

5 WAYS YOU CAN TAKE ACTION FOR COWS AND CALVES IN THE DAIRY INDUSTRY.

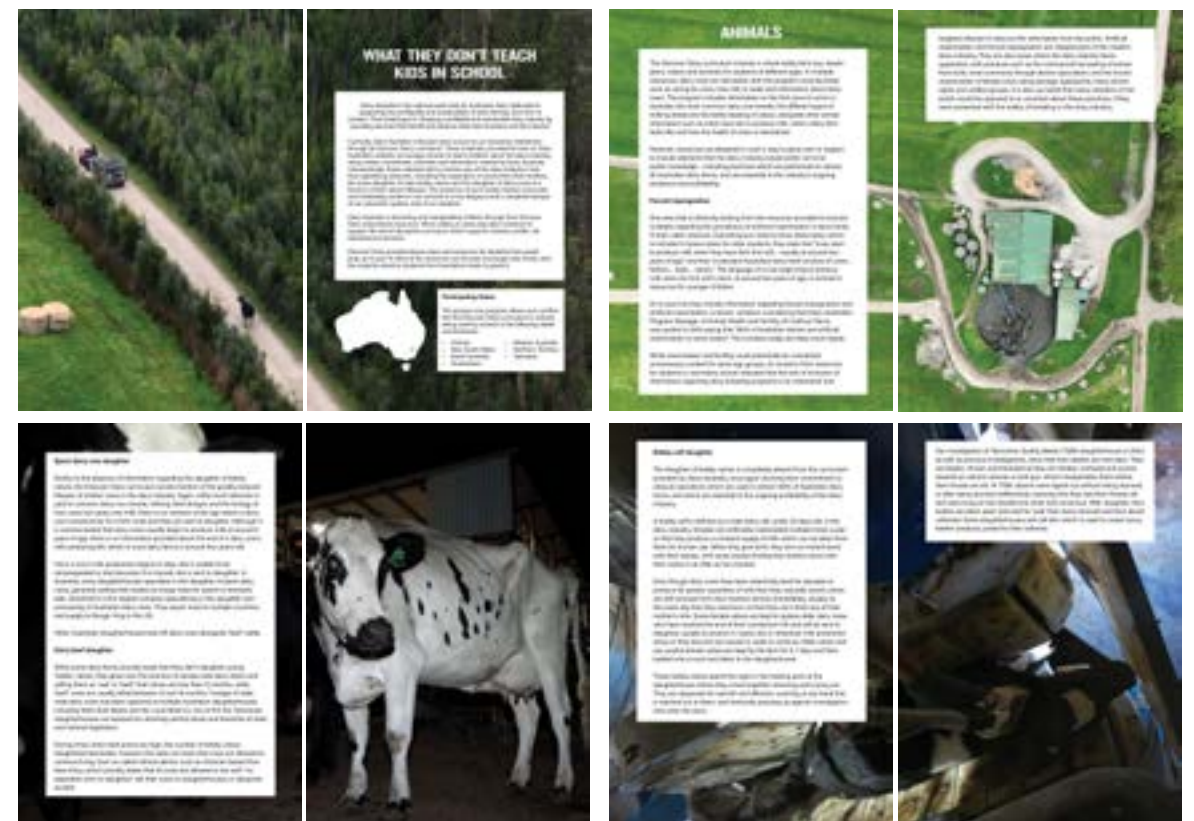


FARM
TRANSPARENCY
PROJECT

1. READ OUR DISCOVER DAIRY OPPOSITION GUIDE

The resources created by Dairy Australia are inherently biased towards representing the Australian dairy industry in a positive light and encouraging students to a) consume dairy products and b) consider a career in the dairy industry. As such, all resources provided in the Discover Dairy Program are framed from the perspective that dairy is an industry without any real issues and which adds incredible value to farmers, producers and consumers

Our opposition guide highlights the misleading and missing information in the Discover Dairy curriculum, focusing on the areas of animals, environment and health.



[Download the guide](#)

2. SEND AN EMAIL TO YOUR STATE'S EDUCATION MINISTER

Dairy Australia's Discover Dairy Program is industry advertising disguised as an educational resource. By allowing it in schools, we are accepting that it is ok to educate children using biased, manipulated information which erases and rewrites the reality of an industry that relies on the loyalty of children to ensure its future profitability. Just like we wouldn't allow the confectionary industry to provide resources talking about the benefits of their products, and failing to mention the many and significant drawbacks, we should oppose the shameless manipulation of schoolchildren through this program.

We encourage you to use this resource to write to your state's Education Minister and demand an immediate end to Dairy Australia's manipulation and misinformation of schoolchildren through their Discover Dairy curriculum.

