

ACCC InfoLink

How do I find out more?

To find out more, contact the ACCC infocentre by:

Phone: 1300 302 502

Email:
infocentre@accc.gov.au

or visit the ACCC website
at www.accc.gov.au.

What's a Competing Fairly Forum?

The Competing Fairly Forums (CFF) are an integral part of the ACCC's Small Business Rural and Regional Program. They aim to provide relevant information to small businesses and regional communities about their rights and obligations under the Trade Practices Act 1974.

The first CFF took place in November 2000 with a Sky Television broadcast of a panel discussion covering the basics of the Trade Practices Act. Since then, the forum has evolved and the latest forum, the seventh in the series, is now available.

You may choose to attend one of the many forums to be presented by ACCC staff, industry organisations and community groups across the country. Or, view the forum from your own home or office by ordering a video cassette from the ACCC infocentre (\$10), or watch the video stream online at www.accc.gov.au.

Did you know?

Previous forums are available on video for \$10. Phone the infocentre for more details.

Competing Fairly Forum Growing good business relationships



The horticultural industry is a major sector within the food industry, with a gross production value of \$5.5 billion. According to the Commonwealth Department of Agriculture, Fisheries and Forestry, the industry employs around 60 000 people.

Whilst some of the concern expressed from those involved in the horticultural industry arise from the relationship between big and small business; between price setters and price takers; others arise from the relationship between growers and the central wholesale markets to which they consign their produce.

A traditional culture of trust exists with verbal and handshake agreements in which selling prices are not pre-determined and details of costs and margins are not always known or understood by growers. This has led to some perception of irregular and even unfair conduct.

The ACCC is committed to ensuring that businesses throughout the horticultural supply chain remain viable and competitive. The fresh produce supply chain is the focus of the ACCC's October 2003 Competing Fairly Forum.

The forum, *Growing good business relationships* is the seventh in the CFF

series. It brings together industry and business representatives to discuss trade practices and business issues arising in the fresh produce supply chain.

The supply chain consists of:

- growers
- processors
- packing shed operators
- wholesalers
- transport operators
- exporters
- retailers

The presentation is hosted by Emma Alberici from the ABC's Business show and discusses supply chain relationships in the horticultural industry, looking at three main themes:

- important issues facing various participants in the supply chain;
- trade practices issues that may arise and how best to deal with them; and
- steps industry participants can take to improve commercial relationships.

Find a forum near you

The forum will be hosted at various venues across the country. To find information on your nearest venue, or for information on how your organisation can host a forum, contact

the ACCC Infocentre on 1300 302 502.

View the forum online

View the forum via video streaming at www.accc.gov.au. The video stream allows viewers with different internet connection speeds to choose the stream most appropriate. It is available in three web connection formats and plays on Windows media player.

An audio only version is available for visually impaired persons and a transcript of the forum for hearing impaired persons is also available.

Who's on the panel?

- Graeme Samuel, ACCC Chairman
- John Rogers, stone fruit farmer and Chair of the Horticultural Committee for the NSW Farmers Association
- Bob Gaussen, Retail Grocery Industry Ombudsman
- Stan Moore, CEO of the Australian Retailers Association
- Bill Chalk, wholesaler and President of the Australian Chamber of Fruit and Vegetable Industries

