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## MEDIA RELEASE

From the Minister for Regional and Rural Development  
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### **\$20,000 Brumby Boost for Tatura Cattle Sale and Show**

The Minister for Regional Development, Jacinta Allan, today announced the Brumby Government will provide \$20,000 to sponsor this year's International Dairy Week – Australia's premier cattle sale and show.

Ms Allan made the announcement during a visit to the show which started on Sunday and finishes this Friday.

"International Dairy Week is not only Australia's most prestigious annual cattle sale – it is the southern hemispheres biggest, attracting more than 11,000 entrants this year," Ms Allan said.

"Since the event started in 1990, it has developed an international reputation for excellence showcasing Australia's best quality cattle for show and sale.

"This year the show is expected to attract more than 6,000 visitors, including buyers and sellers from interstate and overseas. This includes people from Holland, Canada, India, Turkey, New Zealand, Japan, Korea, Argentina and Brazil.

Ms Allan said the show was an important event for Victoria's \$5.12 billion dairy industry.

"The dairy industry is a major contributor to the Victorian economy, employing 19,000 people on farms and in processing and generating more than \$2.13 billion in exports each year.

"The event itself is also good for the local regional economy. Local council figures show the event generates an estimated direct expenditure of \$6.6 million and delivers more than double this figure in indirect economic benefits."

Ms Allan said the event delivered information on the latest dairy practices and innovation from leading national and international genetic companies, industry suppliers and breeders.

"It also nurtures industry development by providing youth clinics and youth showmanship trials."

Ms Allan met and presented-certificates to winners at last week's National All Breeds Youth Dairy Camp – a training camp for young people interested in a career in the dairy industry.

They were Brad Allot of Stanhope, Brooke Somerville of Timmering, and Sarah Chant of Warrion.



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"I commend these outstanding young Victorians for their win at the national youth dairy camp. They showed outstanding potential while developing their skills in dairy breeding, nutrition, and showmanship," Ms Allan said.

International Dairy Week received the \$20,000 grant as part of the Brumby Government's *Next Generation Food Strategy* to support projects that stimulate Victorian jobs and investment and improve infrastructure and services.

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