



International Dairy Week

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INTERNATIONAL DAIRY WEEK MILESTONES

1990

- The first International Dairy Week (IDW) was a Holstein show and sale and an all breeds youth show
- The idea for an international event was conceived by Brian Leslie and Daryl Brown
- David Blackmore joined the team to oversee sponsorship and management functions
- The event received international attention from the beginning and experts from overseas were invited to speak regarding trends in the industry.
- The youth show and sales were held at the Tatura showgrounds, under the shade of a large gum tree.

1991

- The RAB sale was introduced and held from 1991 to 1998
- The sale was mostly of heifers that resulted from embryos imported into Australia.
- The youth show was once again held
- However the Holstein sale was not held as it was to be run every three years.

1992

- Once again the youth show was held
- No showing of cattle in 1992
- RAB sale

1993

- The second IDW was held and once again included a Holstein show
- Sponsor sites were situated ringside and undercover seating was provided.
- Extreme rain the night before meant many of the sponsor tents were flooded and destroyed. Fortunately however, order was restored on the day.
- Industry experts from around the world spoke on nutrition and breeding throughout the week.
- Three heifers were imported live from Canada and whilst in quarantine bidders viewed a video of the cattle, which were sold at the Holstein Spectacular Sale.
- The sales were held indoors on stage at the Shepparton Civic Centre with over 1,200 attendees.

1994

- IDW was once again held in 1994
- The Semex Spectacular Holstein Sale topped \$50,000. A new Australian record.
- For the first time, cows were entered from every state.
- An entrant for the in-milk class travelled all the way from Western Australia

1995

- The youth show, sales and vendors once again set up their wares for IDW 1995
- Dutch Genetics offered at the RAB Holstein Sale for the first time in Australia.
- Visitors came from Brazil and Bangladesh
- An imported New Zealand heifer was sold at auction.



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1996

- The last year of judging outdoors under the old gum tree!
- 570 entries in the Holstein show
- \$500,000 in cattle sales
- The Holsteins averaged \$5,990.00

1997

- Jerseys and Brown Swiss were invited to join the show
- The jersey sale was a great success. Three classes with over 40 head each.
- Facilities were improved with the introduction of a large hoecker, which was 25m wide and stretched the width of the football ground
- International Dairy Week was hailed as the largest in the Asia Pacific region
- The City of Greater Shepparton took an active role in helping to promote IDW.

1998

- Ayrshires and Guernseys were introduced
- City of Greater Shepparton put in a bid to the State Government for funding for new facilities
- The RAB Youth Ambassador awards were held to encourage young people to become involved. The prize was a trip to the Royal Agricultural Winter Fair in Canada.

1999

- The Hon. Premier of Victoria, Mr. Jeff Kennett attends the opening of IDW and announces the State Government will contribute a \$2.6million grant to build new facilities at Tatura.
- Illawarra's were introduced, completing all dairy breeds in Australia.
- Visitors from Korea, Holland, France, USA, Canada, Italy, Germany and New Zealand

2000

- The first stage of the \$2.6 million facilities complete, including the new arena and the improved cattle wash and housing
- 1st IDW dairy cow was sold to the USA
- The HFAA Victorian Youth Challenge Trials were held for the first time, which included prizes for clipping and presentation.
- The first dairy animal from Australia was sold to the USA at the jersey sale.

2001

- IDW celebrates its 10th Anniversary
- The \$2.6 million facilities completed at the Tatura showgrounds. This includes new conference complex and shower and change facilities for exhibitors.
- Opened by the Hon. Mr. John Brumby, Minister for State and Regional Development

2002

- Milk prices were higher than usual and great seasonal conditions led to a bumper year for the dairy industry



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- This translated to record crowds and a outstanding quality of cattle exhibited
- Record price for an un-joined heifer in the Holstein sale \$20,000

2003

- Cattle entries exceeded expectations with over 850 cattle to be shown in the ring
- Increase in the number of new exhibitors to show for the first time which was beyond expectations in a tough environment
- Guernseys were available at IDW for sale for the first time, and averaged \$3,110, a new breed record
- Holstein Sale topped with a new breed record for a dairy heifer at \$40,000
- The exceptional crowds, which saw between 6000 and 7000 for the week. The Holsteins day saw about 2,500

2004

- Despite last year being the worst drought on record, IDW received near record entry numbers for the event
- Had the second highest number of exhibitor entries on record (216) and cattle entries (1,166), which was over 300 more cattle than 2003
- Hosted an additional sale for the Holstein breed, sponsored by Genetics Australia, the inaugural Australian Connection Sale, dedicated to Australian proven cow families
- Increased sale interest from overseas, in particular New Zealand and Japan
- Cattle entered from all major dairying areas in South Australia, Victoria, New South Wales, Queensland, and Tasmania, with sale cattle travelling from Western Australia
- Special guest presenter, Professor David Beever from the United Kingdom provided an information session on the principles linking milk solids production from forage based rations

