
Sent: Sunday, 23 March 2008 6:13 PM
To: Grocery Prices Inquiry
Subject: : Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

- Attention: >

General Administration of Industry Regulation & Price Monitoring

FYI

Information extracted from our past files: >

You are no doubt aware of the statement and "implication/s" made in the following email [02/11/2007] regarding WA state legislation.

One wonders about the purpose/effectiveness of the current ACCC "Grocery Prices Inquiry" with the lack of control/implementation @ state level.

This seems to replicate the scenario of fuel price control/s and others.

Regards

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Jon and Gillian Kaub

2515 Roland Road

PARKERVILLE WA 6081

(08) 9295-4446 [home phone]

0421-33-4906 & 0421-33-4905 [mobile phones]

jongil@optusnet.com.au [email address]

-----Original Message-----

From: David Hillyard [<mailto:DHillyard@docep.wa.gov.au>]

Sent: Friday, 2 November 2007 2:48 PM

To: jongil@optusnet.com.au

Cc: Pat Walker

Subject: RE: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

Dear Mr and Mrs Kaub

The Office of the Commissioner has forwarded your email so that I can respond on behalf of the Commissioner, Patrick Walker.

In Western Australia there is no legislative control over the price of goods sold in the retail sector. Consumer Protection and the Australian Competition and Consumer Commission (Commonwealth Government agency) deal with complaints about the quality of products or breach of contract but **we are not empowered to investigate or determine the retail price of goods.** This issue is determined by supply and demand and consumer choice.

Thank you for alerting us to your concerns, but in the circumstances Consumer Protection will not be instigating any enquiries into this matter.

Yours sincerely

David Hillyard
Director, Industry and Consumer Services
Department of Consumer and Employment Protection
Western Australia
+61 (08) 9282 0608
+61 0417 910 570

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From: Boas, F.P. (Erik)

[<mailto:erik.boas@frieslandfoods.com>]

Sent: Wednesday, 31 October 2007 10:51 PM

To: jongil@optusnet.com.au

Cc: jrboyden@woolworths.com.au;

jmarten@woolworths.com.au; tmichaels@woolworths.com.au;

idunn@woolworths.com.au; F. Mayer Imports - Attn. Mr.

Robbie Mayer (F. Mayer Imports - Attn. Mr. Robbie Mayer)

Subject: FW: Pricing of - Dutch Edam > Frico Cheese >

Royal Hollandia

Dear Mr. Kaub,

Thank you very much indeed for your e-mail.

It is nice to see how good your Dutch language still is.

However, if you don't mind

I will answer you in English.

We fully understand that you are shocked about the steep price increases for

cheese (and other dairy products and foodstuff).

Not only in Australia, but also worldwide the prices for dairy products have increased

substantially. I will try to explain the reason for these price increases.

Due to the fact that worldwide demand is exceeding the production capacity

availability of dairy products became short, which has pushed up the price for

milk. As a result of this the prices for milkpowder, butter, cheese and other dairy

products were increased almost weekly.
Farmers in Europe as well as in Australia and other parts of the world have been complaining already for quite some time that the price of the milk was far too low to cover their costs of increased prices for cattle feed, energy, labour, etc.
Due to this quite a number of farmers could not survive and were forced to stop farming.

In Holland the price for milk increased from € 0.32 to € 0.45 per litre and some companies are already offering € 0.50 per litre to try to obtain the milk.

As you may know, it takes 10 litres of milk to produce 1 kg of cheese.

Although we always try to keep our prices as modest as possible, we have no other choice this time to follow the trend of price increases, as otherwise we run the risk that we will lose too much milk.

I do hope that this will more or less clarify why cheese- / dairy prices have increased so much. It is purely caused by the increased costs of the raw material, which is the milk.

