

SE News
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Milk to **China** could be saviour of **dairy** farms QUEENSLAND **dairy** farmers could soon start selling fresh **milk** to **China** for up to \$9 a litre.

Under a trial by the farmer-owned Norco, farmers get 50¢ to 60¢ a litre for the **milk**, which is flown to **China** where consumers are prepared to pay between \$8 and \$9 a litre.

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One shipment of 4500 litres from NSW two weeks ago had such an impact with environmentally-conscious middle-class **Chinese**, that Norco has been swamped with inquiries from other importers.

The next order is for 20,000 litres but the aim is for **millions** of litres. Desperate Queensland **dairy** farmers hope that it might help arrest the industry crash that has resulted in 100 farms being **sold** since Coles started the home **brand milk** wars in 2011.

Norco Co-op chief executive Brett Kelly said he was stunned at the result. It had taken 18 months to get quality assurance and testing requirements in place to satisfy the **Chinese**. The key was Australia's clean and green reputation on world markets.

"The **Chinese** middle- class is renowned for being well educated, quite well off and focused on health, especially in regard to their children," he said.

Kenilworth **dairy** farmer Peter Rough said every farmer was praying for the scheme to succeed. Queensland Dairyfarmers' Organisation chief executive Adrian Peake said the need for another market was critical.

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