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Market Studies Team
The Commerce Commission

Tēnā koutou

Market Study into the Grocery Sector

Thank you for the opportunity to comment on the ***Draft Report on the Market Study into the Grocery Sector***.

Rural Women New Zealand supports the submissions and remarks of both Consumer NZ and New Zealand National Council of Women in response to the request for submissions.

In addition, we would like to also highlight the following;

1. RWNZ understands that introducing competition elsewhere has not led to a significant reduction in prices. RWNZ does not see this as being particularly beneficial to consumers, especially if they live in regional and/or rural New Zealand where supermarket prices are higher due to increased costs from such things as longer delivery distances and lower populations. RWNZ would want to see more information on the expected reduction in prices before considering this option an effective strategy.
2. RWNZ strongly endorses the need to have a supermarket code of conduct for supermarkets and their relationships with suppliers, to ensure that suppliers are treated fairly and with respect.
3. RWNZ sees merit in ensuring a cap on supermarket profit margins, however would not like to see this applied to NZ grown food and beverages. RWNZ would like to see a minimum margin applied to imported food and beverages ensuring the margin on imported food and beverages is higher than any applied to NZ grown food and beverages. This would ensure support for NZ growers and producers.
4. RWNZ would like to see special provision for support and protection of Farmer's Markets so that supermarkets are not in a position to adversely influence prices, venues, and/or vendors who are, or who support, New Zealand-based producers and growers by selling at Farmer's Markets or indeed the Farmer's Markets themselves.

We are happy to be contacted with regard to this submission. Angela McLeod, our Policy and Leadership Development Manager can be contacted at angela.mcLeod@ruralwomennz.nz

Ngā mihi nui

A handwritten signature in blue ink, appearing to read "Gabrielle O'Brien", with a horizontal line extending to the right.

Gabrielle O'Brien
Chief Executive