

# Media Release



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## 2021 UDV Conference returns bigger than ever

The 2021 United Dairyfarmers of Victoria (UDV) Conference is back for the first time since 2019 and is set to highlight the challenges, issues and opportunities facing the Victorian dairy industry.

UDV President Paul Mumford said the event will provide a timely opportunity for all dairy farmers to meet in person and discuss the current landscape of the industry.

“Whilst we’ve enjoyed one of the best seasons in years, the reality is we’re facing a number of issues and challenges that we need to navigate.”

“Maintaining and building confidence within the sector is key to ensure we can prosper moving forward.”

“Issues including the diversification of dairy businesses, industry reform and providing a solution to the workforce labour shortages is sure to be high on the agenda.”

Attending this year’s event as guest speaker will be legendary Aussie Rules footballer and dairy industry ambassador, Jonathan Brown.

“Jonathan grew up near Warrnambool and his grandfather owned a dairy farm, so dairy continues to be a huge part of his family.”

“I’m looking forward to listening to such a well-known person who’s well aware of the huge contribution our industry makes to the economy and also vital role it plays in the fabric of many country towns throughout Victoria,” Mr Mumford said.

**The Conference is free to all farmers and will be held on Friday 28<sup>th</sup> May at ZINC, Federation Square in Melbourne.**

Registration and further details are available on the [VFF website](#) or you can call the VFF on 1300 882 833.

**ENDS**

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Media wishing to attend the UDV Conference should register their interest with Ryan Moloney

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