



Australian Government
Department of Industry, Science,
Energy and Resources

Anti-Dumping
Commission

Cases 571 and 572, ADRP review 144

Pineapples (consumer)

**Exported from the Republic of the Philippines and the
Kingdom of Thailand**

File note

Conference with Coles

15 February 2022, 9.30am

Participants:

Coles	Julia Stocco - Solicitor, Legal – Corporate Alistair Hamit – Managing Legal Counsel – Commercial Luke Holmes – Category Manager
Anti-Dumping Commission	Roman Maevsky – Case Manager Onkar Kaur – Case Team Isabel Leaver – Case Team Reuben McGovern – Case Team

The commission met with representatives from Coles on 15 February 2022 to discuss the goods under consideration and the Anti-Dumping Review Panel's (ADRP) reinvestigation request with regard to the operation of the consumer pineapple market. The ADRP has received an application from Golden Circle Limited (Golden Circle) seeking a review of a decision not to secure the continuation of anti-dumping measures applying to consumer pineapple exported to Australia from the Republic of the Philippines and the Kingdom of Thailand. The following is a summary of the matters discussed.

The commission requested the following information on how Coles:

- sets its pricing and the impact of the cost of consumer pineapple on the price on the shelf
- makes decisions to discount products
- operates its tender process when procuring consumer pineapple
- determines which products are sold on the shelf

PUBLIC RECORD

Coles confirmed the following –

- their price is set independently of other competitors and suppliers, and that country of origin is not necessarily a deciding factor in this process
- a number of factors are taken into account in their range review processes, including, but not limited to, expected product sales performance, margin structures, customer loyalty, and whether there are any constraints on supply.
- the pricing is very dynamic across the market, where commercial outcomes are considered in conjunction with competition across the product sector
- discounts included in promotional programs can be funded by both Coles and by the supplier.
- there has not been sufficient volume of Australian produced pineapple available to run promotional programs on Australian produced pineapple products in the last 12 months.
- in terms of supply issues for both pineapple products and other goods more broadly, the past 12 to 24 months has been challenging due to the impacts of Covid-19, which includes panic-buying by consumers
- the stability in the consumer pineapple market seems to be driven by the customer's mindset and how this relates to the products in question
- impacts of market conditions such as Covid-19 and panic buying have resulted in the baseline costs for pineapples increasing, in addition to increases seen in component and associated costs, such as the metals used for manufacturing the tins, in addition to international shipping and freight charges.
- cost price increases have been seen over the past 12 to 24 months in both the domestic and international markets, however, the levels of cost increases were comparable across both the domestic and international sectors
- customer loyalty data does not provide sufficient information on whether product origin is a key driver in buyer behaviour. Product switching may be influenced by product pack size, promotions and availability of products.