

I place my submission before the Senate Inquiry (Re Impacts of Pricing on the Dairy Industry).

As a current dairy farmer and also Councillor in the Kyogle Local Government Area, I must say the advertising campaign Coles have embarked on has had an alarming effect on dairy farmer's mental state, in my electorate. How would share holders in West Farmers feel if every time they sat down to relax in front of the TV an advertisement came on saying "Your share price is going down, down, down and staying down".

Many farmers have commented to me they are extremely concerned about their future and have put all development plans on hold. This is having a negative effect on our local economy. Dairy is still a major industry in the Northern Rivers of NSW.

I implore you to stop Coles Advertising Campaign before it tips a farmer over the edge into a situation of self-harm.

Thomas James Cooper  
Councillor Kyogle Local Government Area