We sincerely hope that despite the increased prices, you will still continue to enjoy daily a good, tasty and healthy piece of Frico Dutch cheese. We pay a lot of attention to the quality of our cheese during the production and maturing process of the cheese and Frico cheeses are worldwide known for their superior quality. In Holland we have a slogan: "*Niet vergeten Frico eten*"

With best regards,

Erik Boas

Export Manager.

From: Jon and Gillian Kaub

[\[mailto:jongil@optusnet.com.au\]](mailto:jongil@optusnet.com.au)

Sent: Tuesday, 30 October 2007 5:49 PM

To: Frico (info@frico.nl)

Cc: F Mayer Imports Pty Ltd (info@mayers.com.au);

'jrboyden@woolworths.com.au';

'jmarten@woolworths.com.au';

'tmichaels@woolworths.com.au'; 'idunn@woolworths.com.au';

Brad Bolin (bbolin@woolworths.com.au); Paul Turner

(pturner@woolworths.com.au); Christopher Zinn

(czinn@choice.com.au); Patrick Walker

(pwalker@docep.wa.gov.au)

Subject: FW: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

To: > Frico [Friesland Foods Cheese]

Frisaxstraat 4

8471 ZW Wolvega

NEDERLAND

Begroeten

Ik kan de Nederlandse taal nog verstaan.

Hebt in Australia gewoont sinds 1951.

De volgende email is zelf verklarent.

Ik wil aanvragen als de kosten van kazen heft "dramatisch vermeerdert" in de lasten 12 tot 18 maanden.

Ik kan niet verstaan dat een vermeerderen van 38,9% is rechtvaardigt.

Antwoordt beide in het Nederlands en Engels alsjeblijft.

Veel dank,

Jan Herman Kaub

From: Jon and Gillian Kaub

[\[mailto:jongil@optusnet.com.au\]](mailto:jongil@optusnet.com.au)

Sent: Thursday, 25 October 2007 4:44 AM

To: 'jmarten@woolworths.com.au';

'tmichaels@woolworths.com.au'

Cc: F Mayer Imports Pty Ltd (info@mayers.com.au); Brad

Bolin (bbolin@woolworths.com.au); Paul Turner

(pturner@woolworths.com.au)

Subject: Pricing of - Dutch Edam > Frico Cheese > Royal Hollandia

To One and All

[as addressed above]

The following was purchased - per docket details: >
4337 009 9671 ^ 17:06 ^ 24/10/07.

- Dutch Edam Block Cheese: >

9 310677 696811 0.220kg \$4.49ea \$20.27 per kg
Was sold on this day as a "special" @ \$3.98 [11.4 %
reduction]

Shelf price however @ \$4.49 **[is an increase
of 38.9%]**

Woolworths Supermarket
Midland Gate Shopping Centre
The Crescent, Midland, WA
Store Manager > Tony Paulin
New Store [B3 grade] # 4337
Opened - 27/03/2006

Previous Purchases

[from July 2005 to recently 1st half of 2007 = 18 months]

2 804770 004177 0.284kg \$4.17ea \$14.68 per kg
2 804770 004262 0.290kg \$4.26ea \$14.69 per kg
2 804771 003441 0.234kg \$3.44ea \$14.70 per kg
2 804771 003912 0.266kg \$3.91ea \$14.70 per kg
2 804771 004117 0.280kg \$4.11ea \$14.68 per kg
2 804771 004230 0.288kg \$4.23ea \$14.69 per kg
2 804772 003942 0.268kg \$3.94ea \$14.70 per kg
2 804774 003827 0.260kg \$3.82ea \$14.69 per kg
2 804779 003471 0.236kg \$3.47ea \$14.70 per kg

THIS SORT OF PRICE INCREASE IS TOTALLY UNJUSTIFIED

Your early response would be appreciated.

Regards

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Jon and Gillian Kaub

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0421-33-4906 & 0421-33-4905 [mobile phones]
jongil@optusnet.com.au [email address]

PS - Our yearly Woolworths Store spend = \$8500.00 plus
[20% of our nett income].