



MEDIA RELEASE

21 May 2024

Time for action on supermarket pricing

Fruit Growers Victoria (FGV) has offered support for senate inquiry recommendations to fix poor supermarket pricing conduct but insists that key recommendations need to be implemented now.

FGV Chairman Mitch McNab said that the parliament needs to get on with the task of reigning in bad behaviour from supermarkets.

“This is an important problem to fix. If growers continue to be forced into growing fruit below cost of production, fruit production will become unviable.”

“We support the recommendations of the Senate inquiry into supermarket prices. But the time for talking about this should be over - we need to get on with making real practical changes.”

FGV has advocated for some of the key recommendations in this report. This includes:

- There needs to be more power and resources for ACCC to monitor supply chains, create price transparency, and crack down on poor supermarket behaviour.
- The Food and Grocery Code of Conduct be made mandatory.

Mr McNab called for all sides of politics to get behind these changes.

“This needs support from both sides of politics so we can get on with fixing this problem. Our growers need these changes to ensure their long-term viability.”

ENDS

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