

Dear Sir/Madam

As a dairy farmer I am very concerned in regarding the action taken by large supermarkets and their cut price on milk. Since deregulation large supermarkets have appeared to act in a unreasonable manor, doing as they please. I am surprised that it has taken so long that now the government has finally started to investigate, something that should never have happen. Obviously they weren't enough control measures put in place since deregulation, lowing the cost of milk below the cost of production is ridiculous. Why have the chosen fresh milk - surely \$1 loaves of bread would be just as appealing to the customer. If the supermarkets think they so clever as attracting customers, let's have some labeling on the side of the carton, how much the farmer, milk tanker, processor, retailer receivers per bottle, and of cause how much generic milk and non generic is sold through their retail stores, hopefully then the customers will realize who were the winners from deregulation.

Thank you for your time.

Steve