growth figure, with median land values more than doubling (up 138%).



## MORE INFORMATION

For further insights into dairying farmland values, refer to Dairy Australia’s Mid-year Situation and Outlook Report: <https://tinyurl.com/4xs4d2ta>



## BOARD BLOG

### Meet farmer director Mick Hughes

By Mick Hughes



Hi, I’m Mick Hughes. I’m a dairy farmer and a director on the GippsDairy Board. My journey in dairy started with an apprenticeship in the Macalister Irrigation District (MID), where I learned the ropes and built a solid foundation. I stayed on in the MID for a while, working my way up to farm manager and eventually becoming a share farmer.

From there, my family and I moved to West Gippsland. We bought a herd and leased a farm, and during that time we were lucky enough to be involved in

a focus farm project, which gave us the chance to share what we were doing and learn from others. Later, we leased a farm in Inverloch, and

eventually we were able to buy it—a big step for us and something we’re really proud of.

I’ve always been passionate about pasture management. It’s one of the most powerful tools we have on-farm, and I believe that with the right approach, we can make a real difference to productivity and sustainability.

I’m also really committed to helping young people find their way into dairy. I know from experience that it’s still possible for young farmers to get a start and even own their own farm—it just takes the right support and opportunities.

With the way things are at the moment—whether it’s the weather, input costs, or market pressures—we’ve got to be smart about how we manage our pastures. We can’t afford to waste what we grow, and good management is key to making the most of every bit of feed.

As a board member, I try to bring a practical, real-world perspective to the table. I care deeply about the future of our industry and want to see it thrive—not just for today’s farmers, but for the next generation too.

## Nurturing our farmer relationships



Contact our milk supply team to become a Burra Foods Milk Supply Partner

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CLINT NEWCOMBE  
0429 626 330  
SIMON BONNER  
0436 969 252  
milkssupply@burrafoods.com.au  
burrafoods.com.au



Responding to dry and drought conditions

By Trish Hammond , GippsDairy

On the 21st May 2025, a climate data map was released by Ag Vic with the rainfall from May 2024 to April 2025 showing as severely deficient. Farmers remain hopeful and optimistic that when rain arrives it will be plentiful enough to take the pressure off those who are experiencing unusually dry and drought conditions for Autumn.

GippsDairy, Ag Vic, farm consultants, local governments and service providers have been working tirelessly in response to these dry and drought conditions, especially in the areas of South and West Gippsland. In April, GippsDairy supported Agriculture Victoria in the hosting of their webinar and face to face workshop for Stock and Water shortages on Farm.

Water authorities, milk factory field staff, GippsDairy and AgVic staff were present to have the necessary discussions and be of support to the farmers who attended. Resources such as understanding how to calculate water useage and storage on farm were discussed at this workshop. For interested farmers, the webinar remains available to view. <https://tinyurl.com/yc52x3z2>

Two very successful Tactics for Dry Times evenings have been recently hosted in Inverloch and Drouin where the BOM presented their findings on rainfall to date and helped farmers understand how to navigate the BOM website so in future, predictions and forecasts can be read to make informed decisions. On Farm Consultancy provided factual and helpful information to help farmers understand important decision-making processes specific to this challenging time.

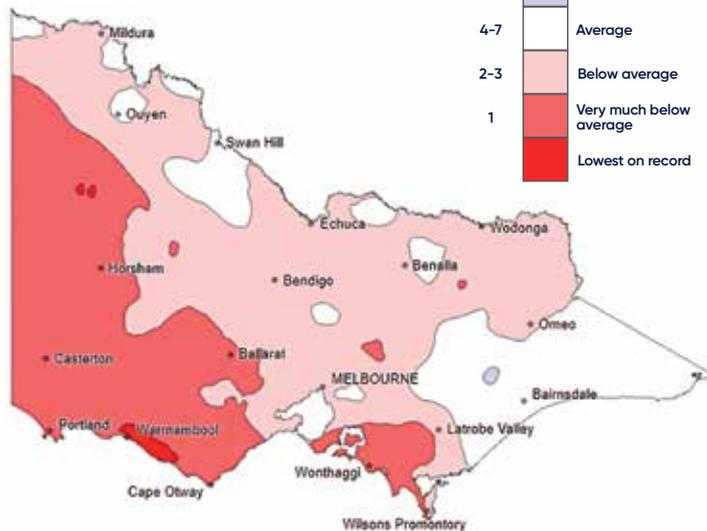
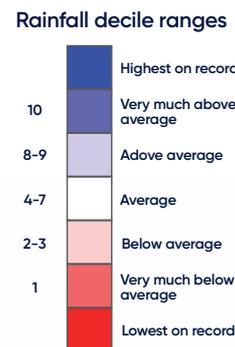
Whether to dry off cows early, fertilizer applications and despite there being a shortage of readily available feed right now, helping farmers understand the importance of fibre in the herd's diet. GippsDairy Board Director Mick Hughes also shed light on his previous experience dealing with drought and how he managed his herd and land for water catchment, which allowed farmers to take away ideas on what they could possibly implement on their own farms.

