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**Sent:** Sunday, 23 March 2008 6:13 PM  
**To:** Grocery Prices Inquiry  
**Subject:** : Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

- Attention: >

**General Administration of Industry Regulation & Price Monitoring**

FYI

Information extracted from our past files: >

You are no doubt aware of the statement and "implication/s" made in the following email [02/11/2007] regarding WA state legislation.

One wonders about the purpose/effectiveness of the current ACCC "Grocery Prices Inquiry" with the lack of control/implementation @ state level.

This seems to replicate the scenario of fuel price control/s and others.

Regards

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<< OLE Object: Picture (Metafile) >>

**Jon and Gillian Kaub**

2515 Roland Road

PARKERVILLE WA 6081

(08) 9295-4446 [home phone]

0421-33-4906 & 0421-33-4905 [mobile phones]

[jongil@optusnet.com.au](mailto:jongil@optusnet.com.au) [email address]

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-----Original Message-----

From: David Hillyard [<mailto:DHillyard@docep.wa.gov.au>]

Sent: Friday, 2 November 2007 2:48 PM

To: [jongil@optusnet.com.au](mailto:jongil@optusnet.com.au)

Cc: Pat Walker

Subject: RE: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

Dear Mr and Mrs Kaub

The Office of the Commissioner has forwarded your email so that I can respond on behalf of the Commissioner, Patrick Walker.

**In Western Australia there is no legislative control over the price of goods sold in the retail sector.** Consumer Protection and the Australian Competition and Consumer Commission ( Commonwealth Government agency) deal with complaints about the quality of products or breach of contract but **we are not empowered to investigate or determine the retail price of goods.** This issue is determined by supply and demand and consumer choice.

Thank you for alerting us to your concerns, but in the circumstances Consumer Protection will not be instigating any enquiries into this matter.

Yours sincerely

David Hillyard  
Director, Industry and Consumer Services  
Department of Consumer and Employment Protection  
Western Australia  
+61 (08) 9282 0608  
+61 0417 910 570

<< OLE Object: Picture (Metafile) >>

**From:** Boas, F.P. (Erik)

[<mailto:erik.boas@frieslandfoods.com>]

**Sent:** Wednesday, 31 October 2007 10:51 PM

**To:** [jongil@optusnet.com.au](mailto:jongil@optusnet.com.au)

**Cc:** [jrboyden@woolworths.com.au](mailto:jrboyden@woolworths.com.au);

[jmarten@woolworths.com.au](mailto:jmarten@woolworths.com.au); [tmichaels@woolworths.com.au](mailto:tmichaels@woolworths.com.au);

[idunn@woolworths.com.au](mailto:idunn@woolworths.com.au); F. Mayer Imports - Attn. Mr.

Robbie Mayer (F. Mayer Imports - Attn. Mr. Robbie Mayer)

**Subject:** FW: Pricing of - Dutch Edam > Frico Cheese >

Royal Hollandia

Dear Mr. Kaub,

Thank you very much indeed for your e-mail.

It is nice to see how good your Dutch language still is.

However, if you don't mind

I will answer you in English.

We fully understand that you are shocked about the steep price increases for

cheese (and other dairy products and foodstuff).

Not only in Australia, but also worldwide the prices for dairy products have increased

substantially. I will try to explain the reason for these price increases.

Due to the fact that worldwide demand is exceeding the production capacity

availability of dairy products became short, which has pushed up the price for

milk. As a result of this the prices for milkpowder, butter, cheese and other dairy

products were increased almost weekly.  
Farmers in Europe as well as in Australia and other parts  
of the world have been  
complaining already for quite some time that the price of  
the milk was far too low  
to cover their costs of increased prices for cattle feed,  
energy, labour, etc.  
Due to this quite a number of farmers could not survive  
and were forced to stop  
farming.  
In Holland the price for milk increased from € 0.32 to €  
0.45 per litre and some  
companies are already offering € 0.50 per litre to try to  
obtain the milk.  
As you may know, it takes 10 litres of milk to produce 1  
kg of cheese.  
Although we always try to keep our prices as modest as  
possible, we have no other  
choice this time to follow the trend of price increases,  
as otherwise we run the risk  
that we will lose too much milk.  
I do hope that this will more or less clarifies why  
cheese- / dairy prices have increased  
so much. It is purely caused by the increased costs of  
the raw material, which is the milk.  
We sincerely hope that despite the increased prices, you  
will still continue to enjoy  
daily a good, tasty and healthy piece of Frico Dutch  
cheese. We pay a lot of attention to  
the quality of our cheese during the production and  
maturing process of the cheese  
and Frico cheeses are worldwide known for their superior  
quality. In Holland we have  
a slogan: "*Niet vergeten Frico eten*"  
With best regards,  
Erik Boas  
Export Manager.

