
From: [REDACTED]
Sent: Thursday, 23 March 2017 4:31 PM
To: Dairy Inquiry
Subject: Dairy Inquiry

To whom It should concern,

My Husband and myself have been dairy farming for over 20 years.

Early on we were asked why we worked so hard, to which I responded, because we can and we want to build the business to a size that we are able to employ staff. In the future we still want to remain actively involved but be able to have some time off, with our young family.

We all know that it should be possible to make a good living, from not only working hard, investing in and building your business. We have also taken opportunities where ever possible to increase income by raising bull calves, and developing a good return, for the intensive nature of rearing extra animals, but this has only filled in the gaps when supermarket influence suddenly without notice inflicts, financial burden on processors (the supermarkets bid one against the other), which in turn pass on to the farmer (the bottom of the food chain).

I believe The milk price base is too low, and is based on what they can import milk from NZ, or Victoria, on seasonal production, at their most efficient time of the year! And anyone that is in the business of production, knows that to have fresh supply to the market it comes at a cost, simply because not every day is perfect! There are naturally seasonal expenses, other than the extremes that come our way. There has to be money in the business for all! not just the ones that set the price, if you not carefully we will all be drinking UHT!!! Not that it's that bad but it's just doesn't taste the same, and I think sales would go down if that was all there was! Nut milk's might even get a go? Gag, Nut paste and water added, not nut milk, that needs addressing as well!!

Milk! not nut paste with water added, Milk has a much higher nutritional profile. Nut paste with water added is just taking advantage of the name, and perceived qualities! Call it what it is Nut paste and water added!!!

The supermarket operators are very narcissistic by nature, not actually caring for anyone other than themselves. Sure they pretend to care for the farmers only to the point of gaining the sympathy of the consumer (marketing ploy). And some farmers that deal with the supermarkets are well catered for, but without the rest of the farmers, and the supporting industries would be able to survive, due to lack of throughput, loss of critical mass. Once the supermarkets then have the majority of your supply they then dictate the price that you have to accept, as there is no longer anyone else to sell your product(they have killed off the competition). What about the consumer, what happens to their choice? Have you noticed lately that your once trusted brands have been replaced by supermarket own brands, cleverly labelled to be similar to the original product. But you might say well that's ok the consumer is still getting a quality product, because the brands are now packing for the supermarkets? Right, well what happens to encouraging innovation and development, when the supermarkets then demand that they have the same in their brands? No incentive is there ! Is the consumer actually the winner?? The quality products, innovation and developments are now being shipped overseas, are we still the winners?? The supermarkets import cheaper products, replacing home grown with questionable quality, and are they any cheaper???

The two main supermarkets now have incredible control of the Australian consumers, from food , fuel, hardware, building, insurance, and probably even more, is this wise? The ACCC in my opinion should be splitting the power of the supermarkets, in a way that smaller operators have a fair go at their market, if there are any of them left! Supermarkets should not control fuel, insurance, farmers, building and hardware etc., where is the completion in that? Australian is a small economy and is not large enough to have such supermarket control, we need to consider all players, and have a fair return all the way back to the producer, a fair minimum base and then adjusted annually with cpi.

We are still operating our dairy with a high debt load and would like to keep encouraging our children to keep working in the dairy industry as we believe it is an honourable occupation/business, but it has to be sustainable and profitable to encourage younger operators to think about working in the dairy industry and there has to be room for innovation and technology to progress. They have to be able to encourage funding from financial institutions, in order

to grow the industry, but with the uncertainty I think bankers would have a hard time lending to a young person to go into dairy with very little pricing security into the future.

What you as the ACCC need to consider is do you want fresh Australian high quality dairy foods! or not?

Do you want to encourage innovation, development, and an inspirational dairy industry! Or not?

Do you want to see young people involved in agriculture, retaining industry knowledge, and food security! Or not?

It's time to do what is morally right, think about the effects of every Australian producer, their health, wellbeing, opportunities and future!

Think about the Longevity of the Dairy industry!

Be Legendairy!!

Thank You, for the opportunity to be heard,

Kind Regards

Jane Sherborne

WG & AJ Sherborne



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