Alongside this, GippsDairy have been meeting with water authorities to seek support and knowledge on potential water sourcing and the localities of accessible water that farmers can access if needed.

Time has also been spent meeting local members of parliament to explain exactly what farmers are experiencing right now and the impact this is having on their businesses, mental health and wellbeing as well as the community. Local farmers have had visits from government decision makers. An opportunity was taken to converse and learn from our farming colleagues in Western Victoria regarding their experiences of prolonged drought conditions and what resources they are drawing on to support them, which may be also applicable to Gippsland.

Most importantly, GippsDairy staff are making themselves available for farmers to discuss their individual farm conditions so that support can be provided and relevant resources are made available to all farmers. Dairy Australia have put together a 'one stop' resource booklet which includes easy feed budgeting templates, tools and tips for saving water on farm, amidst other resources. This is available from <https://www.dairyaustralia.com.au/issues-and-emergencies/dry-conditions-droughts>

Twelve-monthly rainfall deciles for Victoria 01/04/2024 - 31/03/2025



Base period: 1900 - Mar 2025

The Victorian Government announced a new package of \$15.95 million on the 15th May providing practical support for farmers across Victoria who are impacted by difficult seasonal conditions and drought. On the 27th May this package was increased to \$37.7 million dollars in funding.

The Victorian Premier also announced that a drought response Taskforce will be established for the financial years 2025/2026, Victorian farmers will receive a reprieve for one year from paying an increased emergency services levy. The drought infrastructure grants offer a \$5,000 grant, available (dollar for dollar match) to support on farm drought management. <https://www.ruralfinance.com.au/grants/>

There is no denying that these conditions are some of the toughest that some Gippsland farmers have ever experienced, hence looking after self and family, as well as looking out for and supporting each other in the community should be a top priority. Another part of Agriculture Victoria's drought response called, 'Look Over the Farm Gate', which is an upcoming mental health and wellbeing program.

With further details to follow, this program will be available statewide to help communities come together and support farmers and farming families experiencing stress. Nex (formerly Rural Financial Counselling Service) is available to support farmers requiring assistance with financial budgeting and liaison amidst other business items ph 1300 045 747.

The importance of knowing that you are not alone in these dry and drought conditions is vital. GippsDairy encourages any farmer to reach out for support, provide feedback or further ideas for further farmer support in this space.



Koo Wee Rup  
(03) 5997 2203  
Leongatha  
(03) 5667 3100  
Maffra  
0427 220 127  
Merton  
(03) 5778 7490



SERVICES

- Agronomic advice
- Fertiliser and Lime/Gypsum spreading and bulk deliveries
- Soil & plant tissue testing

## Drought support continues to be available

### AUSTRALIAN GOVERNMENT ASSISTANCE

The Australian Government has several assistance programs available to farmers.

#### Rural Financial Counselling Service (now NEX in Gippsland)

Provides free and confidential financial and wellbeing counselling to farmers who are experiencing financial hardship.

<https://www.nexsolutions.org.au/>

#### Regional Investment Corporation

Provides drought loans of up to \$2 million for farm business owners affected by drought, or who want to prepare for drought.

[www.ric.gov.au/loans/drought](http://www.ric.gov.au/loans/drought)

#### Farm Household Allowance

The Farm Household Allowance provides up to four cumulative years of support for eligible farmers and farmers' partners experiencing financial hardship. This package includes the opportunity to undertake a Farm Financial Assessment and Financial Improvement Agreement. It also includes two lump sum supplementary payments.