State Education Ministers

Victoria

Ben Carroll
ben.carroll@parliament.vic.gov.au

South Australia

Blair Boyer
minister.boyer@sa.gov.au

New South Wales

Prue Car
londonderry@parliament.nsw.gov.au

Northern Territory

Mark Monaghan
minister.monaghan@nt.gov.au

Queensland

Dianne Farmer
Bulimba@parliament.qld.gov.au

Tasmania

Roger Jaensch
roger.jaensch@dpac.tas.gov.au

Western Australia

Dr. Tony Buti
Minister.Buti@dpc.wa.gov.au

Send an email here



To: The Minister for Education

Subject: Ban misinformation and commercial manipulation in our schools

Dear Minister,

I am one of many people who has been shocked and devastated after seeing recent footage of the slaughter of calves and dairy cows who have been discarded as waste from Australia's dairy industry. Late last year, footage from Tasmania's largest calf slaughterhouse, Tasmanian Quality Meats, showed thousands of week-old 'bobby calves' being roughly handled and violently killed, dozens while fully conscious and aware. Now, new footage has been released showing the slaughter of 'spent' dairy cows - 4-6 year old female cows who no longer produce enough milk to be profitable to a farm.

Australia's dairy industry has, for decades, proudly showed consumers a vision of open pastures and happy, healthy cows. The footage of tiny calves, covered in their own waste and barely able to stand, as well as defeated mother cows, chasing after trailers with their calves on them or standing, emaciated and exhausted in the holding pen at a slaughterhouse, is completely at odds with the image of the dairy industry sold in advertising and in Dairy Australia's own promotions. This deceptive advertising, which ignores the scale of suffering that goes into creating a glass of milk, is deeply concerning.

I am writing to you, however, to ask you to take action regarding an even more worrying deception. Currently Dairy Australia is allowed open access to our education institutions through their Discover Dairy curriculum. These materials, provided on Dairy Australia's website, encourage schools to teach children about the dairy industry, using videos, worksheets, activities and information which fail to mention any of the dairy industries less than appetising elements, including the separation of calves from their mother's, the mass slaughter of male bobby calves and the slaughter of dairy cows at a fraction of their natural lifespan. The presence of such clearly biased, inaccurate and misleading content in our schools is a true disgrace and a complete betrayal of our education system, and of our students.

I am joining many others to write to you and ask that you please review the decision to allow industry bodies, such as Dairy Australia, open access to our schools. All educational curriculum should be accurate, unbiased and impartial, not designed to benefit the profit-motivated interests of an industry which has spent decades hiding its dirty secrets from a population of animal lovers, who would be shocked by the true cost of dairy. Farm Transparency Project have prepared a report, highlighting some of the misleading and inaccurate information in the Discover Dairy program. You can view the [report here](#).

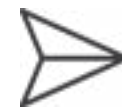
Will you consider disallowing Dairy Australia's Discover Dairy curriculum from school's and instead facilitating the development of impartial, independent educational resources which teach children about our food system?

I look forward to your response,

[Your Name]

3. SEND AN EMAIL TO YOUR SCHOOL'S PRINCIPAL

If you are a parent, teacher or student, we also encourage you to contact your school to ask if they use the Discover Dairy program, and request that it be banned and replaced with an informative, unbiased curriculum about the reality of our food system.



To: School Principal

Subject: Concerns regarding Discover Dairy program in our school

Dear [name of school principal, head teacher, sympathetic teacher, teacher committee]

I am one of many people who has been shocked and devastated after seeing recent footage of the slaughter of calves and dairy cows who have been discarded as waste from Australia's dairy industry. Late last year, footage from Tasmania's largest calf slaughterhouse, Tasmanian Quality Meats, showed thousands of week-old 'bobby calves' being roughly handled and violently killed, dozens while fully conscious and aware. Now, new footage from Victoria has been released showing the slaughter of 'spent' dairy cows - 4-6 year old female cows who no longer produce enough milk to be profitable to a farm.

What concerns me the most is, not only the cruelty that is being inflicted on these cows by the dairy industry, but the lack of awareness of practices such as the separation of newborn calves from their mothers, the slaughter of hundreds of thousands of male 'bobby' calves and the merciless slaughter of dairy cows at a fraction of their natural lifespan. I believe that consumers should have access to full, unbiased information about agricultural industries and it worries me greatly that this isn't happening.

Currently Dairy Australia is allowed open access to our education institutions through their Discover Dairy curriculum. These materials, provided on Dairy Australia's website, encourage schools to teach children about the dairy industry, using videos, worksheets, activities and information which fail to mention any of the dairy industries less than appetising elements, such as those that I mentioned above. The presence of such clearly biased, inaccurate and misleading content in our schools is a true disgrace and a complete betrayal of our education system, and of our students.

As a (teacher, parent, student) at this school, I am proud of our commitment to providing equal, fair and unbiased information to our students. It concerns me greatly that a profit-focused body, such as Dairy Australia, is influencing how students are learning about the dairy industry. All educational curriculum should be accurate, unbiased and impartial, not designed to benefit the profit-motivated interests of an industry which has spent decades hiding its dirty secrets from a population of animal lovers, who would be shocked by the true cost of dairy.

I would like to inquire as to whether our school uses Dairy Australia's resources and, whether you would be open to banning them from our school's curriculum, and replacing them with accurate and unbiased materials.

I look forward to your response,

[Your Name]

4. BUY A SHIRT AND STICKERS FROM OUR ONLINE STORE



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5. SUPPORT THE CAMPAIGN ON OUR SOCIAL MEDIA ACCOUNTS



farmtransparency.org



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