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**From:** Jon and Gillian Kaub  
[\[mailto:jongil@optusnet.com.au\]](mailto:jongil@optusnet.com.au)  
**Sent:** Tuesday, 30 October 2007 5:49 PM  
**To:** Frico ([info@frico.nl](mailto:info@frico.nl))  
**Cc:** F Mayer Imports Pty Ltd ([info@mayers.com.au](mailto:info@mayers.com.au));  
'jrboyden@woolworths.com.au';  
'jmarten@woolworths.com.au';  
'tmichaels@woolworths.com.au'; 'idunn@woolworths.com.au';  
Brad Bolin ([bbolin@woolworths.com.au](mailto:bbolin@woolworths.com.au)); Paul Turner  
([pturner@woolworths.com.au](mailto:pturner@woolworths.com.au)); Christopher Zinn  
([czinn@choice.com.au](mailto:czinn@choice.com.au)); Patrick Walker  
([pwalker@docep.wa.gov.au](mailto:pwalker@docep.wa.gov.au))

**Subject**: FW: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

To: > Frico [Friesland Foods Cheese]

Frisaxstraat 4

8471 ZW Wolvega

NEDERLAND

***Begroeten***

Ik kan de Nederlandse taal nog verstaan.

Hebt in Australia gewoont sinds 1951.

De volgende email is zelf verklarent.

Ik wil aanvragen als de kosten van kazen heft "dramatisch vermeerderd" in de lasten 12 tot 18 maanden.

Ik kan niet verstaan dat een vermeerderen van 38,9% is rechtvaardigt.

Antwoordt beide in het Nederlands en Engels alsjeblieft.

Veel dank,

Jan Herman Kaub

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**From:** Jon and Gillian Kaub

[\[mailto:jongil@optusnet.com.au\]](mailto:jongil@optusnet.com.au)

**Sent:** Thursday, 25 October 2007 4:44 AM

**To:** 'jmarten@woolworths.com.au';

'tmichaels@woolworths.com.au'

**Cc:** F Mayer Imports Pty Ltd ([info@mayers.com.au](mailto:info@mayers.com.au)); Brad

Bolin ([bbolin@woolworths.com.au](mailto:bbolin@woolworths.com.au)); Paul Turner

([pturner@woolworths.com.au](mailto:pturner@woolworths.com.au))

**Subject**: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

To One and All

[as addressed above]

The following was purchased - per docket details: >  
# 4337 009 9671 ^ 17:06 ^ 24/10/07.

- Dutch Edam Block Cheese: >

9 310677 696811 0.220kg \$4.49ea \$20.27 per kg  
Was sold on this day as a "special" @ \$3.98 [11.4 %  
reduction]

Shelf price however @ \$4.49      **[is an increase  
of 38.9%]**

Woolworths Supermarket  
Midland Gate Shopping Centre  
The Crescent, Midland, WA  
Store Manager > Tony Paulin  
New Store [B3 grade] # 4337  
Opened - 27/03/2006

Previous Purchases

[from July 2005 to recently 1<sup>st</sup> half of 2007 = 18 months]  
2 804770 004177 0.284kg \$4.17ea \$14.68 per kg  
2 804770 004262 0.290kg \$4.26ea \$14.69 per kg  
2 804771 003441 0.234kg \$3.44ea \$14.70 per kg  
2 804771 003912 0.266kg \$3.91ea \$14.70 per kg  
2 804771 004117 0.280kg \$4.11ea \$14.68 per kg  
2 804771 004230 0.288kg \$4.23ea \$14.69 per kg  
2 804772 003942 0.268kg \$3.94ea \$14.70 per kg  
2 804774 003827 0.260kg \$3.82ea \$14.69 per kg  
2 804779 003471 0.236kg \$3.47ea \$14.70 per kg

**THIS SORT OF PRICE INCREASE IS TOTALLY  
UNJUSTIFIED**

Your early response would be appreciated.

Regards

<< OLE Object: Picture (Metafile) >>

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**Jon and Gillian Kaub**

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PARKERVILLE WA 6081

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[mobile phones]

[jongil@optusnet.com.au](mailto:jongil@optusnet.com.au)

[email address]

PS - Our yearly Woolworths Store spend = \$8500.00 plus  
[20% of our nett income].