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Agricultural Competitiveness Taskforce
Department of the Prime Minister and Cabinet
PO Box 6500
CANBERRA ACT 2600

Coles Group Limited welcomes the opportunity to contribute to the Commonwealth's White Paper on Australia's Agricultural Competitiveness.

As one of Australia's leading fresh food retailers, Coles sees a strong and secure farm sector as vital to maintaining a diverse economic base, and key to ensuring Australian families will continue to have assured supplies of affordable food of the highest standards.

Our customers prefer to buy locally-sourced produce when it is competitive on quality and price, and we work hard with our suppliers to satisfy these expectations.

In the attached submission, Coles argues there are exciting opportunities ahead for Australia's farm sector in the large and growing food markets of Asia provided farms and food processors continue to strive for improvements in productivity and competitiveness.

Attached also are a series of booklets documenting the strong partnerships Coles has with some of the most dynamic and innovative farm businesses across the country.

Coles is celebrating 100 years as an Australian-owned retail business focused on quality, service and value. That commitment includes a strong and long-standing presence across rural and regional Australia, home to about a third of our team members and stores.

Coles acknowledges the special contribution to national life of our farming community, and argues in this submission the importance of embracing all opportunities to ensure the sector has a strong and vibrant future.

Please do not hesitate to make contact if you require further detailed information.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Robert Hadler', is written over a light blue horizontal line.

Robert Hadler,
General Manager,
Corporate Affairs