



NEWS

PR/042/08

Wednesday 5 March, 2008.

New website to broadcast fruit and vegetable prices

The NSW Farmers' Association Executive Council has voted to investigate the possibility of establishing a website to display actual prices received by producers at the farm-gate for fruit and vegetables.

No information would be displayed that would identify any place or organisation in the food chain.

NSW Farmers' Association Horticulture Chairman Peter Darley said this would help transparency and allow consumers, the purchasers of food, to see how much the farmer is being paid for their product.

"Inaccurate price reporting of horticulture commodities distorts the understanding by consumers and government of profit margins in the supply chain and distorts the market forces of supply and demand," Mr Darley said.

"We believe grower owned market reports would help to restore a competitive market and assist producers in their dealings."

In most cases, market information available to growers appears to be limited to hearsay, personal visits to the markets or through reports in some rural newspapers, which is unfair to consumers.

"It's hoped that ensuring appropriate price reporting will assist growers in preventing possible abuse of market power," Mr Darley said.

At this stage, the Association will investigate the possibility of the website which may see growers logging on weekly to record their prices.

"If successful, this idea could have positive ramification for other industries in agriculture," Mr Darley said.

Mr Darley said he believed that this website will assist in the aims and objectives of the Horticulture Code of Conduct.

**Contact: Ellen McNamara (Media Officer) 0429 990 218
Amanda Barwick (Media Manager) 0428 400 736**