



SUBMISSION TO SENATE SELECT COMMITTEE

**INQUIRY INTO
AUSTRALIA'S FOOD PROCESSING SECTOR**

APRIL 2012

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Abstract

The future viability of the Australian food processing industry is at risk and the problems will become more extreme. The problems have little relevance to the size of the two major food retailers but more because our present economic system requires endless perpetual growth.

As we start to reach the limits to growth, capitalism is forced to become more aggressive and ruthless to get that last increment of growth.

The government should not consider breaking up the Australian owned Coles and Woolworths market dominance but should communicate that our economic system needs to change and operate without endless growth. This is possible but will require substantial forward planning and leadership.

27 April 2012

The Committee Secretary
Select Committee on Australia's Food Processing Sector
PO Box 6100
Parliament House
CANBERRA ACT 2600

Dear Sir

Thank you for the opportunity to make a submission to the Inquiry as a basis for giving further oral evidence at a public hearing.

My food industry background

I commenced the operation known as Dick Smith Foods Pty Limited in the year 2000. My primary aim was to engage Australian food manufacturers and processors and to produce food products under the Dick Smith Foods label for the retail market from raw materials grown by Australian farmers.

At inception of this operation and ever since, I continue to promote to the general public around Australia the importance of supporting local industry as well as our farmers for the future prosperity of our country. I believe countries should do what they are good at; the Swiss make the best watches, Asia makes the best electronics and undoubtedly Australia grows the best food.

Turnover peaked at \$80 million per year in 2002 and has now dropped to \$8million per annum as most Australians move to lower prices. Annexure A is a recent advertisement we have placed for our fruit spreads in the Australian media. It's interesting to note that the prime reason Coles have refused to stock our products is that they are about 30 cents more expensive, and they believe Australian consumers will not support this extra cost.

I have been fortunate to have had the opportunity to fly at low level over many parts of the world and seen the pollution that exists and that's why I remain convinced that Australia can produce the best food in the world. However, most Australians buy their food based purely on price. Due to the fact that labour costs are substantially higher in Australia than many overseas countries, products made in this country are in most cases more expensive than the equivalent imported product. This is causing the gradual decline in the Australian food processing sector to the point where some sectors have disappeared completely.

Future viability of Australia's food processing sector

The future viability of the food processing sector in Australia is at risk. A major change in the way food retailing takes place after the opening of the ALDI chain will result in more and more food being imported from lower cost producing countries.

Whilst Australia's grain production, for example, may be able to be competitive in world markets due to the economies of scale, this may not be the case for other foods.

As an example, for many decades, a simple can of Australian grown beetroot has sold for about \$1.50 in our supermarkets and this has allowed a viable farming and processing industry to exist. The cost price of such a can is about 90 cents, the remainder being the supermarket overheads and profit margin. Not at any time in the past few decades have I heard of consumers complaining about the price of a can of beetroot. In fact, it's about half the price of a cup of coffee and I find it truly amazing that it could be so cheap, considering that Australian award wages and conditions are included in the price.

Notwithstanding the lack of pressure on price, ALDI started to sell beetroot at 75 cents a can. Immediately, Coles and Woolworths matched the price, as they had to. ALDI proudly claimed that the beetroot they were selling was from Australia however they did not state that this would basically sound the death knell to our beetroot growing and processing industry.

Within a short period of time, Heinz announced the closure of its beetroot processing plants in Australia, sacking hundreds of workers and Australian farmers were ploughing their beetroot crops back in the ground. Heinz announced that their beetroot from now on will be grown and processed overseas.

At the present time, there are still stocks of Australian beetroot at 75 cents a can, but it's obvious that once these go, if the price is to remain the same, all beetroot in future will come from overseas. We will have lost a complete industry, but this didn't happen because of pressure from consumers. This is an important point. It happened because one of the most astute examples of modern "extreme" capitalism, fully foreign owned ALDI, decided to flex its power.

Around ten years ago Australia had a viable asparagus industry, however, this disappeared due to the fact that asparagus could be imported much more cheaply than it could be grown and processed in Australia. Other than fresh asparagus, the majority of asparagus sold in Australia today is imported from Peru.

Similarly, we have seen orange orchards being cut down and burnt as Australian growers could not compete with the importation of cheap orange concentrate from South America.

