

# Media Release



*Embargoed until 00.01 Wednesday 26<sup>th</sup> January*

---

26 January 2011

---

**Farmers may be the losers with Coles milk price cut**

---

**For immediate release**

---

Australian Dairy Farmers Limited  
Level 2, Swann House  
22 William Street  
Melbourne Victoria 3000

Phone +61 3 8621 4200  
Fax +61 3 8621 4280

[www.australiandairyfarmers.com.au](http://www.australiandairyfarmers.com.au)

ABN 76 060 549 653

Australian Dairy Farmers (ADF) Vice President Chris Griffin today expressed concern on behalf of dairy farmers following Coles' decision to slash the price of their home brand fresh milk by up to 33%.

"ADF is concerned that Coles is selling milk at an unsustainable price. This marketing tactic is apparently made without any concern for dairy farmers who work hard to produce a high quality, nutritious food for Australian consumers," Mr Griffin said.

"The impact of this pricing decision will ultimately flow on to hit dairy farmers at a time when they are struggling to respond financially to years of drought and now floods."

The dairy industry is pulling together as a community to assist those farmers that have suffered during this devastating flood crisis.

"Our aim is to get dairy farmers quickly back on their feet in an effort to prevent cost increases for consumers," Mr Griffin said.

"However, we fear that Coles' decision will come as a blow to many dairy farmers battling towards recovery."

ADF considers that consumers understand the devastation that the floods have caused to all farmers and are appreciative of the efforts of dairy farmers to maintain production levels and thereby prevent the need for milk price rises.

"We are at a loss however, to understand how setting a new low for the retail price at a time when the price of other commodities is rising, is of benefit to the industry," Mr Griffin said.

-ends-

---

**For further information contact:**

Chris Griffin  
ADF Vice President  
0402 846 239

Adrian Drury  
ADF Vice President  
0428 569 245