



# Demo'strating Our Environmental Credentials

*Dairying Better and Better for Tomorrow – On the Moo've*

During 2007 and 2008 Queensland Dairyfarmers Organisation (QDO) worked with Natural Resource Management Groups (Regional NRM groups) throughout the state under the *Systematic Approach to Sustainable Agriculture across Queensland* project to develop environmental recognition for their industry Farm Management Systems (FMS) program Dairying Better N Better for Tomorrow (DBnB).

This mutually beneficial collaboration saw the development of the "On the Moo've" component of the FMS program in partnership with dairy farmers, which allows for implemented action addressing key risks, including environmental, through a continuous improvement process of plan, do and reflect.

Once developed "On the Moo've" was then utilised to address key NRM issues as identified through the DBnB prioritisation process, which includes NRM Plans of Regional Groups throughout the Dairy Industry including the Darling Downs, Rockhampton and Far North Queensland.

This saw 25 dairy farmers addressing environmental issues including energy efficiency (Watts in your Dairy at Allora), nutrient efficiency (Pittsworth) and soil health (Ravenshoe and Rockhampton).

This process proved most successful with dairy farmers indicating that they are now feeling more "comfortable" and "in control" with respect to on-farm NRM issues as a result of the program.

The final evaluation provided farmers the opportunity to comment about how they felt about on farm environmental issues now that they had completed the Dairying Better N Better for Tomorrow program. The following quotes were recorded:



*"I know I'm just making a start, sets a new direction and help is always available".*  
(Ravenshoe farmer)

*"I feel comfortable but there is lots of room to improve".*  
(Rockhampton farmer)

The program achieved excellent results in terms of meeting farmers' expectations with 100% of participants indicating that the program had met or even exceeded their expectations.

**The Systematic Approach to Sustainable Agriculture across Qld project was proudly managed by Fitzroy Basin Association and led by the Queensland Regional Natural Resource Management Groups Collective. The Develop Sustainable Production Practices for the Queensland Dairy Industry – Dairying Better 'n' Better for Tomorrow (DBnB) Review module was completed by our valued partner Queensland Dairyfarmers Organisation in collaboration with several Regional NRM Groups and dairy farmers throughout the state.**



## PROJECT AT A GLANCE:

Systematic Approach to Sustainable Agriculture across Qld allowed industry and regional groups to come together in order to identify how each others programs could be used to demonstrate environmental outcomes for producers. The project undertaken by QDO titled, Develop Sustainable Production Practices for the Queensland Dairy Industry – Dairying Better 'n' Better for Tomorrow (DBnB) Review, was most successful. This is demonstrated by:

- "On the Moo've" developed and piloted with dairy farmers at East Gympie.
- DBnB implemented in jointly identified strategic NRM Gaps on 25 Dairy farms throughout Queensland.
- A noticeable shift in farmer attitude to managing environmental issues was reported. Prior to participating in the program 36% of farmers felt "worried" or "slightly concerned" about on farm environmental issues while 64% felt either "comfortable" or "in control". A noticeable shift in farmer attitude was recorded at the completion of the program with only 10% still feeling "worried" or "slightly concerned" and 90% now feeling "comfortable" or "in control."