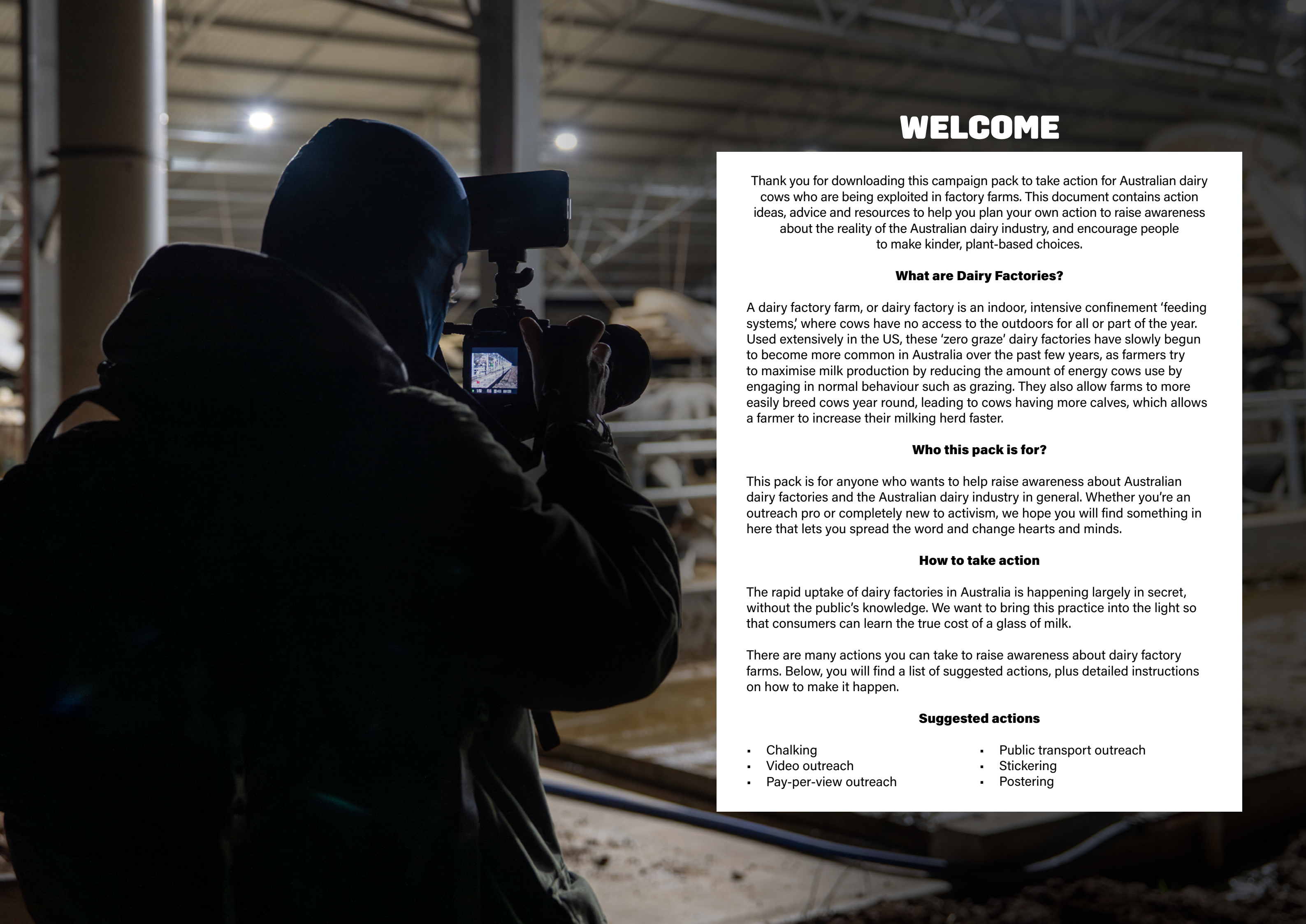


DAIRY FACTORY FARMS

CAMPAIGN PACK



WELCOME

Thank you for downloading this campaign pack to take action for Australian dairy cows who are being exploited in factory farms. This document contains action ideas, advice and resources to help you plan your own action to raise awareness about the reality of the Australian dairy industry, and encourage people to make kinder, plant-based choices.

What are Dairy Factories?

A dairy factory farm, or dairy factory is an indoor, intensive confinement ‘feeding systems’ where cows have no access to the outdoors for all or part of the year. Used extensively in the US, these ‘zero graze’ dairy factories have slowly begun to become more common in Australia over the past few years, as farmers try to maximise milk production by reducing the amount of energy cows use by engaging in normal behaviour such as grazing. They also allow farms to more easily breed cows year round, leading to cows having more calves, which allows a farmer to increase their milking herd faster.

Who this pack is for?

This pack is for anyone who wants to help raise awareness about Australian dairy factories and the Australian dairy industry in general. Whether you’re an outreach pro or completely new to activism, we hope you will find something in here that lets you spread the word and change hearts and minds.

How to take action

The rapid uptake of dairy factories in Australia is happening largely in secret, without the public’s knowledge. We want to bring this practice into the light so that consumers can learn the true cost of a glass of milk.

There are many actions you can take to raise awareness about dairy factory farms. Below, you will find a list of suggested actions, plus detailed instructions on how to make it happen.

