



**MEDIA RELEASE**

**IMMEDIATE**

## **New Royal Melbourne Dairy Show Announced**

The Royal Agricultural Society of Victoria (RASV) has announced a new springtime show to its event calendar, the Royal Melbourne Dairy Show, which will take place on Wednesday 15 and Thursday 16 September at the Melbourne Showgrounds.

The inaugural event will showcase the country's finest dairy cattle immediately before the Royal Melbourne Show which commences on Saturday 18 September, 2010.

Previously staged during the Royal Melbourne Show, the event will include the Kubota Dairy Youth Classic, dairy cattle breed and interbreed competitions, which culminate in the prestigious Royal Melbourne Champion Dairy Cow award.

The Royal Melbourne Dairy Show will provide producers with a valuable spring focus for the dairy industry, with space for the competition to grow.

Recently appointed RASV Dairy Cattle Committee Chairman and long-standing General Manager of Semex Pty Ltd, Jim Conroy, said the inaugural Royal Melbourne Dairy Show offers an excellent opportunity to promote dairy competitions to a wider group of exhibitors.

"Created to meet the demand for a spring dairy show, the Royal Melbourne Dairy Show offers a more focussed competition that brings with it significant change and greater exhibitor benefits," said Mr Conroy.

"The Show will provide an opportunity for breeders to network and 'talk cows', and involve future industry leaders. It will also allow school students to participate in interactive displays and witness dairy cattle being prepared and judged.

"We encourage the dairy industry to embrace this event and take full benefit of this opportunity to showcase the finest in Australian dairy genetics," he said.

"The RASV is proud of its long-standing involvement with the dairy industry, and after consulting with exhibitors, is pleased that it can offer a bigger and better event for our devoted dairy cattle breeders," said Mark O'Sullivan, CEO RASV.

"Royal Melbourne Dairy Show exhibitors can expect more prize money and two special events including a welcome breakfast and a celebration evening as part of the new program," he said.

The Royal Melbourne Dairy Show will provide the perfect lead in to the Royal Melbourne Show, which will feature a display of dairy cows representing each breed across the 11-day event.

For more information and updates on the planning process please visit [www.rasv.com.au](http://www.rasv.com.au).

To be part of the inaugural Royal Melbourne Dairy Show please contact RASV Agricultural Events Coordinator, Zoe Moroz on 9281 7412 or via [zoe.moroz@rasv.com.au](mailto:zoe.moroz@rasv.com.au)

ENDS-

**For all media inquiries please contact Wrights for the RASV (03 9690 9911):**  
Gareth Beck, Wrights – 0412 913 150 / [gbeck@wrights.com.au](mailto:gbeck@wrights.com.au)