

# WOOLWORTHS LIMITED

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18 July 2013

Import of Processed Fruit Products  
Productivity Commission  
LB2 Collins Street East  
Melbourne Vic 8003

[fruit.safeguards@pc.gov.au](mailto:fruit.safeguards@pc.gov.au)

Dear Commissioners

Woolworths is a major Australian-owned retailer that is committed to delivering value for money to customers each and every time they shop with us.

Woolworths stocks a large range of Australian grown and produced products. In our fresh range, more than 96 per cent of our fruit and vegetables are Australian sourced, while 100 per cent of our fresh beef, lamb, chicken and pork is Australian.

In packaged groceries and perishables, Woolworths stocks more than 44,000 lines of which 94 per cent are branded products. Just 2,500 are Woolworths Own Brand products. Our business is very much a house of brands, with the widest range of any food retailer in Australia. In terms of sales, Own Brand products earn around 11 per cent of grocery sales, highlighting that despite their low share of range they are very popular with our customers.

As detailed in our 2012 Corporate Responsibility Report, 71% of Woolworths own label products by sales volume are made in Australia, made up of: 92% in Macro, 76% in Homebrand and 59% in Select.

Woolworths supports Australian producers and in particular the Shepparton growers who supply to SPC Ardmona. Woolworths stocks SPC Ardmona's branded products (SPC, Goulburn Valley and Ardmona) extensively – in fact, they are the single largest supplier of tinned fruit to us, with 47 per cent of sales for the entire category. Woolworths' Own Brand "Select" already sources three canned fruit lines from SPC Ardmona, including Select Sliced Peaches (1kg), Select Fruit Salad (1kg), and Select Two Fruits (1kg).

From July 2013 Woolworths has significantly increased its supply contract and has shifted \$6 million worth of tinned fruit from overseas suppliers to SPC Ardmona. Woolworths has added 13 new lines of Australian sourced tinned fruit from SPC to its shelves:

- Select Peach slices in juice (410g)
- Select Apricot halves in juice (410g)
- Select Pear slices in juice (410g)
- Select Fruit Salad in juice (410g)
- Select Peach slices in juice(820g)

- Select Apricot halves in juice (820g)
- Select Pear slices in juice (820g)
- Select Two fruits in juice (820g)
- Select Peaches in juice with mango puree (820g)
- Select Fruit salad in juice (820g)
- Select Apricot halves in juice (1kg)
- Select Apple slices (800g)
- Select Apple slices (400g)

In addition, there will also be 3 new lines of Australian sourced tinned pineapple:

- Select Pineapple pieces in juice (440g)
- Select Pineapple slices in juice (440g)
- Select Pineapple crushed in juice (440g)

These Australian sourced products will replace imported products.

Australian sourced products already make up over 70% of sales of Woolworths Own Brands, and we are actively replacing imported lines with Australian sourced products wherever possible.

Woolworths is an Australian-owned retailer that directly employs about 180,000 Australians.

I hope this information is useful to your inquiry and if you have any queries please contact Michael Samaras, Government Relations Manager,

Yours sincerely

Nathalie Samia  
**Head of Public Affairs & Strategy**