

**MESSAGE FOR PUBLICATION IN THE TRARALGON
JOURNAL IN A SPECIAL SUPPLEMENT TO MARK THE
OPENING OF A NEW £100,000 FACTORY FOR SOUTH
EASTERN MILK PRODUCTS LIMITED AT TRARALGON,
VICTORIA, ON AUGUST 28TH, 1963.**

I congratulate South Eastern Milk Products Ltd. for carrying on a tradition of more than 70 years in helping to develop Victoria's dairying industry and in supplying the public with dairy products of first-class quality.

Probably few people realise the important part our dairy factories have played in organising the collection, processing and distribution of dairy products, and in providing guidance and advice to the producers in one of Australia's important rural industries.

Not only have the factories led the drive for dairy quality and hygiene; they have encouraged the use of modern techniques and equipment on the farm, with greater efficiency and profit to the farmer as a result. Today, I am glad to note that some of them, including South Eastern Milk Products, are pioneering new products such as butter oil and casein which are helping to diversify the outlets for the products of the farms.

R. G. MURPHY

PRIME MINISTER.

CANBERRA,

21st August, 1963.