Large parcels of our prime rural and food producing land are being acquired by foreign entities. If this continues it will gradually reduce the amount of land available to produce food for Australian consumption. In many cases the foreign entities are acquiring prime rural land to produce food for export to their own countries – where not only the food produced - but also the profit from its sale will leave Australia. It is also possible that we could see food grown in Australia sent overseas for processing by cheap labour, in conditions not allowable in this country, and then sold back to us at cheaper prices.

Sell-off of Australian owned brands

Over the past forty years we have also seen the majority of our famous food brands taken over by foreign companies to the point where there are a very limited number of wholly owned Australian food manufacturing and processing companies remaining in this country. Those that do remain are struggling to compete with the cheaper products being imported and sold under the ever increasing private label products being offered by the major supermarkets.

The takeovers have largely come about because under our present economic system, a company's success is measured not just by its profit, but also its growth. The easiest way and sometimes the only way to continue growth is to take over other existing businesses.

Successive governments have failed to implement any type of prudent planning policy on the takeover of Australian companies by foreign entities.

Many of the foreign owned food manufacturing and processing companies who once produced their products in Australian facilities have moved their production off shore where wages and ingredients are cheaper. This allows them to compete for the supermarket private label products, however, it means that less and less Australians are employed.

We have now reached the point where over 85% of products in a typical supermarket trolley of an Australian consumer are either imported or are supplied by foreign owned companies. This is increasing as more and more private label products are introduced so the supermarkets can compete with each other and continue to make profits.

Listed in Annexure B are some famous examples of Australian food brands which are now foreign owned.

Food labelling

The current food labelling laws in Australia are intentionally vague so the requirements are accepted by the large multinational companies who have political clout. Although there have been campaigns such as the “Australian Made” mark, this was in reality an indication that the majority of the cost of production of a product was made up with Australian content. For example, if the cost of a jar, a lid, label and an ingredient such as sugar represented greater than 50% of the total cost, but the primary ingredient (say, the strawberries in strawberry jam), was imported, the label could still state “Australian Made”.

In more recent times many labels bear the words “Made in Australia from imported and local ingredients”. In this case, the local content may be very small.

Food retailers

Excluding the 2500 supermarkets operated by independent retailers there are currently 1876 other supermarkets in Australia operated by Woolworths (823), Coles (741), ALDI (230) and Franklins (82). These numbers are constantly changing as the three majors continue to expand store numbers. Based on these numbers, Woolworths and Coles have 83.4% of the total store numbers and over 70% of the total grocery market sales in Australia. Costco are not included in the above figures however they are now making inroads into the Australian market with more massive stores planned.

ALDI and Costco

ALDI opened its first store in Australia in 2001 after being welcomed to this country by our Government on the basis that they would be competition for Woolworths and Coles and result in lower prices to consumers. This political decision was heralded as the answer to the Woolworths and Coles domination, however there was little if any thought given to how ALDI operated overseas and what ramifications their expanding operation may have in this country in relation to employment and the “freedom of choice” available to consumers in supermarkets.

At the time ALDI commenced in Australia I was openly critical of the lack of discussion of the downside having made myself familiar with its vast operations overseas. I predicted that ALDI would take substantial profits out of Australia and make a fortune for their German owner, already one of the wealthiest billionaires in the world however the business model used by ALDI would completely change the food processing, manufacturing and retailing industry in Australia. I have continued over the past ten years to express my concerns.

With plans to continue expanding its operations, ALDI has redefined the retail landscape in Australia. Instead of offering the freedom of choice that Australian consumers have known for over 100 years, ie “will I buy a local product, will I buy an imported product, will I buy private label?”, the freedom of decision has been taken away from the consumer and it’s actually made by the ALDI buyer. In effect, ALDI’s success comes from primarily stocking one private label product in each particular category.

Private label ensures difficulty in comparing prices

The ALDI formula is very astute. With 90% of their own private brands, it gives them room to make very substantial profits. This is because not only can they buy at the lowest possible cost but most importantly consumers cannot directly compare prices on these items. It’s the dream of any retailer. For example, ALDI import their own version of *Vegemite*. It’s called *BREKKIE MITE*. Now the only people who sell *BREKKIE MITE* are ALDI. They have no competition from other retailers selling this brand. ALDI make their *BREKKIE MITE* in Brazil where the workers are paid substantially less than anyone in Australia, so it is obvious that Australian made *Vegemite* would not be able to compete. This means that ALDI with 90% of their products can make high profits whilst still selling at a lower price. They are very astute in making sure that with most of their products no-one can ever compare a price.

