

SE **Business**
 HD **Chinese** tour Goulburn Valley
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CHINA'S media, influential bloggers and a film crew had a taste of Australian **dairy** in the Goulburn Valley recently.

Farmers, the Pactum **Dairy Group** site at Shepparton and local attractions including the Murray River were visited during a promotional tour organised by Pactum and **Chinese** giant Bright **Dairy**.

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Bright **Dairy** public relations director Min Ben said the trip was designed to "explore the purity" of the UHT **milk** sent to **China** by Pactum.

"Australia has a large land with less population," she said. "The cows have very good living environment and enjoy the pastures freely, the local government has strict standard for food safety. The quality of **milk** therefore is very trustworthy." Two bloggers with about 1.6 **million** followers each, including one a "gourmet appreciator-baker" and another high-profile tourist program host, travelled with the **group**.

Ms Ben said the bloggers' posts included many positive discussions among fans and in the long-term she hoped the media exposure would improve awareness and recognition of the brands among consumers.

Visiting the farm was the best part of the trip, according to Ms Ben, as the Goulburn Valley reminded the **group** of an old **Chinese** proverb that's used to describe "a nice farming area of **China**".

"The old proverb in **China** is 'once the wind blow away, cows and sheep are everywhere living in the pasture'," she said.

Bright **Dairy** has taken groups to New Zealand following its purchase of a majority **stake** in Synlait **Milk** in 2010. Ms Ben said the Australian **dairy** industry could better sell its products to **Chinese** consumers with policy support to attract **Chinese dairy** investment, an "international mindset," an efficient team and a free-trade negotiation to reduce the import duty of **dairy** product into **China**.

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