



WHAT THEY SAID



Steve and Daz McDowall, of York, said Coles' decision to buy WA beef was long overdue.

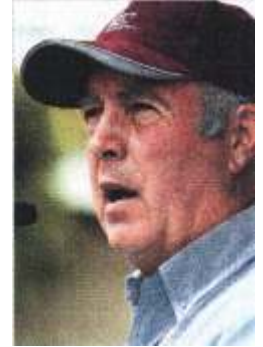
"Hopefully it will give us a bit of a kick in the price," Mr McDowall said. "The decision may give people the confidence to stay in the industry and not diversify into cropping if the financial reward is there."

Helen Goddard-Borger, of Swansea Street Meat Market, said 200 cattle a week was an insignificant number of bodies. "It's a joke, the public will believe anything, and it's an easy way to make the public think Coles is doing something for WA producers," Mrs Goddard-Borger said. "The decision is almost media driven."



Producer John Martin, of Toodyay, said the price of cattle bought at Harvey Beef would have to go up in order for the processor to supply Coles with the number of cattle it had agreed on. "What we don't want is a monopoly; the sort of volume Coles may require could end up controlling the price of cattle in the WA market."

Producer Alan Penfold, of Cowaramup, said it was about time Coles started supporting WA beef producers. "If this can get cattle moving then it will help WA beef producers," Mr Penfold said. "The shortage of cattle full stop will have to increase prices, the biggest problem is that we won't have the cattle to supply Coles."



Red Meat Action Group chairman Gary Buller said beef prices would go up this year but it would not be because of the new deal with Coles.

"Unfortunately in the past Coles has tended to buy budget beef to stock their shelves, however it would be nice if they sourced higher-quality beef," Mr Buller said.