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**From:** Karen Paynter [REDACTED]  
**Sent:** Friday, 23 October 2020 9:40 AM  
**To:** Exemption; Karen - Woombye Cheese  
**Subject:** AA1000530 - QDO - submission

**Categories:** Submission

Dear Adjudication at ACCC for the QDO submission:

I am the owner of a Queensland independent processor cheesemaking business located at Woombye on the Sunshine Coast in Queensland – Blackall Country Cheese Pty Ltd trading as Woombye Cheese Company ABN 16 160 985 366.

As an independent processor in Queensland, I fully support the concept of full transparency of farmgate price back to the customer. Our business gets all our milk from Maleny Cheese Company and we are aware they have also made a submission to the ACCC and we fully support their submission.

We employ all local Queensland personnel in our business and the support of both Queensland customers to buy local and in fact Australia wide to buy local/Australian is very evident and becoming an influencer in what products consumers will buy.

Woombye Cheese Company reply on the questions in the submission are as follows:

**1. Any likely benefits to the public resulting from the arrangements:**

Our own research and comments from the consumers of our cheese products clearly shows more and more members of the public want to know / demand to know where the product comes from and how/where the ingredients come from before they buy it. We often have our retailers put a “local” sticker or “Australian” on our front label or alternatively advertise our products as such. In addition when our cheese products win an Award, we put an Award stick on our front label of that product. That again has been a definitive indicator to a consumer to purchase it or try it if they have not done before. All our cheese is hand made from pasteurised milk collected daily from Maleny Cheese Company. Maleny Cheese Company collect milk from 5 local area dairy farms in their tanker daily and pasteurise it for their own use and to supply pasteurised milk to our business. All our cheese is made from this milk by hand in our factory in Woombye on the Sunshine Coast Queensland. So our business is “fully local” and “Australian” as is our milk supplier. It is a critical and defining aspect of our business and our marketing/advertising of our cheese products.

**2. Whether the “Fair Go Dairy” logo will assist customers to identify which dairy products are made using milk on which farmers are paid a SFFP:**

Absolutely – it will be a critical deciding point in our view and a necessity. See our answer to 1. above.

**3. Any impact of the scheme on dairy retail prices in Queensland:**

We do not believe so. We refer you to the reply on this question by our milk supplier Maleny Cheese Company.

**4. The method for how QDO proposes the SFFP will be calculated:**

As a local processor we do not have this information. We refer you to the reply on this question by our milk supplier Maleny Cheese Company.

**5. Any harm or improvements to competition which may result from the arrangements, this may include competition at the farmgate, wholesale or retail levels of the supply chain:**

We do not believe so. We refer you to the reply on this question by our milk supplier Maleny Cheese Company.

**6. Any other impact of the scheme on the farmgate prices for milk in Queensland:**

We do not know of any other impact. We refer you to the reply on this question by our milk supplier Maleny Cheese Company.

7. **Whether and how many processors are likely to participate in the scheme, and the reasons for this;** and  
We are sure all Queensland processors will get behind this scheme as we have done. In our view it benefits all communities as well as Queensland who we know are all proud to be local producers/processors as is Woombye Cheese Company.
8. **The 10 year authorisation sought:**  
In our view there should not be any time limit for the authorisation. If there is a limit then the 10 year limit is the minimum it should be.

We would appreciate it if our submission comments above could be included in the QDO submission evaluation.

Regards

Karen Paynter  
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