

MILK RETAIL PRICES W.A. JANUARY 2010

	<u>Regular</u>			<u>Hi-LO</u>		
	Coles \$	W/W \$	IGA \$	Coles \$	W/W \$	IGA \$
Brownes						
3 ltr	4.75	4.75	3.59	-	5.10	3.59
2 ltr	3.42	3.13	2.35	3.52	3.67	2.35
1 ltr	2.15	2.15	1.99	2.25	2.25	1.99
Pura						
2 ltr	3.47	3.47	2.69	3.58	3.58	2.69
House Brand						
3 ltr	3.66	3.66	-	3.96	3.96	-
2 ltr	2.47	2.47	-	2.77	2.77	-
Harvey Fresh						
3 ltr	-	-	3.69	-	-	3.69
2 ltr	3.51	3.51	2.49	3.55	3.55	2.49

Obviously we use Branded milk to price match their House Brand milk.

WATERBED EFFECT ON OTHER DAIRY PRODUCTS

Cost Price on Promo

		\$
1 Kg Cheese	2006	7.00
	2007	7.00
	2008	7.80
	2009	8.80
1 Kg Yogurt	2006	3.00
	2007	3.00
	2008	3.80
	2009	3.85
2 Litre Ice Cream	2006	2.70
	2007	2.90
	2008	3.80
	2009	4.00
4 Litre Ice Cream	2006	4.40
	2007	4.50
	2008	5.40
	2009	6.00