

**New South Wales**

**Southern Cross University**

**LP0775151** A/Prof C Morris; A/Prof DN Leach; Dr BC Granzin

**Approved Project Title** **Understanding the chemical components that influence the flavour and quality of milk under different pasture management systems.**

**2007 :** \$ 80,000

**2008 :** \$ 75,000

**2009 :** \$ 70,000

**Primary RFCD** 2701 BIOCHEMISTRY AND CELL BIOLOGY

APA(I) Award(s): 1

**Collaborating/Partner Organisation(s)**

Norco Co-operative Limited

**Administering Organisation** Southern Cross University

**Project Summary**

The project will preserve and substantially increase the penetration of Australian milk into the Asian import market for dairy products, which stands at \$2.1 billion annually, and is expected to grow at 6.6%per annum over the next 5 years. This outcome can potentially counteract the decline in dairy farm numbers in northern NSW, attract new suppliers to the region, and stimulate rural community growth and prosperity.