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## MEDIA RELEASE

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### **International Dairy Week is on again!**

Australia's largest annual international dairy cattle show and sale, International Dairy Week (IDW) will once again be held at the Tatura Showgrounds from 19-23 January 2009 and offers people within the dairy industry an opportunity to take time-out from the strains of farming and to socialise with friends and colleagues.

Co-director, Brian Leslie said: "We believe that the number of cattle exhibitors will be consistent with other years, if not slightly higher based on the number of enquires we've had. The number of cattle entered is already above that entered last year and not all entries have been received."

Another indication that support for IDW will be strong this year has been from the number of sponsorship inquires, which have also included over ten new sponsors wishing to be involved. This year IDW is proud to announce it has signed Ruralco Holdings Ltd as joint naming right sponsors with Semex.

Co-director, David Blackmore said: "We are extremely pleased to bring Ruralco onboard. Their participation reflects the importance they place on IDW as a forum for bringing together the largest continuum of international and national players in the dairy industry."

IDW has invited six international industry experts whose reputation and knowledge of cattle will provide spectacular viewing, to perform the important task of judging the features shows. This year the judges represent America, Canada, Northern Ireland and New Zealand.

IDW is experiencing the first judge representing Northern Ireland, Mr. Ashley Fleming.

Numbers are also expected to be on the rise from the larger than usual contingent arriving from overseas. There are tours travelling from China, Korea, Canada, and Germany, plus visitors from France, Italy, England, Holland, Mexico, USA and Japan.

#### ***About International Dairy Week***

International Dairy Week (IDW) is the largest annual dairy cattle show and sale in the Southern Hemisphere and is amongst the top five shows in the world.

It is indisputably the most prestigious event in the dairy industry, showcasing the best quality dairy cattle to over 6,000 visitors from every state in Australia and over 20 countries internationally. The event showcases the best from Australia's dairy breeds including Holstein, Jersey, Illawarra, Brown Swiss, Ayrshire and Guernsey.

IDW is extremely proud to promote the dairy industry to the world, an activity which provides an invaluable opportunity to highlight the magnitude of the industry internationally, and showcase the array of quality cattle that is unprecedented by any other event in Australia.



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### ***The venue***

The event is held in Tatura, Victoria in the heart of Australia's dairying area and is located two hours drive from Melbourne International Airport. The state-of-the-art undercover facilities were developed by local and state government support. The Tatura showgrounds provide a fitting environment for the event.

Within the 80 meter long and 40 meter wide 'Blackmore & Leslie Events Complex', wonderful display areas are set up along side the showing ring to exhibit the latest genetics, farming tools, innovations and industry experts. The exhibits all add colour and atmosphere to the event, with many local and international visitors able to watch the judging from these display areas.

### ***Showing and sales***

IDW provides a promotional showcase of Australia's best quality dairy cattle, including Holstein, Jersey, Illawarra, Brown Swiss, Guernsey and Ayrshire. Spectators are exposed to the highest quality cattle unprecedented by any other event in Australia. The top awards are fiercely coveted and provide breeders with a benchmark for excellence in the industry.

IDW is proud to have Australia's most successful auctioneer Brian Leslie wielding the hammer at four major night-time auctions. Sales include the Coloured Breeds on Tuesday night and the Semex Holstein Spectacular on Wednesday night. Two new sales include; the Elite Holstein Sale hosted by 21st Century Genetics on Thursday night (Tatura Showgrounds 7:00pm) and, the Summer Selection Sale hosted by Ruralco on Friday (Shepparton Selling Centre 11:30am).

### ***Organising committee***

IDW was developed by industry leaders Brian Leslie and David Blackmore. In partnership, the co-directors have brought specific expertise that has led to the success and growth of the event.

David Blackmore has drawn from over 40 years of business marketing experience in the cattle industry to secure sponsorship and business partnerships and build relations with local government and community groups.

Brian Leslie, as Australia's leading auctioneer and judge and a noted breeder of Holsteins, has enforced a strict standard of quality that has created a high standard of competition. Brian is responsible for planning, organizing and conducting the record breaking sales held at IDW each year.

**Media contact: Danielle Blackmore 0409 562 113 [info@internationaldairyweek.com.au](mailto:info@internationaldairyweek.com.au)**