

Message to duopoly:

PAY THE RIGHT PRICE

A SUPERMARKET chain with stores in many regional areas, which also buys from local growers such as Judith Zehle (pictured), is backing anti-trust laws to curb the power of Woolworths and Coles.

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most-of-production and the difficulties of getting higher prices for their produce.

and this may create issues with store profitability and, invariably, that business' long-term viability.

our rural community, the suppliers and producers on the land if all competition is eliminated.

in order to secure a prime location. "This market power and unlimited cash reserves makes it extreme-

Supermarkets want cut prices for quality produce

SALAD Greens and Kitchen Herbs at Echunga has been growing and selling what its business name implies for 17 years.

And manager Judith Zehle (pictured) believes what is happening with milk prices in the continuing discount war is "scary" for producers generally.

"I had an experience five years ago where I could not produce the goods large supermarkets wanted for the prices they were prepared to pay, so I stopped selling to them," she said.

"Coles said it wanted a salad mix for about half price I was prepared to sell it for.

"Nowadays, we sell all over the place – to Foodland, restaurants, green grocers and the three farmers' markets at Willunga, Mount Barker and Wayville showgrounds." She says the new Foodland at Stirling has indicated that it wants to support local producers.

Judith said her business was expanding slowly and becoming more diversified, which was what small growers had to do.

She produces 70 per cent of what the business sells, with produce brought in to supplement the variety.