The ALDI business model is “low overheads”, and they operate with many of their products on pallets in cartons, rather than on shelves, which reduces the time and cost of merchandising.

Most importantly, ALDI’s lower prices primarily come from having lower labour costs, that is, they employ less Australians. When Coles and Woolworths follow this particular trend, (as they will be forced to) where in a large supermarket you might only have one or two Australians employed our food prices may be slightly cheaper but in the long term our taxes will very likely go up to pay for the social services of people who no longer have jobs.

When ALDI stocked a limited range of products there was hope that the Australian owned retailers could survive because they could sell the other necessities that were required, place a higher price on those and obtain an extra margin to cover their extra staffing overheads. The alternative was to go broke.

That’s now all changed. ALDI have announced that they are going to increase their product range so a typical Australian family can buy all of their products in an ALDI store. This will result in Coles and Woolworths either following ALDI further on this lower cost, 90% private label, “lack of choice” model or losing substantial market share and eventually failing.

Lower costs of not being publicly listed

ALDI also has another cost advantage over the Australian owned Coles and Woolworths. ALDI is a private company; they do not have the high costs of public listing and the costs of distributing a share of the profits to tens of thousands of Australian shareholders - many through their superannuation funds. Yet Coles and Woolworths have to compete with ALDI on price, so they are forced to buy at an even lower price to be able to cover these extra overheads.

It's clearly not a level playing field as ALDI (which is often described as being highly secretive) does not even have to tell Australians what profits are repatriated to Germany, let alone what profits they are actually making here in Australia.

Extreme capitalism

American owned Costco is one of the best examples of extreme capitalism. Their prices are low because their overheads as a percentage of turnover are low – they employ less people. There is a huge warehouse environment where you pick from a pallet and they only stock products that they can make maximum profits on at low prices. As a marketing ploy consumers are required to become “members” of their organisation so they think that's giving them some type of lower cost when the lower cost is primarily coming from lower purchase prices and lower overheads and lower levels of service.

I predict that the typical Australian owned retailers JB Hi Fi, Dick Smith Electronics and Harvey Norman Electronics' labour intensive way of selling consumer electronics will change. The sales people will lose their jobs – probably to become lower paid courier drivers (if they can get a job at all) delivering GST free imported goods from our airports, and all other sales will be at very low prices from warehouse style outlets.

Coles and Woolworths must move more to private label or go broke

“SUPERMARKETS risk prosecution if they favour their “private labels” to disadvantage other grocery brands, the competition regulator warned yesterday.”

The Australian, Monday 2 April 2012

There appears at present to be a criticism of the major supermarkets, not only because of their market share but because of their ever increasing move to offer private label products instead of branded products.

Notwithstanding the warning in *The Australian* newspaper shown above (full article – see Annexure C), it will be the only way they will be able to stay in business. There is little doubt that this is a direct result of governments encouraging very low cost operators like ALDI and Costco to operate in Australia. ALDI openly and proudly states that it has been responsible for changing the retail landscape in Australia since it commenced operations here. This is true.

If the Australian owned Coles and Woolworths do not move more towards offering more private label products (where purchase costs are lower and selling prices can't be compared), they will not be competitive with ALDI. We would see reduced sales in their operations followed by reductions in staff numbers and profit.

If political and subsequent legislative pressure is applied to break up Coles and Woolworths I predict that we could end up with all the major retailers in this country being foreign owned. ALDI could take over one part of the smaller business and Walmart the other. Tesco, ASDA and Carrefour could likely also arrive in Australia and take over parts of the remainder. We could have five retailers or more, prices will be even slightly lower than they are now but they will all be foreign owned with a far lower number of Australians employed and all of the profit and wealth creation will go overseas. This may not be advantageous for Australia. It should be noted that lower and lower food prices in America have resulted in an obesity epidemic and lower longevity.

