

IN THE AUSTRALIAN COMPETITION TRIBUNAL

of 2013

MURRAY GOULBURN CO-OPERATIVE CO LIMITED

**RE: PROPOSED ACQUISITION OF WARRNAMBOOL CHEESE
AND BUTTER FACTORY COMPANY HOLDINGS LIMITED**

Certificate identifying annexure

This is the annexure marked RAP33 now produced and shown to Robert Arthur Poole at the time of signing his statement on 28 November 2013.

**Annexure RAP33
Extracts from WCB website**

Filed on behalf of Murray Goulburn Co-Operative Co Limited
Prepared by:
Herbert Smith Freehills
Tel: +61 3 9288 1234 Fax: +61 3 9288 1567
Email: chris.jose@hsf.com Ref: CJ:ALM:82230139
Address for service
Level 43, 101 Collins Street
MELBOURNE VIC 3000

25375913



Warrnambool Cheese & Butter



Search Site

- [Contact Us](#)
- [About Us](#)
- [People](#)
- [Brands & Products](#)
- [Community](#)
- [Milk Supply](#)
- [Investors](#)
- [Sustainability](#)
- [News & Media](#)
- [News Releases](#)
- [WCB celebrates 125 years](#)
- [Supplier Newsletter](#)
- [WCB In Focus](#)
- [2013 Dairy Photo Competition](#)

[WCBF Homepage](#) > [News & Media](#) > [News Releases](#) > WCB takes out top award at the 2012 Governor of Victoria Export Awards

WCB takes out top award at the 2012 Governor of Victoria Export Awards

18 October 2012

WARRNAMBOOL CHEESE AND BUTTER TAKES OUT TOP AWARD AT THE 2012 GOVERNOR OF VICTORIA EXPORT AWARDS

Warrnambool Cheese & Butter (WCB) has been named the 2012 Victorian Exporter of the Year at the prestigious Governor of Victoria Export Awards ceremony held this week.

11/28/13

News | Warrnambool Cheese & Butter

WCB also won the Regional Exporter Award and will now go on to compete nationally at the 50th Australian Export Awards in Canberra on Tuesday, November 27.

Chairman Frank Davis accepted the award on behalf of WCB at the ceremony at Government House, and described the award as a fantastic achievement and a testament to WCB's ongoing commitment to product quality and innovation as it looks to celebrate its 125th anniversary next year.

"WCB won the Regional Exporter Award back in 2002 and ten years later, we have done it again, surpassing our own expectations to take out the 2012 Victorian Exporter of the Year Award," said Mr Davis. "WCB has been exporting its products for a very long time and we are thrilled to have our skills and achievements in this area recognised through these prestigious awards."

WCB draws milk supply from 580 suppliers in dairying regions including southwest Victoria, southeast South Australia and the Fleurieu Peninsula and sources over 900 million litres of milk annually to produce cheese, milk powder, whey protein concentrate, butter, milk and cream for customers in domestic and export markets.

Exports currently comprise approximately 50 per cent of WCB's sales volumes to 43 countries, largely to Asian markets and the Middle East, as well as the United States, Europe and South America.

WCB also has two successful international joint ventures. Our joint venture with international dairy giant Royal FrieslandCampina, Great Ocean Ingredients, involves the production of prebiotic infant formula ingredients. The other, WCB Japan, facilitates the sale, marketing and promotion of WCB's products into the Japanese market, WCB's largest export market.

"We are extremely proud of this award and thank all of our staff and suppliers for their hard work and contribution to making WCB the great company it is today," said Mr Davis. "These awards just go to show how important the contribution of regional businesses is to the Australian economy, and we look forward to meeting and competing with Australia's leading export businesses at the National Awards in November."

(ENDS)

For further information contact:
Frank Davis - Chairman, WCB
(03) 9663 7796



WCB Chairman Frank Davis (centre) accepts the Award from The Hon. Chief Justice Marilyn Warren AC (r), Lieutenant Governor of Victoria together with The Hon. Richard Dalla- Riva, Minister for Manufacturing Exports and Trade (l)

[Back to News Releases](#)



- [Contact Us](#)
- [Sitemap](#)

© Copyright Warrnambool Cheese & Butter Factory Company Holdings Limited.



Warrnambool Cheese & Butter



- [Contact Us](#)
- [About Us](#)
- [People](#)
- [Brands & Products](#)
- [Community](#)
- [Milk Supply](#)
- [Investors](#)
- [Sustainability](#)
- [News & Media](#)

- [Sungold Milk](#)
- [Great Ocean Road Products](#)
- Warrnambool Cheddars
- [Enprocal](#)
- [Cheese \(Bulk\)](#)
- [Skim Milk Powder](#)
- [Butter & Cream](#)
- [Whey Protein Concentrate](#)
- [Great Ocean Ingredients](#)
- [Awards](#)

[WCBF Homepage](#) > [Brands & Products](#) > Warrnambool Cheddars

Warrnambool Cheddars



Warrnambool Cheese & Butter produces and packages its brand of cheese, simply named 'Warrnambool Cheddars'. This includes an award winning black label vintage cheddar and a red label matured cheddar.

Our range also has flavoured cheddar cheeses: herbs 'n' spice, tomato 'n' chives, garlic 'n' pepper, cracked pepper and for those a little more daring, there's a chilli cheese.

While the bulk cheddar is made at Allansford, the flavour additions and packaging for this label is completed at the Mil Lel plant in South Australia.

Warrnambool Cheddars can be found in select IGA stores, select Woolworths stores in regional Victoria, at Thomas Dux grocers and at Cheese World in Allansford, Victoria.

For sale enquiries contact:

Bill Slater
 General Manager Retail Dairy
 Telephone +61 3 5565 3200
 Email sungoldmilk@wcbf.com.au

• Brand Sites

- [Sungold Milk](#)
- [Warrnambool Cheddars](#)
- [Great Ocean Road](#)
- [Prime Nutrition](#)





- [Contact Us](#)
- [Sitemap](#)

© Copyright Warrnambool Cheese & Butter Factory Company Holdings Limited.