

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 **MB25** now produced and shown to Maldwyn Beniston at the time of signing his statement on 28 November 2013.

Annexure MB25
Extracts from WCB website regarding location of offices

Filed on behalf of Murray Goulburn Co-Operative Co Limited
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Warrnambool Cheese & Butter



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Brands & Products



Warrnambool Cheese & Butter (WCB) produces a range of dairy products for domestic and export markets.

Our local brands include the [Sungold Milk](#) range of packaged fresh milk and the Warrnambool Cheddars cheese varieties, available throughout Australia.

Exclusive to Coles supermarkets, we supply the WCB owned brand of Great Ocean Road Milk and Cheese.

We also produce cheese, butter and butter blends, cream and dairy ingredients for our Australian and international customers.

Exports comprise approximately 50% of sales volume, largely to Asian markets and the Middle East, plus sales to the US, Europe and South America.

WCB has a 50:50 joint venture with international dairy giant Royal FrieslandCampina, named Great Ocean Ingredients, which involves the Australian production of vivinal GOS, a prebiotic ingredient.

Manufacturing operations occur at our factory site in Allansford, near Warrnambool, in south-west Victoria. The site, which covers approximately 17 hectares, comprises of separate manufacturing facilities for cheese, milk powders, whey protein concentrate, butter, cream and packaged milk. WCB also operates a specialty cheese plant in Mil Lel, just north of Mt Gambier, in South Australia.

Milk is collected from farms on a daily basis with a modern fleet of refrigerated milk tankers. The milk received from suppliers and other sources is processed at the Allansford site.

Milk and product quality is carefully monitored by a qualified Quality team. Our on-site laboratory is NATA accredited. Our facilities use modern technology and comply with AQIS (Australian Quarantine Inspection Service) export requirements. Quality and food safety programs include ISO 22000:2005, Codex Alimentarius and WQA accreditation.

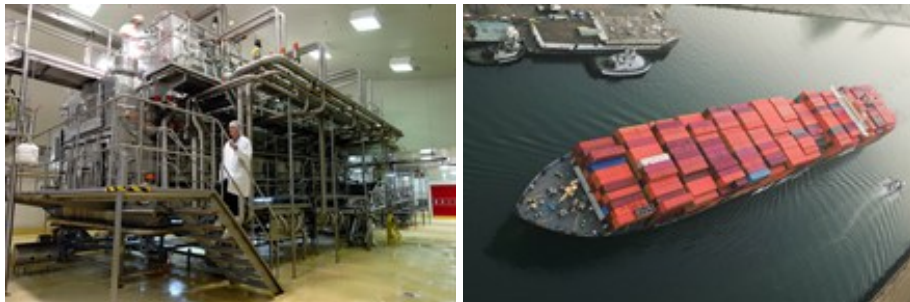
Our innovation, marketing and production teams work together to develop tailored products that meet our customers' specific requirements, resulting in high value functional ingredients.

Our product sales are supported by marketing staff located at offices in Allansford and Melbourne in

11/19/13

Quality Dairy Products | Warrnambool Cheese & Butter

Australia, and WCB Japan in Tokyo.



- **Brand Sites**

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



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