

# NARGA

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25 March 2011

Department of the Senate  
PO Box 6100  
Parliament House  
Canberra ACT 2600  
Australia

By email: [economics.sen@aph.gov.au](mailto:economics.sen@aph.gov.au)

Attention: Mr John Hawkins

Dear Mr Hawkins,

## **Senate Economics References Committee inquiry into the impacts of supermarket price decisions on the dairy industry**

I attach some information which Senator Colbeck asked that we provide to the Committee on notice.

The first part is an analysis of sales of product groups within the dairy category in supermarkets.

The Accenture Australia research which we commissioned, *The challenge to food a growing nation*<sup>1</sup>, (we previously submitted the case study on the dairy industry as a supplementary submission to this inquiry) found that dairy department turnover was 7.5 per cent of total retail supermarket sales in 2008. The figures in the attachment are percentages of that 7.5 per cent.

Yours sincerely,  
Ken Henrick  
Chief Executive Officer

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<sup>1</sup> Accenture Australia, *The challenge to feed a growing nation*, November 2010.

<b>Category</b>	<b>%</b>
<b>CHILLED</b>	
Butter & Spreads	9.3%
Cheese	20.0%
Cream	1.4%
Dairy Desserts	0.9%
Dips & Pate	2.5%
Yoghurts	8.4%
Smallgoods	6.4%
Chilled Juice	1.6%
Chilled Milks	0.3%
Chilled Pasta	1.7%
Chilled Seafood	0.7%
Chilled Bread	0.7%
Chilled Sundry	0.1%
<b>FROZEN</b>	
Icecream Tub	8.8%
Icecream MP	10.0%
Froz. Desserts	2.4%
Froz. Meals	5.2%
Froz. Pizza	2.2%
Froz. Poultry	1.8%
Froz. Seafood	2.5%
Froz. Snacks	2.1%
Froz. Veg	7.9%
Froz. Pies & Pastry	3.2%
	<b>100.0%</b>