



Senator the Hon Richard Colbeck

Assistant Minister for Agriculture and Water Resources

Liberal Senator for Tasmania

MEDIA RELEASE

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Assistant Minister Colbeck welcomes the end of dollar-a-litre milk

Assistant Minister for Agriculture and Water Resources Richard Colbeck has welcomed the end of dollar-a-litre milk.

“Supermarkets, led by Coles, have used our dairy farmers as marketing tools for too long,” Minister Colbeck said.

“Milk is at the back of the supermarket for a reason, to draw consumers past other products in the knowledge that they will buy more on the way through.

“Their marketing deception, which created the perception of a significant price decrease, also devalued milk as a product in the market.

“Fortunately consumers caught on and have reacted in favour of farmers.

“Farmers should not be used as marketing tools by big companies, whether its processors or supermarkets”

“Having grown up on a dairy farm myself, I understand the hard work required for farming families to make a profit in the dairy industry and I am pleased to see consumers and supermarkets putting a higher value on milk.”

ENDS

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