

I am the Chief Financial Officer for Norco Co-operative and I have been with Norco for six years however Norco has been around for 115 years. I am very concerned about the retailers' pricing and the impact it may have on the future of the business I work for, my future employment and that of my 600 colleagues.

The retailers' selling milk at \$1.00 per litre means that, back down the supply chain, the farmers would be making a significant loss if this was to be passed on. This is an unsustainable price and I firmly believe that the retailers will eventually put pressure on the processors to drop the price they sell milk products for. Norco is a co-operative and we do not make large profits. A large amount of pressure on our milk pricing could put Norco out of business and, therefore put 600 people out of work which is not good for the economy. The only people that will benefit here will be the retailers, not the farmers, processors or employees. Consumers may be benefitting now from cheap milk prices but if it is being sold at an unsustainable price, then this is a false economy and cannot last however how much damage will be done to the industry in the meantime? Do consumers want quality fresh products or UHT milk? I want fresh 100% milk for my children and for my children's children and I also want to keep my job and for my 600 colleagues to do the same.

The senate enquiry needs to address the issue of implementing a sustainable milk price for our farmers as there is no point selling products for a loss as no one will win with this crazy strategy.