Efficiencies of scale

It is important to understand that mega size multinational companies generally have lower overheads as a percentage of their turnover and are therefore able to sell items at cheaper prices. The extreme of this is to have just two companies in each field. This allows, as long as they are truly competitive – and trade practices law should ensure this, for them to take advantage of the maximum efficiencies of scale. Of course, this could end up where we only have two companies in each type of retail sector field in the world. I can see us heading that way. It seems to be praised by business people and politicians universally when huge companies take over other companies, because everyone knows that maximum efficiencies and profit growth will mostly likely result.

There is little doubt that with the very large companies operating, food is now cheaper than it has ever been as a percentage of the average wage, compared to when we had corner shops. As a percentage of average earnings, food costs are about 8% in Australia and as low as 6% in the USA. The average in developed countries is 10%.

I believe our political leaders should be honest and explain that the upside of these huge companies is generally lower prices but there is a downside. Suppliers either will have to become huge themselves, ie the small family farm goes, or they will not be able to compete. It's sort of "ultimate capitalism" or "extremism in capitalism" as everyone heads for the Holy Grail. That is, the lowest possible overheads, so goods can be sold at the lowest price, but growth can continue and profits can be maximised.

Supermarket buyers must now be ruthless

The buyers employed at the major Australian supermarkets now have to be completely ruthless or they'll lose their jobs. In the past buyers were allowed to have the belief that both the retailer and the supplier must be able to make a dollar. In effect there should always be room for the supplier (in many cases small Australian food processors) to be able to make a profit at the price which is agreed. This has now changed.

The buyers in the large Australian supermarket chains now know that they have to compete with the lower cost retailers such as ALDI and Costco. As these companies already have lower overheads the major Australian supermarkets now have to purchase at even lower prices to be able to match selling prices and compete. This is just common sense. The result is that the Australian supermarkets now employ some of the toughest and most astute buyers – some I understand have been imported on contract from overseas. I'm told that buyers are paid very large amounts of money and given substantial bonuses on their success in being able to beat prices down.

This is of course just modern "extreme" capitalism. We should get used to it. It's often claimed that the buyers from the American Walmart chain are some of the toughest in existence and the most highly paid. They deserve to be. The Walmart company makes a profit of over \$15 billion per year while it pays its workers in America about \$8 an hour – less than 50% of what an Australian worker would be paid in a similar job. I've been told that food is up to 20 percent cheaper in the United States. Yes, you can have food 20 percent cheaper if you're happy to have wages that are 50% lower! I've often said if we want low globalised prices in Australia we'll likely have to accept low globalised wages! It should also be noted that over 50 million Americans are on food stamps and the US GDP per head is now less than ours.

When we asked our supplier why our peanut butter (which is made using high quality and more expensive Australian peanuts) was selling for about 20% less than the *Kraft* product (which was made substantially from imported peanuts from countries where very low wages are paid) we were told "*Dick, the supermarket buyers have not allowed us to increase the price for many years*".

At the present time Dick Smith Foods is negotiating with Coles and Woolworths to increase the price of our peanut butter so we can continue to be in business using Australian peanuts. We have not yet been able to get acceptance of our price rise. If we cannot get the rise our business will not be viable. Would the buyers care? Probably not – why should they? Their responsibility is to the bottom line of their company's accounts – not to Australian farmers.

In a front cover article headed, “*Supermarket Standover*” in the April 2012 issue of *Choice* magazine, whilst completely missing the point of why the big supermarkets are going to more and more private labels, it states:

“Even when customers appear willing to pay more for the branded product than the home brand, manufacturers overwhelmingly tell Choice the supermarkets forbid them from raising their prices, both wholesale and shelf.”

Big business reigns supreme

It looks as if the future will be for larger and larger multinational companies with turnover larger than the Gross Domestic Product of many countries. This means they can pay truly extraordinary salaries for their chief executives and get the toughest and most astute growth merchants.

In Dick Smith Foods currently this financial year we have lost over \$200,000 and are in a position where if we cannot get both Coles and Woolworths to stock all of our small range we will go broke. We are also in the position where we can’t pay the salaries that are required by top people in the industry and also have difficulty in affording the extraordinary high costs of advertising. For example, an A4 size advertisement (Annexure D) would cost \$31,668 in the Sunday Telegraph, an amount that our business with its turnover simply can’t afford.

I’m not complaining about this; I’m just explaining the reality that politicians should understand that our present economic system has now moved to a situation where businesses must be huge and most likely foreign owned and multinational or not survive. This is as a result of consumers desiring lower and lower prices for their purchases (meaning mainly imported goods) and shareholders demanding endless growth in profits.

