

# Dairy messages for Farmer Ambassadors

Key messages

Statistics

| Health and nutrition benefits of eating dairy   | Addressing health and nutrition concerns   | Dairy's role in a healthy, sustainable diet  | Providing best care for our animals  | Protecting the environment   | Supporting our people and communities  |
|---|--|--|--|--|--|
| <ul style="list-style-type: none"> <li>• Milk, cheese and yoghurt are one of the five food groups recommended every day for good health.</li> <li>• Dairy foods naturally contain a unique matrix of nutrients and components that interact together to bring about health benefits.</li> <li>• Milk, cheese and yoghurt have been shown to help with: <ul style="list-style-type: none"> <li>– strong bones</li> <li>– weight management</li> <li>– digestion</li> <li>– heart health</li> <li>– lean muscle.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Plant-based products are not equivalent to dairy foods and do not have the same proven health benefits.</li> <li>• People with lactose intolerance can still eat dairy foods – hard cheeses have no lactose and yoghurt has bacteria which digests lactose.</li> <li>• The Heart Foundation now recognises that full-fat milk, cheese and yoghurt are not linked to heart disease in healthy people.</li> <li>• Nutrition science tells us that all types of milk, cheese and yoghurt are not linked to weight gain.</li> </ul> | <ul style="list-style-type: none"> <li>• Dairy is an integral part of a sustainable diet that considers nutrition, environment and social aspects.</li> <li>• Australian produced milk, cheese and yoghurt are an accessible, affordable and safe source of high-quality nutrition in the diet.</li> <li>• Eating nutritious foods, such as milk, cheese and yoghurt, has a lower environmental impact overall.</li> </ul> | <ul style="list-style-type: none"> <li>• Caring for our animals is critical for dairy farmers.</li> <li>• The Australian dairy industry is committed to providing the best care for all our animals and has set goals to achieve a high standard of care.</li> <li>• The dairy industry works with farmers to ensure national animal welfare standards and guidelines for cattle are met.</li> </ul> | <ul style="list-style-type: none"> <li>• Protecting the environment for future generations matters to all of us and that includes everyone in the Australian dairy industry.</li> <li>• Our industry is committed to being part of a sustainable future, with targets and programs to ensure: <ul style="list-style-type: none"> <li>– land conservation</li> <li>– waste reduction</li> <li>– efficient water use</li> <li>– greenhouse gas (GHG) emissions reduction.</li> </ul> </li> <li>• Dairy farming can have positive impacts on biodiversity and the ecosystem through land management practices and protection of natural resources.</li> </ul> | <ul style="list-style-type: none"> <li>• People are at the heart of Australian dairy.</li> <li>• The dairy industry makes a vital contribution to regional economies, where one in five Australians live.</li> <li>• By choosing Australian dairy products (preferably branded) you're keeping farmers and producers in jobs and supporting their families and communities.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Although 21 million Australians enjoy dairy foods every day, 9/10 people are not eating enough.</li> </ul>   | <ul style="list-style-type: none"> <li>• 98% of households in Australia regularly buy milk.</li> <li>• Only 2% of households exclusively buy plant-based beverages.</li> </ul>   | <ul style="list-style-type: none"> <li>• A third of Australian diets are made up of discretionary or junk foods which contribute 30% to dietary GHGs in Australia and 25% of our dietary water footprint.</li> </ul>   | <ul style="list-style-type: none"> <li>– 96% of farmers have infrastructure to keep cows cool.</li> <li>– 95% of farms care for calves in groups or pairs.</li> <li>– 90% dairy farmers use antibiotics responsibly under veterinary direction.</li> </ul>   | <ul style="list-style-type: none"> <li>– Dairy manufacturing GHG emissions intensity is down 25% since 2010/11.</li> <li>– 94% of dairy farms implement practices to reduce GHGs.</li> <li>– 74% of farmers use recycled water in the dairy shed.</li> <li>– 88% of waste from dairy manufacturers is diverted from landfill.</li> </ul>   | <ul style="list-style-type: none"> <li>• The dairy industry is the third largest rural industry in Australia.</li> <li>• In 2022/23 Australian dairy generated \$6.1 billion in farmgate production.</li> <li>• In 2022/23 approximately 33,500 people were directly employed on dairy farms and by dairy processing companies.</li> <li>• In 2022/23 Australia's total dairy exports were valued at A\$3.7 billion dollars with the top five markets including Greater China, Singapore, Japan, Indonesia and Philippines.</li> </ul> |

