



Andrew Wallace MP

Federal Member for Fisher

Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601

Via email: adjudication@acc.gov.au

20 October 2020

To whom it may concern,

RE: AA1000530 - QDO - submission.

I write in support of the Queensland Dairy Organisation's (QDO) Fair Go Dairy logo.

I know QDO have worked extremely hard over the last three years to ensure the logo meets the requirements of the Australian Competition and Consumer Commission (ACCC) and supports the hard-working Australian dairy industry. The Fair Go Dairy logo will provide customers the ability to easily identify those producers who are supporting our dairy farmers most by paying them a sustainable and fair farmgate price.

The implementation of the Fair Go Dairy logo will lead to improved parameters around contract negotiations for dairy farmers and will enable increased consumer awareness around product purchasing, providing them with a more informed choice.

I am aware that the ACCC is currently reviewing the Fair Go Dairy logo to ensure that it will not breach any of the competition provisions in the Competition and Consumer Act and I know the QDO has worked with the ACCC every step of the way during the development of the logo.

My electorate of Fisher has at least 11 dairies. Having engaged with many of them during my time as a Federal MP, I have a significant understanding of the many challenges they face. I have also spoken with many representatives of the local dairy industry in Fisher and recognise there is strong support for the Fair Go Dairy logo.

I am of the belief that the Fair Go Dairy logo will be a positive attribute for the Australian dairy industry and for consumers and it is therefore without hesitation that I offer my full support for its endorsement.

Yours sincerely


Andrew Wallace MP
Federal Member for Fisher