



Submission to the Australian Competition and Consumer Commission  
on the

Inquiry into the competitiveness of retail prices for standard groceries.

vegetablesWA, representing all the Vegetable Growers in Western Australia with the exception of Kununurra acknowledges the number one issue facing Vegetable Growers today is their lack of influence in the supply chain “Vegetable Growers are price takers for their fresh vegetable products.”

This is further compounded when you take into consideration that fresh vegetable products are perishable.

Unfortunately for the vegetable growers, other members of the supply chain have increased their profit margins over the years and are continually adding their own cost increases to the point where the consumers are now questioning the overall final price of the fresh vegetable products.

vegetablesWA believes the Australian Government should classify fresh safe vegetables as an essential item for the Australian community and all members of the supply chain should be made to justify their price increases and profit margins to the Australian Government and consumers.

This may be a bold step however, when you consider the alternative that is, imported vegetables that maybe fresh safe or unsafe. All because our home grown vegetable prices are too high, through no fault of the Australian Vegetable growers then we believe this is the correct step.

There is no doubt the Australian Government must act now to save our own Vegetable Industry.

A handwritten signature in black ink, appearing to read "Jim Turley".

Jim Turley  
Executive Officer  
11 March 2008