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| <p><b>Dairy foods are linked to a reduced risk of chronic disease</b></p> <p>Research shows that including milk, cheese and yoghurt in a balanced diet is linked to a reduced risk of heart disease, stroke, high blood pressure, type 2 diabetes and some cancers.</p> <p><b>Dairy is good for general health and wellbeing</b></p> <p>The unique package of nutrients and complex physical structures of milk, cheese and yoghurt has been shown to benefit bones, teeth, muscles and weight.</p> <p><b>Dairy contains high-quality protein for muscle</b></p> <p>Dairy foods contain all the essential amino acids which are more readily digestible than plant-based protein. The proteins in dairy (casein and whey) have been shown to reduce muscle breakdown after exercise, and also stimulate the building of new muscle tissue.</p> <p><b>Dairy supports bone health for life</b></p> <p>Calcium, one of the main minerals found in milk, cheese and yoghurt, is a key building block of bones that combines with other minerals (like phosphorus) to form hard crystals that give bones their strength. If not enough calcium-rich foods are eaten, calcium will be taken from the bones to be used for other body functions, and over time bones will become weak and brittle, leading to osteoporosis. Adequate consumption of milk, cheese and yoghurt in aged care residents has been shown to reduce their risk of falls by 11% and fractures by 33%.</p> <p><b>Further information</b><br/><a href="https://dairy.com.au/health">dairy.com.au/health</a></p> | <p><b>Dairy and plant-based beverages are not equivalent</b></p> <p>Plant-based beverages like almond, soy and rice do not have the same natural package of essential nutrients as cow's milk and do not have the same proven health benefits. Plant-based beverages do not naturally contain as much calcium as dairy foods, and those that do, often contain substances that can interfere with the body's ability to absorb it. They generally cost more on a per litre basis for less nutrition.</p> <p><b>If dairy causes digestive discomfort, there are ways to 'do dairy differently'</b></p> <p>People don't have to miss out on the health benefits of dairy foods. They can try spreading their intake of dairy over the day, having it with meals or having smaller amounts of dairy at a time to gradually build up their tolerance.</p> <p><b>All types of milk, cheese and yoghurt are recommended for healthy Australians by the Heart Foundation</b></p> <p>Eating milk, cheese and yoghurt, regardless of the fat content, does not increase the risk of heart disease. Researchers now know the impact of saturated fat on heart health is influenced by the Food Matrix it sits within, such as the Milk Matrix.</p> <p><b>Dairy won't make you fat</b></p> <p>Science shows milk, cheese and yoghurt are protective against weight gain and obesity and can even help with weight loss as part of a weight-loss diet. It's thought the calcium in dairy reduces the amount of fat absorbed by the body.</p> <p><b>Further information</b><br/><a href="https://dairy.com.au/YAWA">dairy.com.au/YAWA</a></p> | <p><b>Milk, cheese and yoghurt can be part of low emission diets</b></p> <p>Research analysing Australian diets revealed that diets rich in nutrients and low in emissions typically featured milk, cheese and yoghurt. It is also being recognised that the environmental impact of diets goes beyond just greenhouse gas emissions.</p> <p><b>It's not as simple as swapping animal foods with plant foods</b></p> <p>All food production has an impact and when it comes to eating sustainably, there are trade-offs between environmental, nutrition, social and economic factors. For example, rice beverage has a higher water footprint, but lower cropland footprint compared to milk.</p> <p><b>Poor diets affect our health and the environment</b></p> <p>Eating according to the Australian Dietary Guidelines and limiting intake of junk foods will have the most significant impact on improving diet quality and reducing our dietary environmental footprint. Eating an appropriate amount of food and avoiding food waste leads to lower resource use and environmental burden on the food system.</p> <p><b>Further information</b><br/><a href="https://dairy.com.au/sustainablediets">dairy.com.au/sustainablediets</a></p> | <p><b>The wellbeing of animals is critical to the Australian dairy industry</b></p> <p>Without healthy and well cared for animals, we can't produce high-quality dairy products. Appropriate care for our animals is our moral responsibility together with being essential to the success of every farming business.</p> <p><b>The industry is always looking to do better when it comes to the welfare of our animals</b></p> <p>We have the opportunity to continue to improve our practices which includes research into better understanding diseases, improved calf rearing practices and investing in pathways for dairy animals that are not needed for milk.</p> <p><b>We've set targets to achieve high standards in animal care</b></p> <p>The Australian Dairy Sustainability Framework is how the Australian dairy industry sets targets of where we want to be in the future, aligning with the community and market indications, of which we then report our progress.</p> <p><b>Further information</b><br/><a href="https://dairy.com.au/animalcare">dairy.com.au/animalcare</a></p> | <p><b>Using water wisely matters to the dairy industry</b></p> <p>Recycling water from the dairy shed for yard washing and irrigation is one of the ways the Australian dairy industry is saving water on farm.</p> <p><b>Dairy's climate commitment</b></p> <p>The Australian dairy industry is committed to reducing greenhouse gas emissions intensity by 30% by 2030. We're planting more trees on farm to offset carbon emissions and using more renewable energy sources.</p> <p><b>We're taking care of the natural environment because it's the right thing to do</b></p> <p>Increasing the diversity of native plants and animals on farm is one of the ways dairy farmers are protecting the environment for generations to come.</p> <p><b>Sustainable packaging is a priority for the industry</b></p> <p>The Australian Packaging Covenant Organisation (APCO) report, 'Australian Dairy Sustainable Packaging Roadmap to 2025', was developed in partnership with Dairy Australia and the Australian Dairy Products Federation, with the goal of achieving the 2025 National Packaging Targets. Key targets outlined in the roadmap include:</p> <ul style="list-style-type: none"><li>– 100% of packaging designed to be reusable, recyclable or compostable by 2025.</li><li>– Collection and recycling systems available for all dairy packaging by 2025.</li><li>– 80% of supermarket products to be labelled with the Australasian Recycling Label by December 2023.</li><li>– 50% average post-consumer recycled content across all dairy packaging by 2025.</li></ul> <p><b>Further information</b><br/><a href="https://dairy.com.au/environment">dairy.com.au/environment</a></p> | <p><b>Choosing Australian dairy is good for farmers</b></p> <p>Most drinking milk sold in Australia is sourced right here in Australia and is supporting Australian dairy farmers. Simply check the label to see if the products you're buying are made from Australian milk.</p> <p><b>Australian dairy delivering on our promise to provide nutritious food for a healthier world.</b></p> <p>In Australia, milk production exceeds the volume required for domestic consumption, with surplus product therefore destined for export markets to nourish our international communities. In 2022/23, 30% of milk produced was exported.</p> <p><b>Further information</b><br/><a href="https://dairy.com.au/livelihoods">dairy.com.au/livelihoods</a></p> |

Message take-out: What matters to you, matters to us too.