

A FAIR GROW FOR GREENLIFE

SUPPORT OUR GROWERS

WE'RE ASKING THE GOVERNMENT TO INCLUDE BUNNINGS IN THE SAME FOOD & GROCERY CODE OF CONDUCT THAT REGULATES SUPERMARKETS, AND PROTECTS THE FARMERS SUPPLYING COLES AND WOOLWORTHS.



GET MORE INFO AT GREENLIFEINDUSTRY.COM.AU/GROWER-PROTECTION

1 HOW WILL A CODE OF CONDUCT HELP GROWERS?

Growers need more protection.

Like farmers supplying major supermarkets, greenlife growers are disadvantaged by Bunnings, which controls prices, supply and trading terms. Growers have no bargaining power and no viable alternative markets.

We also want the government to:

- make the Code of Conduct mandatory
- set meaningful penalties for breaches
- include independent dispute resolution to protect growers from punishment.

2 WHAT ARE GROWERS UNHAPPY ABOUT?

Growers want fair treatment. They say Bunnings:

- makes deals verbally rather than in writing
- won't commit to buying the plants they order
- pressures growers to use Bunnings' freight, even if it's more expensive
- demands growers use Bunnings' own brand packaging at short notice and at growers' cost
- refuses to pay fair prices for plants.

3 WHY DON'T GROWERS SPEAK UP?

Without real competitors or export markets:

- most commercial plant growers must supply Bunnings to stay in business
- Bunnings can dictate terms of trade, set prices and control the supply of plants
- growers can't challenge these arrangements because they fear losing their businesses.

KEEP THE CONVERSATION GROWING. YOUR STORIES ARE OUR MOST POWERFUL TOOLS! #AIRGROW



4 CAN'T GROWERS JUST SELL TO INDEPENDENT RETAILERS?

They do. The independent retail sector is important but it has shrunk dramatically as Bunnings has expanded, and there are not enough independent retailers left.

Independent retailers also want Bunnings to be subject to more regulation.

5 BUT BUNNINGS IS NOT A SUPERMARKET, SO...?

Bunnings should be included in the Code of Conduct because:

- plants are already covered by the Code and Bunnings sells more plants than anyone else in Australia
- Bunnings controls 70% of the plant retail market
- Bunnings also sells a range of groceries from household cleaners to pet food – just like a supermarket.



IF THIS BRINGS UP ANY ISSUES FOR YOU, CALL LIFELINE ON 13 11 14 OR BEYOND BLUE ON 1300 22 4636.

6 AREN'T SOME GROWERS HAPPY WITH BUNNINGS?

For years, growers of all sizes in every state and territory have asked GIA for help with Bunnings. Some growers are happy with their arrangements with Bunnings – but most growers are not.

7 DOES BUNNINGS REALLY HAVE A MONOPOLY IN PLANT RETAIL?

Yes.

Using accurate data and grower knowledge, GIA estimates that Bunnings has a 70% share of the plant retail market in Australia. This is more than the combined grocery market share of 60% that Coles and Woolworths have.

Bunnings says it only has 30% of the greenlife market – but they are basing this on the wrong figures and including other products they sell, besides plants.



IF BUNNINGS ONLY SELLS 30% OF RETAIL PLANTS, WHO SELLS THE REST???

8 IS GIA TRYING TO HURT BUNNINGS?

No.

Growers want to supply Bunnings – they just want a fair trading environment. Bunnings has nothing to fear by signing the Code of Conduct.

It is in the public interest that businesses like Bunnings are subject to scrutiny to make sure they are not abusing their market power.

HELP GIVE GREENLIFE GROWERS A FAIR GROW - SIGN THE PETITION AT CHANGE.ORG/GROWERPROTECTION

Greenlife industry Australia (GIA) is the national peak body representing commercial growers of plants (known as greenlife products) across all states and territories of Australia.

The greenlife industry employs over 25,000 people and generates a farm gate value of \$2.8 billion a year.

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Greenlife Industry Australia