



16 April 2024

Australian Melon Association Inc

ABN 36 990 325 012

Working together to build a successful future for the Australian Melon Industry

Gina Cass-Gottlieb
Chair
Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601

By email: supermarkets@acc.gov.au

Dear Ms Cass-Gottlieb,

RE: ACCC Supermarket Price Inquiry 2024-25

On behalf of the Australian melon industry, Melons Australia welcomes the Australian Competition and Consumer Commissions (ACCC) opportunity to present industry insight on the matters raised in the Issues Paper.

In 2022/23, 226,022 tonnes of melons were grown in Australia valued at \$248.2 million. Watermelons account for the largest share of production by volume (74%), followed by rockmelons, honeydew and other melons varieties (the muskmelons totaled 26% of production). This production occurs across all mainland States and in the Northern Territory, from approximately 140 growers.

Melons Australia, as a member of the National Farmers Federation Horticulture Council provides our full support for their submission and those of other Horticultural peak industry bodies.

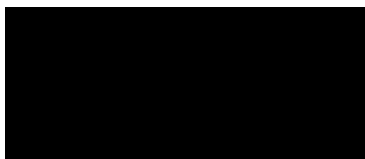
The price setting and other associated price setting practices of major retailers, together with the market power they exercise, are of legitimate interest and concern for all Australians and ensuring a viable and vibrant future of the entire supply chain is crucial. This is due to the immense impact they have on Australian consumers. This must encourage grower participation without the fear of retribution.

Domestic horticultural wholesale and retail markets should be supported to ensure efficient, transparent, and fair transactions for all throughout the supply chain. They play a crucial role in maintaining resilient supply chains, sustainable agriculture, and local employment, while providing safe, affordable food for households and national food security.

The Australian melon industry would welcome further engagement with the ACCC throughout this inquiry, and we would be happy to support one-on-one confidential discussions with our growers to support your deliberations. There has been no support for this to be penned in a submission.

Again, I provide our thanks for the opportunity to submit, and please contact me at [REDACTED] to discuss further.

Yours sincerely



Johnathon Davey

Chief Executive Officer
Melons Australia