



International Dairy Week

www.internationaldairyweek.com.au

ABOUT INTERNATIONAL DAIRY WEEK

Established in 1990, International Dairy Week (IDW) began as a Holstein show and sale and an all-breeds youth show that included international speakers invited to discuss global dairy trends.

During the early years, the facilities were modest and the event attracted mainly Holstein dairy farmers and young people wishing to test their cattle leading skills. The Tatura showground was chosen as the site, as it is situated within Australia's most densely concentrated dairy region. Held in January during one of Australia's hottest months of year, the show was displayed in the open air with the only protection for exhibitors and onlookers being the shade of a large gum tree.

At this point, no one could have predicted the success that IDW would achieve.

The hard work and vision of co-directors David Blackmore and Brian Leslie has built an annual event that is today undisputedly the largest international dairy cattle sale and show in the southern hemisphere. IDW is increasing recognised internationally as being amongst the best shows in the world.

As interest grew other dairy breeds were invited into the show ring and offered for sale. The Jerseys and Brown Swiss were introduced in 1997 and the following year the Ayrshire and Guernsey. In 1999 the Illawarra joined the show, representing all main dairy breeds in Australia.

In 1997 the facilities at the Tatura showground saw a marked improvement and IDW was moved undercover with the introduction of a large hoecker that was 25m wide and stretched the entire width of the football ground.

The next few years saw many changes and developments that increased the reputation and stature of IDW. In 1998 the City of Greater Shepparton took an active role in supporting and promoting IDW and made a bid to the State Government for a \$2.6 million grant to build new facilities at the Tatura showground.

The grant was successfully secured and was announced in 1999 by the Hon. Premier of Victoria, Mr. Jeff Kennett at the opening of IDW.

The first stage of the new facilities was completed for IDW 2000 and included a large hosting arena 80 meters long and 40 meters wide and improved cattle wash and housing facilities.

2001 marked the 10th anniversary of IDW and included the opening of the final stage of the facilities by the Hon. Mr. John Brumby, Minister for State and Regional Development. This included a new conference complex for functions and meetings and shower and change facilities for exhibitors.

Another drawcard for exhibitors and visitors is the quality of the judging whose reputation and knowledge of cattle provide valuable commentary during the judging. The credibility and fairness of the judging is assured by a continuous change of the best national and international judges.

The week attracts over 6,000 exhibitors and visitors to Tatura from all Australian states and from an increasing number of established and developing dairy countries such as Holland, France, USA, Canada, Italy, Germany, New Zealand, Japan, Korea, Taiwan, China, Mexico, Argentina and Brazil.

Needless to say, IDW has strengthened the economy for the City of Greater Shepparton and bought business to a number of local industries. The week is one of the major tourism boosts for the year.



International Dairy Week

www.internationaldairyweek.com.au

Credit for the success of IDW is shared amongst a number of volunteers and sponsors. Hundreds of volunteers throughout the community have devoted their time through the cricket, football and netball clubs and also the local service club to provide services such as catering to visitors and exhibitors.

IDW is self-funded through the support of a number of sponsors that display their latest innovations and services to the Australian dairy industry. Naming right sponsors are Elders VP and Genetics Australia.

International Dairy Week is Australia's most prestigious dairy event. Not only does it reward exhibitors for their hard work and perseverance during the year, IDW is a great social occasion. It provides visitors and exhibitors with the opportunity to take a break from farming, catch up with friends and colleagues, make business deals and learn the latest industry developments.