



23 Marcus Clarke Street
Canberra ACT 2601

Our ref: AA1000530
Contact officer: Robert Janissen
Contact phone: 02 6243 1387

GPO Box 3131
Canberra ACT 2601
tel: (02) 6243 1111
adjudication@acc.gov.au
www.acc.gov.au

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Dear Sir/Madam

Queensland Dairyfarmers' Organisation application for authorisation A1000530—final determination

The Australian Competition and Consumer Commission (the ACCC) has issued a determination in respect of the application for authorisation lodged by the Queensland Dairyfarmers' Organisation (QDO) on 25 September 2020.

QDO sought authorisation for a licensing scheme for processors of milk and dairy products to apply a "Fair Go Dairy" logo to their products. The logo is intended to signal to consumers that the products bearing the mark are made from milk for which farmers have been paid a minimum farmgate price (known as the 'Sustainable and Fair Farmgate Price', or 'SFFP'). The products which can display the logo include dairy milk, dairy cream, dairy desserts and cheese.

A copy of the ACCC's determination is attached, including a summary of its reasons. For the reasons set out in its determination, the ACCC has decided to grant authorisation for five years. The ACCC's assessment is set out in Section 4 of its determination.

Application for review

Pursuant to section 101 of the *Competition and Consumer Act 2010*, a person dissatisfied with this determination may apply to the Australian Competition Tribunal for its review. An application for review must be made within 21 days of the date of this determination; that is, on or before 2 April 2021. If no application to review is lodged by this date, the ACCC's determination will come into force on 3 April 2021.

An application for review of the ACCC's determination should be lodged directly with the Australian Competition Tribunal. The Australian Competition Tribunal is a separate body from the ACCC and is located within the Federal Court of Australia.

For further information about the process involved in reviewing decisions in the Australian Competition Tribunal please refer to the tribunal's website located at <http://www.competitiontribunal.gov.au/>.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter please do not hesitate to contact Robert Janissen on 02 6243 1387.

Yours sincerely

A handwritten signature in blue ink that reads "DChanning". The signature is stylized with a large, sweeping loop at the end.

Darrell Channing
Director
Competition Exemptions