Suggested actions

- Chalking
- Video outreach
- Pay-per-view outreach
- Public transport outreach
- Stickering
- Postering

CHALKING

Organise a few friends, pick an area with good foot traffic and spend a few hours chalking messages, facts and images about the reality of the Australian dairy industry.

Good locations might be a footpath next to the beach, parks and bus stops. Make sure to only chalk in public areas, not on private property, and only do so in pedestrian areas.

Tip: Chalking is not against the law as it is only temporary. However, some people can get annoyed. Make sure to have a bottle of water to wash away your chalking if business owners or police start to have an issue.

Suggested messages

Australian Dairy Cows are Being Factory Farmed

There's Blood in Every Drop of Milk

End Dairy Factories

Dairy = Slaughter

Did Your Milk Come from a Factory Farm?

Dairy is a Slaughter Industry

End Dairy Slaughter

Equipment

Sidewalk chalk in different colours (Officeworks has great, low-cost options such as this 64 pack of sidewalk chalk or this bucket of 15 sticks)

Water bottle.

Messaging ideas.



VIDEO OUTREACH

Get a small group together and use a laptop, large tablet or TV (plugged into a battery) to show footage of dairy cows in factory farms, as well as other realities of the Australian dairy industry. Have other people holding signs, chalking and talking to the public.

You can get large scale, professional quality posters printed and laminated at Officeworks to display during the event. You could also have a sign making day in advance, so you have handmade placards with messaging and images.

Equipment

Posters and placards (see designs)	Bluetooth speakers (for music)
Flyers (purchase here)	Foldout table
Stickers (see designs)	Chalk
Laptops or portable TVs with batteries	USBs with footage

Suggested messaging for a Facebook Event

Join us for video outreach to show the public the reality of the Australian dairy industry!

When: Time and date

Where: Location

What to wear: Dark coloured comfortable clothing.

In 2024 and 2025, Farm Transparency Project investigated four dairy factory farms in Victoria and NSW. These farms have been hailed as trailblazers by the dairy industry, with their conversion to zero graze farms applauded as innovation, rather than exploitation.

Like other forms of factory farming, dairy factories restrict cows from natural behaviour, such as grazing on grass and having access to open spaces to play and socialise. Instead, cows spend the majority of their lives standing on hard concrete eating grain, or being milked in an industrial milking parlour where their milk production is closely monitored. When it begins to slow, they are sent to the slaughterhouse. On intensive farms such as these, cows are often only 3 years old when they are killed.

Like in all forms of dairy farming, calves are taken away from their mother's at less than one day old. Thousands of male calves and unwanted females are sent to the slaughterhouse, simply because they are unprofitable for the farm.

Join us to share the reality of modern animal farming through video outreach and engagement with the public.

Download the footage
and learn more



PAY-PER-VIEW OR ‘FOOD FOR THOUGHT’ OUTREACH

Similar to video outreach but this time you’re offering to pay the public a small amount (say \$2) or giving them a free vegan treat to watch a short video. Have laptops with headphones to show them a 2-3 minute video of Australian dairy factories and then discuss with them how it makes them feel about consuming dairy products. Other people can also engage with the public with signs and chalk messages.

You could also consider setting up a table with free dairy alternatives and offering them to people who are willing to watch the short video. Consider store-bought vegan milks, chocolate and cheeses, as well as biscuits, cupcakes and other treats.

Equipment

- | | |
|-------------------------------------|--------------------------------|
| Posters and placards (see designs) | Bluetooth speakers (for music) |
| Flyers (purchase here) | Foldout table for food |
| Stickers (see designs) | Foldout table and chairs |
| Laptops or portable TVs with stands | USBs with footage |
| Headphones | Chalk |

Suggested messaging for a Facebook Event

Join us for video outreach to show the public the reality of the Australian dairy industry!

- When: Time and date
Where: Location
What to wear: Dark coloured comfortable clothing.

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We will be offering members of the public free, vegan treats/\$2 to watch a short video about the reality of Australian dairy farming. Come along to help us raise awareness and create a kinder world for all animals.

PUBLIC TRANSPORT OUTREACH

Gather a group of friends together and separate into groups of 2-3. Start at a central location and jump on a train or tram with a laptop. During the trip, have one or two people stand and show footage while another talks to members of the public who seem interested. Make sure to remain calm and polite when engaging with the public.

Equipment

- | | |
|-------------------------------------|------------------------|
| Posters and placards (see designs) | USBs with footage |
| Flyers (purchase here) | Public transport cards |
| Stickers (see designs) | Train maps |
| Laptops or portable TVs with stands | |

STICKERING AND POSTERING

Stickering

Print out stickers on sticker paper using the designs below and put them up. Focus on areas with high foot traffic such as parks, busy pedestrian streets and bus and train stops. Stick to public areas, not private property.

You can print on sticker paper at Officeworks or buy sticker paper and print them off at your home or office.

Equipment

Stickers (see sticker designs)

Postering

Print out posters from the poster designs below and put them up in your area. Focus on areas with high foot traffic such as parks, busy pedestrian streets and bus and train stops. Stick to public areas, not private property. Other good postering locations include community noticeboards and supermarkets or libraries, vegan cafes and electricity poles or light posts.

You can print posters off at Officeworks or using your home printer.

You could also print off posters and put them in letterboxes in your area.

Equipment

Posters (see designs)

Tape

Scissors



Download the sticker and
poster designs here

