

## Response from a Dairy Australia spokesperson:

1. Does Dairy Australia believe that coverage in the Sunday Telegraph (14/05), Herald Sun (15/05) and the subsequent news bulletins accurately represent the research? All of the news reports say that “... 97 per cent of Australian adults are not getting their daily serves of dairy foods.”

There was a discrepancy in the way the statistic was communicated. As soon as this was realised, it was requested that Herald Sun issue a correction in the next day's paper, they confirmed they would proceed with a correction issued via a social media post to go live this week.

We have since contacted other journalists who had published the statistic to also issue a correction.

The accurate reports of the data are as follows:

- The Australian Health Survey shows nine out of 10 Aussie adults aren't meeting their recommended daily serves of milk, cheese and yoghurt, as per the national recommendations by the [Australian Dietary Guidelines](#). Breakdown of this stat in the table below:

Australian Health Survey ADG serves vs actual intakes for dairy foods

More detailed breakdown here:

<https://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4364.0.55.0122011-12?OpenDocument>

	Recommended serves	Actual serves (mean)	% missing out
<b>CHILDREN AND TEENS</b>			
Boys 2-3	1.5	1.8	29.7
Girls 2-3	1.5	1.9	39.7
Boys 4-8	2.0	1.6	73.7
Girls 4-8	1.5	1.4	59.8
Boys 9-11	2.5	1.6	88.0
Girls 9-11	3.0	1.5	96.1
Boys 12-13	3.5	1.8	96.1
Girls 12-13	3.5	1.4	98.2
Boys 14-18	3.5	1.6	97.5
Girls 14-18	4	1.1	99.5
<b>ADULTS</b>			
Males 19-50	2.5	1.7	86.1
Females 19-50	2.5	1.3	94.0
<b>OLDER ADULTS</b>			
Males 51-70	2.5	1.3	94.6
Males 71+	3.5	1.3	99.5
Females 51-70	4	1.4	99.9
Females 71+	4	1.2	99.9
<b>GROUPS</b>			
Males 2-18	-	-	80.4
Females 2-18	-	-	79.8
Males 19 and over	-	-	89.9
Females 19 and over	-	-	96.5
Males 2 and over	-	-	87.7
Females 2 and over	-	-	92.8

- 97 per cent of people (regardless of age) either don't know the correct number of servings or don't know at all how much dairy they need. \*Note, this includes those who specified a higher than correct number of dairy servings.

**2. Can you send me the press release that was sent to the media?**

A press release was not produced. The statistic was sent only via email as part of a pitch note.

**3. Can you send me the specific study that these reports are based on?**

A sample size (n=1,355) of the Australian adult population were surveyed in June 2022. The research was undertaken by independent research agency, Lewers to monitor consumer perceptions and approach to dairy foods and the industry.

**4. Is nutritionist Dr Rivkeh Haryono paid by Dairy Australia or an associated ambassador for Dairy Australia?**

Dr. Rivkeh Haryono is a Senior Nutrition Scientist at Dairy Australia, with a PhD in Nutrition Sciences. Dr Rivkeh is an expert in health and nutrition and often provides media commentary.

**5. Is Anthony Battye, who features in the image in the Herald Sun article, paid by/an employee of Dairy Australia?**

Anthony is employed by Dairy Australia and he and his young family are keen consumers of dairy products.

**6. Is dietician Joel Ferren paid by or an associated ambassador for Dairy Australia?**

Joel Ferren has previously been associated with Dairy Australia and has been paid for his professional services, however he is currently not engaged by Dairy Australia. It appears 3AW approached him directly for comment. Joel is not a current Dairy Australia spokesperson, though a very well-regarded expert in health and nutrition. Joel is an Accredited Practising Dietitian and Accredited Nutritionist with a background in biomedical sciences.