



Adam Marshall
Minister for Agriculture
Minister for Western NSW

MEDIA RELEASE

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DAIRY ADVOCATE FOR NSW

The NSW Government has today followed through on one of its key election promises, appointing the State's very first Fresh Milk and Dairy Advocate.

Minister for Agriculture Adam Marshall today announced Ian Zandstra would serve as NSW Fresh Milk and Dairy Advocate. Mr Marshall said the Advocate would play a key role in helping to grow a stronger, more profitable dairy industry in NSW.

"I'm absolutely delighted to announce Ian Zandstra will serve as our State's first Fresh Milk and Dairy Advocate," Mr Marshall said.

"Ian has a wealth of experience and is highly regarded across industry so is in a wonderful position to hit the ground running in this important role.

"The Advocate will champion dairy in NSW by providing advice to both government and industry on how we can better support our producers and create more value across the entire supply chain.

"There's no doubt the NSW dairy industry has faced some serious challenges in recent years but I'm confident this role will provide the support our producers need and help ensure NSW remains a fresh milk State."

Mr Zandstra said: "I'm absolutely honoured to be appointed to this role and look forward to working with industry and government to build a stronger dairy supply chain in NSW."

"My first priority is to establish an industry Advisory Panel, which will play a key role in identifying immediate and necessary actions for the sector and shaping advice to the Government."

Parliamentary Secretary for Agriculture Michael Johnsen said he looked forward to working with Mr Zandstra to build a stronger, more resilient dairy industry.

"Mr Zandstra is a champion of industry and his appointment will come as great news to dairy producers across NSW," Mr Johnsen said.

Appointing a Dairy Advocate was a key election promise by the NSW Liberals & Nationals. The Advocate will help provide a united voice for industry, deliver clear advice to Government and help drive profitability across the industry supply chain. They will also assist in the delivery of a Dairy Action Plan and a 'buy local fresh milk' campaign.

MEDIA: Jackson Busse | 0447 949 718

About Ian Zandstra

Ian Zandstra has had a wide ranging and distinguished career spanning 37 years in the NSW dairy industry. He operates two dairies, including one on the South Coast in Nowra. Ian served as Chariman of Dairy Farmers Milk Co-Operative from 2004 to 2013. He has also served on the Board of the Dairy Farmers Milk Co-Operative as well as the Shoalhaven Dairy Co-Operative. He currently sits on the NSW Farmers Dairy Committee.

About the Fresh Milk and Dairy Advocate

The NSW Fresh Milk & Dairy Advocate was a key election promise of the NSW Liberals & Nationals. The Advocate will work closely with industry and provide government with expert advice on how to drive profitability and value across the dairy supply chain. The Advocate will be supported by an Industry Advisory Committee, which will be established in consultation with industry. The Advocate will also work closely with a dedicated business advisory unit with the Department of Primary Industries.