It’s also important to note that when businesses were family owned they would, from time to time, make decisions for benevolent reasons (ie to “do the right thing” by the community) and many did. This is unlikely to happen anymore – maximising profits is the prime requirement in modern big business.

The future of food retailing and pricing

I believe that it is imperative that our politicians do not use the market size of Australian owned Coles and Woolworths to make decisions that may do immeasurable damage to our country in the longer term.

If we were to finish up with five or more foreign owned retailers as foreshadowed earlier, we may see food prices drop by a further few percent but all the wealth created would be shifted overseas and nearly all of our food would be grown in China and other low cost countries as the global market looks for lower and lower prices so profits can endlessly increase.

Our much valued ‘freedom of choice’ by Australian consumers will go for ever. The choice of what particular product we are forced to buy will be made by the supermarket buyer who will only stock the product that can be sold at the lowest cost for the highest margin. It won’t just be ALDI with 90% home brands; it will be Coles, Woolworths (if they exist at all) and every other company. Virtually all processed food will be imported from lower cost countries.

People will be saying *“What happened to our wonderful freedom of choice where we shoppers made the decision?”*. We’ll be told *“Oh, that’s gone forever because most wanted the lowest price and that’s what the market is providing”*.

But we won’t have been given the facts so we can actually decide whether we want this to happen or whether we may be prepared to pay a little extra to keep our freedom of choice and Australian farmers in business and country towns from being shuttered up. It is up to our political leaders to communicate this to the public.

It will be claimed “the market” will provide for consumers who wish to keep their freedom of choice. That is, competitor shops will open providing a full range of products. This however is unlikely, as for such a competitor to be viable a substantial turnover is required and this would be difficult if not impossible to obtain.

Australia’s and the world’s unsustainable economic system causing the problems

Our present economic system requires perpetual exponential growth in profits. This is clearly not sustainable. Most people know that there is a limit to growth in a finite world and as we start to get closer to the limits businesses are forced to extremes to keep profits increasing.

I am disappointed that our politicians are not communicating to Australians that our present economic system is not sustainable. As we get closer to these limits more and more anguish will be created. It’s easy to make big Australian companies like Coles and Woolworths the scapegoats for what’s happening to our lives.

The Boards and CEOs of Coles and Woolworths know they will lose their jobs if they do not keep exponentially increasing profits every year. The reason we now have a situation where the Chief Executive of Coles, Mr Ian McLeod, gets \$16M a year including bonuses (and it’s claimed in the media that it could be as high as \$30M next year), whilst Australian process workers at Heinz are losing their jobs and farmers are ploughing back their crops, is nothing to do with the “greed” of Coles. It is all to do with our economic system, where shareholders will sell their shares if profits don’t increase perpetually, exponentially and endlessly.

An example of the extremes of capitalism is obvious, when Woolworths, a traditional and wonderful Australian public company is now the largest operator of gambling machines in the country in its ever increasing quest to increase profit “growth”. The downside of these greater profits is of course all of the anguish and despair from financial ruin that the use of poker machines causes to many Australian families.

The media and growth

There could be an explanation as to why our politicians do not tell us the facts about this issue. Many politicians have said to me words to the effect *“Dick, I agree with you, there are limits to growth, however, if I mentioned it, I would be crucified by the Murdoch media”*.

I have found most of my statements in relation to the limits of growth and the issues in this submission are not covered by journalists, or if covered, are distorted, not only by the Murdoch media, but most of the big media in this country. It’s almost as if journalists know they will not have an on-going career if they actually query our unsustainable growth addiction.

Recently, the Premier of New South Wales, Barry O’Farrell, queried the “growth agenda” by stating he would not be supporting another airport in Sydney. Ever since, he has been mercilessly attacked by the Sydney *Daily Telegraph* and this attack will continue until he is either removed from office or changes his view.

It is clear that the management of the Murdoch press in Sydney would be under constant pressure from Head Office in New York to constantly grow, grow, grow with more and more profits. This would be difficult without more and more people in Sydney purchasing more newspapers.

I have asked *“But when we have a trillion people in Sydney with 200 airports, will that be enough?”*. Of course, everyone laughs. It nevertheless shows, however, that one day there will be a limit to growth, so why not at least discuss it and plan for it now?