2005

- Increased interest from global buyers for quality dairy cattle will see Australian dairy farmers in a prime position to promote their cattle at this year's International Dairy Week (IDW)
- In an Australian first, Global Livestock Marketing purchased three cattle at auction for Japanese buyers at the IDW Semex Spectacular sale in 2004 - and they will be back again at IDW 2005
- This year we have visitors coming from a number of countries including Germany, Argentina, Italy, France, Holland, USA, Canada, South Africa and over 80 people from New Zealand
- Seven sales representing Holstein, Jersey, Guernsey, Brown Swiss and Illawarra breeds
- Both cattle numbers (1,223 up from 1,170) and exhibitors (217 up from 216) were up from last year for the cattle shows and there were entrants from every Australian state

2006

- Australian dairy farmers had the opportunity to see in action one of Japan's most respected judges with the appointment of Mr Tommy Araki to judge the Holsteins at International Dairy Week (IDW) in January
- In last two to three years, IDW has seen an increasing number of Japanese buyers come to Australia and purchase some of the top priced cattle at the sales
- The total number of cattle entries received is 1,177 just down from 1,223 in 2005, but substantial from the 860 entries during the drought in 2003
- The Elders VP/ABS Australian All Breeds National Youth Show again provided our next generation farmers with the opportunity to demonstrate their cattle handling and husbandry skills
- The HFAA Victoria Youth Challenge continued this year and is the most competitive event of its kind seen anywhere in the southern hemisphere



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- A new Australasian All Breeds record price for an unjoined dairy heifer was paid for Dryfield Dee Paradise (Imp Canada-ET) at IDW Semex Spectacular Sale
- A huge crowd witnessed a record-breaking average for a multi-vendor Jersey sale at the Showcase sale the night before judging at IDW
- The Brown Swiss and Ayrshire sales at IDW both set new breed record

2007

- International Dairy Week (IDW) in partnership with the Greater Shepparton City Council is this year providing free entry for visitors, farmers, and buyers attending Australia's largest dairy cattle sale and show
- Rob and Kerrie Anderson from Drouin West in Victoria have been attending IDW for more than 10 years and are this year exhibiting a team of seven Jersey cows
- Australia was the world's largest and most successful exporter of commercial livestock. IDW is a significant contributor to the Australian rural economy and provides an important market for Australian cattle producers
- Slightly enhanced program of events to provide more social time for farmers. The Jersey and Holstein shows on Wednesday and Thursday respectively will be brought forward to allow for an extended two hour lunch break
- For the first time this year, IDW introduced another event during the youth day called 'Judges on Parade'. The judge's display their own experiences and expertise on leadership and handling. They provide all youth will a demonstration of their leadership skills, commentary and judging tips
- The total number of cattle entries received is 979, a substantial increase from the 860 entries during the drought in 2003
- The total number of exhibitors was 204, with a huge increase in the number of first time exhibitors of 28
- Holstein sale top was lot 3 Lothlorien Red Renita a stylish Red, from the four time All American Stelbro Renita Ranger Red EX 94 sold for \$17,000 to New Zealander Craig Rapley of Goldstream, Otorohanga.
- The Champion Cow, Fairvale Jed Bonnie 94 owned by Leslie Farms & Fraeland Holsteins, is no stranger to International Dairy Week, having won her class 6 years in a row creating an IDW record.

2008

- The Minister for Regional Development Victoria, Jacinta Allan, announced the Brumby Government will provide \$20,000 to sponsor this year's IDW – Australia's premier cattle show and sale.
- For the first time in IDW history, organizer's brought the six Supreme Champion Exhibits together to select an overall Australian Grand Champion. The Holstein animal, Pooley Bridge Terrason Rose 52 owned by Leslie Farms, took out the prize.
- The newly held 21st Century Genetics IDW Elite Sale created huge interest, with the overall average of \$6,989.00, exceeding the famous The Semex IDW Holstein Spectacular Sale at an average of \$6,549.00.
- The new Elders IDW Summer Selection Sale held on the Friday at the Shepparton Selling Centre, averaged \$2,042.00, with a top price of \$5,500.00.
- There was over 900 head of cattle at the Tatura Park grounds over the four days of judging, with the Zanders family from Kialla, Victoria bringing the largest team of 24 head.
- IDW saw another amazing amount of exhibitors showing for the first time, with over 28 new exhibitors registering.
- The Elders/ABS Australia All breeds National Youth Show received its highest entries on record with 245 animals entered.

2009

- Ruralco was announced as the new naming right sponsor of IDW. 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 experienced its first judge representing Northern Ireland, Mr. Ashley Fleming.



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- IDW had less cattle exhibitors showing their animals but an increase in the overall number of cattle entered from last year by 48 head showed that larger teams are again being brought to IDW.
- Outstandingly the Ayrshire breed received its highest entries in 9 years with 84 head.
- The Brown Swiss sale held on Tuesday night at the Tatura Showgrounds provided a record average of \$4,390.00 with a gross of \$21,950.00 over 5 quality lots. AH & JA Van Rithoven paid the top price of \$6,400 for lot 1, Roland Lodge Cartoon Sarejevo.
- Top quality pedigrees made up a spectacular 2009 Semex catalogue with buyer interest from around the world. A top price of \$33,000 was paid for lot 1, Ponderosa Fradon Jody IMP – ET – R.