[www.agriculture.gov.au/agriculture-land/farm-food-drought/drought/farm-household-allowance](http://www.agriculture.gov.au/agriculture-land/farm-food-drought/drought/farm-household-allowance)

### VICTORIAN GOVERNMENT ASSISTANCE

#### On farm drought infrastructure grants

(all Victorian local government areas)

<https://www.ruralfinance.com.au/grants/>

#### Statewide technical decision making support

(all Victorian local government areas)

The program works with farmers to ensure farm businesses have access to tailored advice through one-on-one consultations, webinars, workshops, field days, and boosted online tools and information.

Expressions of interest can be made, until further information is updated. <https://tinyurl.com/4yn3a2xz>

Look over the farm gate mental health and wellbeing grant program.

More information will be available soon.

<https://agriculture.vic.gov.au/farm-management/dry-seasons-and-drought-support/grants-and-financial-support/south-west-drought-support-package>

#### Farm Debt Mediation

It is compulsory for banks and other creditors to offer mediation to Victorian farmers before commencing debt recovery proceedings on farm mortgages.

<https://agriculture.vic.gov.au/farm-management/business-management/farm-debt-mediation>

### NOT FOR-PROFIT SUPPORT

#### Farm Angels

Farm Angels supports primary producers affected by all natural disasters (drought, flood, fire, and plagues) across Australia.

[www.farmangels.org.au](http://www.farmangels.org.au)

#### Rural Aid

Established in 2015, Rural Aid's vision is to safeguard farming and rural communities before, during and after natural disasters.

[www.ruralaid.org.au/services-provided/](http://www.ruralaid.org.au/services-provided/)

### WELLBEING SUPPORT

National Centre for Farmer Health call 03 5551 8533

Lifeline call 131 114

Beyondblue call 1300 224 636

Flying Doctor Wellbeing call 03 8412 0480

Nurse-on call 1300 60 60 24

MensLine Australia call 1300 78 99 78

Family Relationship Service call 1800 050 321

Local Doctor (GP) If you or a loved one need support during difficult time visit your local Doctor (GP)



## Championing Australian dairy

By Glenys Zucco, Dairy Australia

Growing up on her family's dairy farm in Katunga, Northern Victoria, sparked Glenys Zucco's passion for food, nutrition and farming. Glenys has been with Dairy Australia for more than 17 years, and as Dairy Australia's Head of Marketing, she leads national consumer campaigns, education programs and farmer initiatives that promote Australian dairy and build community trust in the industry.

I feel incredibly lucky to work in an industry where hardworking farmers produce high-quality food that nourishes our families. Dairy farmers are innovative and deeply committed to animal wellbeing and environmental stewardship – and I'm proud to tell their stories.

Despite being a core food group with strong scientific backing, the health benefits of dairy are often overlooked. That's why promoting Australian dairy is more important than ever – to help Australians make informed choices and appreciate an industry leading in sustainability, animal care and quality.

When I started at Dairy Australia, the focus was simple: promote dairy's health benefits. Back then, consumers cared mostly about taste, price and nutrition. Today, they expect more. They want to know how food is produced, whether it's ethically sourced, and how it impacts the environment. It's no longer just about nutrition – it's about values.

That shift isn't unique to Australia, nor is it unique to dairy – we're seeing it globally and across all products. Sustainable food production is top of mind for consumers everywhere. What makes me proud is that Australian dairy is already leading the way. We have a world leading whole of industry Sustainability Framework, and one of the lowest emissions intensities of any dairy industry in the world, and we're continuously improving.

We've worked hard to communicate the industry's sustainability story to the public to build trust in the dairy industry. Our consumer tracking shows trust in dairy has grown from 68 per cent in 2018 to 85 per cent today.

We're also seeing more people making an effort to consume dairy and fewer are avoiding or limiting it – a clear sign that our industry's messages are cutting through. In a climate where confidence in institutions is generally declining, that's something dairy farmers can feel proud of.

We've achieved this by listening to consumer concerns, and showing that what matters to Australians – sustainability, animal welfare and healthy, high-quality food – matters to the industry too. The 'Dairy Matters' industry marketing campaigns highlight our long-standing commitment to sustainability and show the actions farmers and the industry are taking every day. From recycling water onfarm to reducing food waste and creating more sustainable packaging in manufacturing, our sustainability efforts in particular are resonating with the public.

Through the 'You Ask, We Answer' platform on dairy.com.au, we invite open questions from the public and provide transparent responses from farmers, scientists, dietitians and industry experts. We also invest in school education programs, providing teachers with curriculum-linked lesson plans and engaging experiences like Picasso Cows and virtual reality farm tours. And support healthcare professionals – GPs, dietitians, dentists – to ensure they feel confident recommending dairy as part of a healthy, balanced diet.

