

ANONYMOUS SUBMISSION – Review of the Grocery Supply Code Request for Views paper

Submission begins

Thank you for the opportunity to respond.

Not a lot will change unless the larger suppliers are also put on notice for anti-competitive behaviour. Under the so called guise of "Joint Business Plans" there are demands put on shelf space in return for "better terms". I believe any terms of trade negotiations that include demands of shelf space provision should be made illegal.

Ultimately this gives the larger suppliers dominance of shelf space at the expense of smaller suppliers, which exacerbates the difficulties those smaller suppliers have to grow business. This space "requirement" may include actual shelf space (linear) or favourable position (ie referred to as eye level.) The argument put forward that those brands are market leaders and therefore warrant the best shelf space is weak when this activity only perpetuates a situation that protects those brands. It is anti-competitive if these clauses are included in terms of trade.

It's one thing to continue to hammer the supermarkets, but it misses an opportunity if the large suppliers aren't also put on notice. It actually benefits the large suppliers that there is a duopoly.

Since the comcom started this investigation I still haven't seen Milk advertised in supermarkets, or even discounted. Have you actually asked the question why that is. Cheese & Yoghurt get advertised - even butter sometimes - and they are all from the same animals in most cases. Why not Milk!