

MEDIA RELEASE

7 May 2024

Greenlife growers welcome Bunnings' inclusion in supermarket code recommendations

Greenlife Industry Australia (GIA) welcomes the inclusion of Bunnings in the Senate's Food & Grocery Code of Conduct Review recommendations, released this afternoon.

GIA CEO, Joanna Cave said, "We applaud the Senate's recommendation to the Federal Government that greenlife growers be protected from unfair trading practices via Bunnings' inclusion in the Code of Conduct. This recommendation brings growers one step closer to a decent and equitable trading relationship with Bunnings.

"GIA is very pleased with the committee's recommendations that the Code of Conduct explicitly captures greenlife industries and that the Code includes any large retailer that stocks food and/or grocery products.

"Growers also welcome the additional recommendation that the Senate refers to the Economics References Committee for inquiry and report by the last sitting day of February 2025 the role of Australia's 'big box' retailers in price setting, with particular reference to their market behaviours, including price negotiation practices and engagement with suppliers."

In his report, Nick McKim stated, "The committee sees no reason indicating greenlife industries should be excluded from the Grocery Code. The committee recommends that The Treasury ensure that greenlife industries are captured by the provisions of the mandatory Grocery Code, along with any large retailer that stocks food and grocery products—even if those products are not their main products, all such stores should be Code signatories."

"Growers are encouraged that the Senate Committee has heard and acknowledged their real and deeply felt concerns," said Ms Cave. "We look forward to the government's response to the recommendations."

"Greenlife growers want and need to supply Bunnings. If the government accepts the Senate Committee's recommendations, Bunnings will no longer control prices, supply and trading terms – and the trading environment will be fairer for growers," said Ms Cave.

Bunnings is the biggest plant retailer in Australia. Greenlife Industry Australia estimates that Bunnings' share of the plant retail market is 70% of the national total. Coles and Woolworths together account for 65% of the grocery retail market and are recognised as a duopoly.

“Growers aren’t making any big asks – they just want the basics like written contracts, fair prices and a way to raise any concerns without fearing punishment. Any reasonable person would expect these fundamentals in their trading terms.

“If the government agrees with the Senate and admits Bunnings to the Code, Bunnings will need to change how it does business, just as Coles and Woolworths have.

“We have no doubt Bunnings will take this in its stride and generate great profits and strong returns for its investors,” said Ms Cave. “Meanwhile, greenlife growers protected under a strengthened Code of Conduct will be able to trade with Bunnings with more confidence. Now that’s a win-win relationship.”

Those in support of including Bunnings in the Code of Conduct can sign GIA’s petition at: www.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.

– ENDS –

More information

Visit: www.greenlifeindustry.com.au/grower-protection

Media contacts

Emily Rice

Email: emily.rice@greenlifeindustry.com.au

Phone: 0499 427 015

Jennifer McQueen

Email:

jennifer.mcqueen@greenlifeindustry.com.au

Phone: 0447 000 311

Available for interview

- Joanna Cave, CEO
- Greenlife growers – Tasmania, Queensland, South Australia and New South Wales