



17 June 2021

Mr Mayuran Jeyarajah  
Director  
Investigations 4  
Anti-Dumping Commission  
GPO Box 2013  
Canberra ACT 2601

Email: [Investigations4@adcommission.gov.au](mailto:Investigations4@adcommission.gov.au)

**For Public File**

Dear Mr Jeyarajah

**Continuation of measures Investigations 571 and 572, and 573 and 574 – Consumer and Food Service Industry pineapple exported to Australia from the Philippines and Thailand**

Australian Pineapples is a member of Queensland Fruit and Vegetables Ltd. Australian Pineapples is a voice for pineapple growers in Queensland and is committed to supporting growth in locally produced pineapples.

Australian Pineapples understands that the Anti-Dumping Commission (“the Commission”) has received an application from Golden Circle Limited (“Golden Circle”) for the continuation of anti-dumping measures on exports of consumer pineapple and Food Service Industrial (“FSI”) pineapple exported to Australia from the Philippines and Thailand. The measures are due to expire from October 2021.

The Australian pineapple industry has experienced significant hardship up until early 2020 with pro-longed drought conditions impacting supply. The prolonged growing period from planting to harvesting for pineapples involves a long-term commitment by growers. The recovery from the devastating drought conditions for pineapple growers continues and the industry seeks long-term stability in terms of volume and prices from fruit wholesalers and processors (with Golden Circle a principal processor).

The vagaries of the fresh fruit market alone do not support the ongoing viability of the pineapple industry. It is the stability and certainty associated with the guaranteed supply – volume and price – that enables growers to commit to long-term supply to a competitive processing industry. Golden Circle has recently shared its long-term strategy to incentivize growers to aid increased planting, reduce risks associated with drought, and to support long pineapple crop cycles. These initiatives underline Golden Circle’s strategy to secure increased volumes of pineapple fruit across the period 2022 to 2027.

It is therefore critical to the long-term strategy of securing increased pineapple volumes that Golden Circle – as the sole Australian processor of pineapple fruit – is not faced with unfair prices from the two largest pineapple supply sources globally (i.e the Philippines and Thailand).

Australian Pineapples supports Golden Circle’s request for the continuation of the anti-dumping measures on consumer and FSI pineapple exported to Australia from the Philippines and Thailand. It is Australian Pineapples’ view that should the anti-dumping measures be allowed to expire it is likely that Golden Circle would experience price suppression, thereby undermining the current strategy to source increased pineapple supply from Australian growers.

C/O Growcom

Head Office: Primary Producers House, Level 3, 183 North Quay Brisbane Qld 4000 | PO BOX 12101 George Street QLD 4003

Tel: 07 3620 3844 Email: [growcom@growcom.com.au](mailto:growcom@growcom.com.au) [www.growcom.com.au](http://www.growcom.com.au)

Queensland Fruit & Vegetable Growers Ltd trading as Growcom Australia ABN 51 090 816 827



Australian Pineapples agrees with Golden Circle's representations that the industry is presently at a critical juncture and the extension of the anti-dumping measures against exports to Australia from the Philippines and Thailand is crucial to the long-term growth of local pineapple supply.

Australian Pineapples requests that the Commission consider the concerns of local pineapple growers and the value-adding processing industry in its overall assessment concerning the expiry of the anti-dumping measures on exporters in the Philippines and Thailand.

If you have any questions concerning this letter, please do not hesitate to contact me on 0428 743 972.

Yours sincerely

A handwritten signature in black ink, appearing to read "S Pace", with a small dot at the end of the line.

Stephen Pace  
Chairman