We know that telling these stories authentically means putting real people at the centre. The industry Farmer Ambassador program supports dairy farmers build the confidence to share their stories through media, social platforms, community events and school visits. Farmers are the most trusted voice we have, and they do an incredible job telling our industry's story.

Looking ahead, the industry marketing strategy will focus on addressing the perceptions of younger consumers – particularly those aged 18 to 34 – who often have the most questions or are exposed to



health myths and misinformation. We want them to feel confident including dairy in their diets – and proud of the farmers producing it.

Ultimately, we want Australians to see dairy as more than a product in the fridge. We want them to feel connected to the industry, confident in its future, and inspired to enjoy dairy for its many health benefits. I see it as a privilege to tell the story of an industry I've grown up in – and one I believe has a vital role to play in Australia's future.

### MORE INFORMATION

To find out more about how Dairy Australia is investing in the promotion of Australian dairy, including delivering a range of initiatives across consumer marketing, school education and health and nutrition, visit <https://www.dairyaustralia.com.au/promoting-australian-dairy>



## Exercise Laneway – responding to emergency animal disease



By Karen Mc Lennan, GippsDairy

**On 1 May 2025 representatives from across the Australian dairy industry gathered in an exercise to test Emergency Animal Disease (EAD) response arrangements for the dairy industry.**

I was fortunate to participate in this exercise and wanted to share what can be expected in an EAD response. State Government based Chief Veterinary Officers activate the response and their actions are aligned to key processes detailed in national and state documents.

At a national level, the Emergency Animal Disease Response Agreement (EADRA) and the AusVet Plan (with many volumes) guide what happens. Australian Dairy Farmers are the signatory to the EADRA for the Australian dairy industry. Within a few hours of a positive test result (where there are national implications), there are three groups that will meet;

1. National Management Group (NMG) – the key decision making body for responding to EAD.
2. Consultative Committee on Emergency Animal Disease (CCEAD) – a technical group who make recommendations to NMG.
3. Dairy Industry Leadership Team - convened by Australian Dairy Farmers.

At a state level the Chief Veterinary Officer coordinates the response and is guided through the State Emergency Animal Disease Response

Plan. State and Local Control Centres (SCC and LCC) may be stood up to manage the response. Dairy Livestock Liaison Industry (LLI) representatives are placed in the SCC and LCC by Australian Dairy Farmers. Dairy industry service providers across all regions are encouraged to complete the LLI training (offered through Animal Health Australia) to be able to support response in a SCC or LCC.

Animal Health Australia (AHA) hosts a variety of free online courses related to emergency animal disease (EAD) preparedness, arrangements and biosecurity on its eLearning platform. While some of these courses have been developed by AHA, some have also been developed by AHA's member organisations. For more information, please visit <https://animalhealthaustralia.com.au/online-training-courses/>

Livestock standstills and exclusion zones are key components of an EAD response that can significantly impact farm businesses. It is the responsibility of every dairy farm business under the EADRA to have an active biosecurity plan. There are templates available through Agriculture Victoria and Dairy Australia websites. The Emergency Animal Disease Hotline can be called with any concerns around disease

### MORE INFORMATION

There are templates available through Agriculture Victoria and Dairy Australia websites. The Emergency Animal Disease Hotline can be called with any concerns around disease or biosecurity **1800 675 888**.

# Hoofing around Gippy town



SAVE THE DATE		
DATE	EVENT	LOCATION
Tuesday 22–Thursday 24 July	AFIA National Fodder Conference 2025	Gold Coast
Friday 14 November	Women in Dairy Ladies Lunch	TBA
GIPPSDAIRY EVENTS – JULY AND AUGUST 2025		
2 July 2025	Understanding Farm Carbon workshop	Orbost
10 July 2025	Rearing Healthy Calves	Tinamba
21 & 25 July 2025	Managing Lameness – YDN	Poowong (21 July) Winnindoo (25 July)

## Upcoming events

To view and register for any of our upcoming events, visit the GippsDairy events calendar:

<https://bit.ly/GippsDairyEventsCalendar> or scan the QR Code.



## Hay and Grain reports

Scan the QR codes or visit the Industry Statistics page of the Dairy Australia website to view the most recent hay and grain figures.

### Hay Report



### Grain Report



GIPPSDAIRY BOARD OF DIRECTORS	
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<b>Aaron Thomas</b>	Dairy Farmer Director

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