



*media release*

THE LATEST NEWS FROM DAIRY SA

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## **DAIRYSA INNOVATION DAY SET TO CHALLENGE STATUS QUO**

More than 200 people from the State's dairy industry will gather in Mount Gambier in early June to hear a range of speakers discuss cutting edge technologies in the dairy industry, for what is set to be a vibrant and inspiring event.

Now in its fifteenth year, the DairySA Innovation Day 2017 – aptly titled 'Re-Imagining Dairy: Big Data Revolution' - will challenge the traditional 'status quo' of the industry by highlighting how the digital revolution is driving change across all facets of today's dairy farm.

According to DairySA's Bec Hehir, the DairySA Innovation Day is the result of a collaborative approach between DairySA and South East South Australian dairy farmers.

"Like all agriculture, dairy farming is in the midst of a revolution - particularly around technology- and we are keen to explore this area in depth," said Ms Hehir.

"The traditional landscape is changing for today's dairy farm business – our carefully chosen speakers will provide an insight into some of today's leading edge technologies being used in the dairy industry, both here and across the world," she added.

International keynote speaker Jeffrey Bewley from the University of Kentucky is set to challenge and inspire attendees with his insights into how the 'big data' revolution in precision agriculture technology is challenging traditional approaches to how cows are milked and managed and the associated costs of this technology.

DataGene's Matthew Shaffer will share the technology behind animal genomics that is set to make herd improvement easier, faster and more effective for farmers and dairy industry organisations.

Concurrent afternoon sessions will immerse delegates in a range of cutting edge advances in the dairy industry. Sessions will include an in-depth look at how GPS technology assists herd management via 'virtual fences', the continuous development of robotic milking and its effect on farm productivity, and the use of 'excretion sensors' to detect levels of nutrients in urine and its ultimate effect on soil.

The perennially popular 'Top Paddock' along with the Innovation Day Dinner, both provide ideal networking opportunities to continue discussions with sponsors, colleagues and the broader industry network.

“The dairy industry is known for leading the way in agriculture, and this conference continues our vision to stay ahead of the curve in technology,” Ms Hehir added.

“With the theme of ‘Re-Imagining Dairy: Big Data Revolution’, we encourage everyone in the dairy industry to immerse themselves in the latest technology, be challenged, and to re-imagine how we dairy,” said Ms Hehir.

To register for the DairySA Innovation Day 2017, head to Eventbrite at [dairysainnovationday2017.eventbrite.com.au](http://dairysainnovationday2017.eventbrite.com.au)

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FURTHER INFORMATION: Please contact Bec Hehir on [rebecca@dairysa.com.au](mailto:rebecca@dairysa.com.au) or 0418 951 324.  
[www.dairysa.com.au](http://www.dairysa.com.au)

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