

Sent: Thursday, 14 February 2008 2:28 PM

To: Grocery Prices Inquiry

Subject: Submission to ACCC inquiry into reasons grocery price escalation in supermarkets

To Whom It May Concern

Denmark

ACCC

P.O. Box 122

WA 6333

Sir/Ma'am

I have lived in the southern coastal area of Albany WA since 1992 and Denmark WA since 1999. In respect to the purchase of grocery, fruit, vegetables and meat I have shopped consistently at the same supermarkets. As a rule I write down the items necessary to purchase and while shopping in the aisle I usually note the marked price of the relevant item in my note book.

I stopped shopping at Coles supermarket, Albany when their 1 litre bottle of natural mineral water (Coles Farmland brand) was marked up from \$.89 cents to \$1.18. When I requested an explanation I was told the composition of the product had changed. (This would appear to be typical example of the contempt for the intelligence of the buying public by the big three supermarket chains.)

Overall there has been an across the board rise in the cost of basic food items. Eggs have gone from \$2.00 per dozen to \$4.95. Tomatoes have gone from a stable \$1.99 a kilo to \$3.99. Bananas have come down a little but they are now being packaged in 750 gram bags at \$3.99 per bag which would make them really \$5.25 a kilo. Two brands of apples in the Denmark Supa IGA store last week were marked at \$9.99 per kilo. At five large apples to the kilo that makes apples cost \$2.00 each while the grower is getting 20 cents.

Celery fluctuates from as low as \$.98 per bunch to \$3.95 Potatoes are (allegedly) on special for \$4.95 a 4 kilo bag and onions are selling for \$4.95 a 2 kilo bag. Dried Sultanas have gone from \$4.99 to \$6.95 and some dried fruit products such as these are being packaged in 750

gram packs at the old price of 1 kilo.

International Roast instant coffee powder (500 grams) has gone from \$9.99 to \$14.99. Rib bacon will be \$8.95 a kilo one week and \$12.95 the next. Woolworths Home brand full cream powdered milk has gone up two dollars a 1.25 kilo bag.

I could go on but the aforementioned encapsulates the across the board price rises in the last 12-18 months.

Yours Faithfully

Howard J. Powers