I have little doubt we can have a viable free enterprise system based on capitalism, but one that is not based on the perpetual exponential growth in the use of resources and energy. It would be one with growth – by increasing efficiencies and saving waste to enhance our quality of life – but not continuing to use more and more energy and resources.

To achieve such a result we need leadership from our politicians to plan and explain why change is needed. Change to a stabilised economic system cannot happen immediately because we would have recession and major job losses; however it could be planned and introduced by strong leadership over a number of decades.

If this message is constantly suppressed by the media as well as our politicians we will end up going over the cliff or hitting the wall as we reach the limits of growth and the damage could be enormous.

Saying it how it is

I find I am sometimes stopped in the street and people say to me *“Keep saying it how it is. Our politicians are not going to”*. This is a great disappointment to me in a country where freedom of speech is supposed to exist.

We should stop blaming Coles and Woolworths for their size and market dominance. It's just a result of our economic system and all of us desiring ever increasing growth in profits and returns on our investments. The situation has been caused by us and our political masters who don't show the leadership that is necessary to tell us the downside of the extreme capitalism that we are now heading towards because of the limits of growth.

I have benefited from economic growth more than most, but there comes a time when continuing with perpetual growth reaches limits. I believe that we have reached the time when our political leaders should show leadership and say there is always a time when *“enough is enough”* and we need to stabilise and grow the quality of life, not just the *“quantity”* of life.

Dick Smith

Director - Dick Smith Foods

ANNEXURE A

Made & Grown in Australia



**Australia. Where the best food
in the world comes from!**

DICK SMITH'S 5 WAY TEST

- ✓ Highest Quality
- ✓ Australian Grown,
Made & Owned
- ✓ Aussie Made
= Lower Food Miles
- ✓ Ingredient Traceability
- ✓ Jobs & Profits stay
in Australia

Can you believe that Australia's number 1 selling fruit spread comes from France!

Over 4 Million jars of St Dalfour are imported into Australia every year, yet Australian farmers are having to plough their crops back into the ground! I have flown low in the northern hemisphere and seen the pollution.

We're fighting back with our magnificent Australian grown, 100% spreadable fruits. No cane sugar added and sweetened only with Australian fruit juice. Surely it's worth 30c more to support our farmers and have the best quality food for your family.

Dick Smith
DICK SMITH

*Available from Woolworths, IGA and Independents.
Coles sell the French St Dalfour but have refused
to sell our Aussie spreads.*

www.dicksmithfoods.com.au

Pictured above: Our Raspberry farm, Westerway Tasmania, Australia.

DICK SMITH'S
AUSSIE GROWN FOODS

ANNEXURE B

Brand	Original Australian owner	Now foreign owned by	Location
<i>Beverages</i>			
P&N, Frantelle, Waterfords	P&N Beverages	Asahi Breweries	Japan
Andronicus Coffee	Andronicus Co	Nestle Limited	Switzerland
Billy Tea		Tata Group	India
Cottee's Cordials	Cottee's Foods	Asahi Breweries	Japan
Dairy Farmers, Dare Iced Coffee, Oak, Moove	Dairy Farmers	Kirin Holdings	Japan
Harris Coffee and Tea	D. E. Harris Pty Ltd	Douwe Egberts/ Sara Lee D-E N.V.	Netherlands
Kinkara Tea	J. R. Love & Co Pty Ltd	Tata Group	India
Mynor	The Mynn Co	Asahi Breweries	Japan
Nerada	Nerada Tea	BOH Plantations SDN BHD	Malaysia
Lan-Choo Tea		Unilever	UK
Berri	Berri Ltd	San Miguel (50%)	Philippines
Bushells Tea	Bushells	Unilever	UK
Jarrah Coffee	Jarrah	AB Food & Beverages	UK
<i>Biscuits, pies and snack foods</i>			
Arnott's Biscuits - Tim Tam, Sao, Scotch Finger, Milk Arrowroot	Arnott's Biscuits	Campbell Soup Company	USA
Salada	Brockhoff Biscuits	Campbell Soup Company	USA
Chiko	Frances McEnroe	J. R. Simplot Co	USA
Peters	Peters Ice Cream	Nestle Limited	Switzerland
Streets	Streets Ice Cream	Unilever	UK
<i>Confectionery</i>			
Allens Lollies - Butter Menthol, Fantales, Minties, Jaffas	Allens	Nestle Limited	Switzerland
MacRobertson's - Cherry Ripe, Columbines, Freddo Frog	MacRobertson's	Asahi Breweries	India
Red Tulip	Red Tulip	Asahi Breweries	India
Violet Crumble	Hoadleys	Nestle Limited	Switzerland

