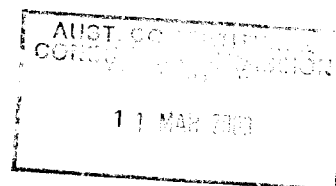


Ken Greatorex
241 North Road
South Caulfield Vic 3162

Wednesday, 5th March 2008



Grocery Prices Inquiry – Submissions
Australian Competition and Consumer Commission
GPO Box 520
MELBOURNE VIC 3001

Dear Sir,

This submission relates to my observations being retired and involved in weekly shopping as a consumer.

1. We receive a shopping specials brochure weekly from Coles and Safeway, and some time back I noticed the lack of comparative items on each brochure. Out of interest I compared the brochures from both retailers over a six week period, and found that of all the approximate 250 items each week, there was only one or two direct comparisons as to item and price.

There was always variation of size or type so as not to show direct competition. It would appear as if they put their heads together and decide who would promote what each week!

I would imagine that similar brochures would be circulated throughout Victoria.

2. Some years back, the A.C.T.U. or some union instigated price checks on general retailing by the major supermarkets and at the time it was given considerable publicity. This was to ensure that wage earners got fair value when shopping and the price increases only related to cost of living increases.

The A.C.T.U. maintained records of these surveys and price checks may still be available for your inquiry, should you contact that body.

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3. A considerable time back, the practice of reducing the size of items and at the same time not reducing the price became widespread. With this happening, the supermarkets have more space for display, resulting in a mind boggling number of items for sale to confuse the customer. Unfortunately now, the public is resigned to smaller sizing but the supermarkets are increasing prices as well as downsizing, in conjunction with manufacturers and suppliers.

4. Everyone is aware of the drought, which has had an effect on the price of meats, vegetables, dairy products, etc. and the increase in fuel costs have contributed to a number of items.

However if you did a survey you would find that the supermarkets are taking advantage of this and increasing many items not affected by these events.

5. To what extent do various supply wholesalers, manufacturers or primary associations keep records and/or surveys that would enable independent information, helpful to your inquiry, be obtained?

Yours faithfully,

A handwritten signature in black ink, appearing to read "Ken Greator". The signature is written in a cursive style with a horizontal line underneath the name.

Ken Greator