



## KEY MILESTONES FOR INTERNATIONAL DAIRY WEEK

### 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 and also the 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

- 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.

### 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 show 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.
- 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. This translated to record crowds and a outstanding quality of cattle exhibited.

#### **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, Pooley Bridge Encore Elegance 2 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 six lots at auction for Japanese buyers at the IDW Semex Spectacular sale. There were also buyers from the USA and New Zealand.
- 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.
- A new Australian record price for an unjoined heifer set when lot 1 in the Semex Spectacular Sale Dryfield Dundee Paradise sells for \$44,500.
- 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 records.

#### **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.
- 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 21<sup>st</sup> Century Genetics sale was held on the Thursday night and topped with lot 1 Hill Valley Anastasia selling for \$43,000.
- 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.
- First time at IDW a Judge from the UK judges the Holsteins and a Judge from Switzerland judges the Brown Swiss.
- 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

- Despite strains of the drought total entries were consistent with previous years.
- Signing of Ruralco Holdings as major naming rights sponsor.
- 6 International judges featured with the first judge representing Northern Ireland, Mr Ashley Fleming.
- Over 880 head of cattle at the showgrounds over the four days of judging. Dean & Dianna Malcom from Zeerust, Victoria have the largest team with 23 head. There are less exhibitors showing but an increase of 48 in cattle entered.
- The Ayrshires have received its highest entries in 9 years with 84.
- Semex Spectacular Sale tops at \$33,000.

## 2010

- 990 head of cattle were entered over the four days of judging.
- Dean & Dianna Malcolm had the largest team with 29 head. Holstein entries are up 62 from 2009 from 318 to 380.
- Exhibitors on average are bringing 4 head each.
- The youngest youth competitor entered was Jasmin Mackie aged 8 (entered by AJ&SD Mackie).
- One of Japan's most respected judges, Mr. Tadashi Takahashi judged the Holsteins.
- Semex Spectacular Sale tops at \$36,000 with an average of \$9,146.

## 2011

- In the 20<sup>th</sup> year there were 1176 head of cattle entered.
- 2011 was the first year the Jersey Futurity with 17 entries.
- Dean & Dianna Malcolm of BlueChip Holsteins at Zeerust entered the largest team with 32 head closely followed by RT & RE Zanders of Cairnhill Holsteins at Kialla with 31 head.
- The youngest leader in the Youth Show was Rachel Lucich who turned 8 in December, along with another 5 children also starting their IDW showing career at 8 years of age: Thomas Burnett, Cassie Broad, Kieran Coburn, Georgia Sieben and Jessica Eagles.
- First time an Australian Judge judges the Holsteins.
- Lee Kernaghan attended IDW and sang of his hit 4 songs just prior to the Semex Spectacular Sale. Kurt Dorries, 11 years old from Queensland also sang the National Anthem of Australia which was a touching tribute to the many people affected by the tremendous floods in both Queensland and Victoria. Members of the public and the supporting companies kicked in to raise a massive \$18,000 for children affected by the floods.
- A magnificent crowd witnessed the Semex Spectacular Holstein Sale, and with over 245 registered buyers the sale arena was a buzz. Sale tops \$32,000 with an average of \$8,470.

## 2012

- The 21<sup>st</sup> year of IDW saw a tremendous week of dairy related events take place again at Tatura Park.
- IDW is expanding into Australia's premier dairy expo with a week of activities designed to showcase all aspects of the Australian dairy industry to the world. People attending IDW can now view and purchase quality dairy cattle, view innovative products and technology and listen to world class speakers.
- There was tremendous crowd attendance across all shows, particularly the Youth Show.
- 1,312 entries across all Shows were received from 184 exhibitors coming from all States across Australia.
- Total Trade Exhibitors: 90 companies from all Australian states. The Minister for Agriculture, the Hon. Peter Walsh opened the inaugural IDW machinery and trade field days held on the Wednesday and Thursday on the main oval.
- 136 head of cattle were sold for a turnover of \$812,000.
- International visitors registered: 110 guests with a Delegation from Austrade Asia attending.
- Top five countries of attendance: United States of America, New Zealand, Canada, Switzerland and Malaysia.
- The Australian Grand Champion was awarded for the first time to a Jersey entry - Willow Dell Fancy 512 exhibited by Eloora Pastoral (the Griffiths family).