Brand	Original Australian owner	Now foreign owned by	Location
<i>Jams and Spreads</i>			
Cottee's Jams	Cottee's Foods	H.J. Heinz & Co	USA
Eta Peanut Butter	Eta Foods Ltd	Kraft Foods	USA
Monbulk	Monbulk Jams	H.J. Heinz & Co	USA
Vegemite	Fred Walker Cheese Co	Kraft Foods	USA
<i>General Grocery Items</i>			
Aeroplane Jelly	Aeroplane Jelly Co	McCormick & Co Inc	USA
Angas Park Fruit Company	Angas Park Fruit Company	Bright Foods Group	China
Edgell Country Garden	Gordon Edgell & Sons	J. R. Simplot Co	USA
Bundaberg Sugar	Bundaberg Sugar	Societe Financiere des Sucres s.a.	Belgium
Dorato	Pasta House	General Mills	USA
Fountain	W. C. Douglas	Cerebos/Suntory	Japan
Golden Circle	W. C. Douglas	H.J. Heinz & Co	USA
Gravox	Klembro	Cerebos/Suntory	Japan
Greenseas Tuna		H. J. Heinz & Co	USA
Latina Fresh	Pasta House	General Mills	USA
Leggos	H. M. Leggo & Co	J. R. Simplot Co	USA
National Foods Pura, Dairy Farmers, Berri, Yoplait, Coon, Moove	National Foods	Kirin Holdings	Japan
Noble House	Pasta House	General Mills	USA
P.M.U	Pick Me Up Foods	H J Heinz & Co	USA
Safcol	Safcol Australia	Tropical Canning Group	Malaysia
Sunbeam Sultanas	Sunbeam Sultanas	Bright Foods Group	China
Tom Piper	Tom Piper Co	H J Heinz & Co	USA
Top Taste	Gartrell White	George Weston	UK
Uncle Tobys - Vita Brits, Roll Ups	Uncle Tobys	Nestle	Switzerland
<i>Food Companies</i>			
George Weston Foods Ltd		Associated British Foods	UK
Dairy Farmers		Kirin Holdings	Japan
KR Castlemaine Foods		George Weston Foods Ltd	UK

ANNEXURE C

The Australian

Competition regulator warns supermarkets on own brands

- by: Natasha Bitu
- From: The Australian
- April 02, 2012 12:00AM

SUPERMARKETS risk prosecution if they favour their "private labels" to disadvantage other grocery brands, the competition regulator warned yesterday.

Australian Competition & Consumer Commission chairman Rod Sims said he was monitoring the supermarkets for any misuse of market power.

"If supermarkets are selling their own goods alongside other people's goods, they need to make sure they are not misusing their power as a supermarket to favour their own goods at the expense of others," he told *The Australian*.

An Australian Consumers Association investigation in *Choice* magazine today claims that Coles and Woolworths use "copycat packaging" and poor shelf positioning to give their private labels an advantage over established brands.

"When two brands compete for space on the shelf, and when one of those brands is owned by the supermarket, it's not hard to figure out who the winner is going to be," *Choice* spokeswoman Ingrid Just said yesterday.

Ms Just said one in four brands sold in the major supermarkets was now a cheaper generic "home brand" label, which "may be a good thing" for consumers trying to save money.

"For the shopper who wants an independent product, however, their choices become more limited," she said.

"If you go to a supermarket and your favourite brand of marmalade isn't available any longer, tell the store or go somewhere else."

Ms Just said some private labels were "almost copies" of the big-name brands.

The *Choice* report shows an orange-packaged Coles sunscreen that looks similar to a Cancer Council brand, Woolworths chips in a green packet similar to rival brand Grain Waves, and Coles nuts with a picture on the packet similar to high-profile rival Nobby's Nuts.

But none of the established brand owners was willing to discuss the similarities, or take action on copyright or trademarks.

ANNEXURE D



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