

26 November 2010

RDC Inquiry Coordinator
Productivity Commission
LB2 Collins Street
EAST MELBOURNE VIC 8003

Email: Rural-research@pc.gov.au

SUBMISSION TO RURAL RESEARCH AND DEVELOPMENT CORPORATIONS INQUIRY NOVEMBER 2010

Coles Supermarkets (“Coles”) welcomes the opportunity to provide comment on the Productivity Commissions Inquiry into Rural research and Development (“the PC R&D Inquiry”).

Coles is a national retailer that operates more than 750 supermarkets across all states and territories of Australia. We sell an extensive range of agricultural produce in our stores and 96% of our fresh produce is sourced from Australia. Our customer insights indicate that Australian consumers are looking to science and government to deliver solutions that maintain living standards.¹ On this basis, Coles supports continued and perhaps increased Commonwealth Government investment in rural research and development to deliver improvements for the sustainability of agriculture, industry and communities in Australia.

Coles does not wish to comment on the mechanism and framework for rural research other than to say that we support a government funded Rural Research and Development Corporations (RDC’s) research activities that are focused to ensure the delivery of targeted outcomes that best benefit Australia as a whole in harmony with government sustainability policy. We believe that agreed and broad stakeholder engagement is essential to the success of each RDC’s research program.

Thank you for the opportunity to provide our views on this PC R&D Inquiry. Should you wish to further discuss, please contact Neil McSkimming on 03 98295222 or via email neil.mcskimming@coles.com.au

Yours faithfully



Ruth Ahchow
Manager Regulatory Affairs
Coles Supermarkets Limited

1. AustraliaSCAN is an annual syndicated quantitative study established in 1992. The insights are based on 2,000 interviews with adults australia-wide, using a mix of face-to-face interviewing and self-completion questionnaires. The methodology is established to measure culture.