

**MILK RETAIL PRICES W.A. JANUARY 2010**

	<u>Regular</u>			<u>Hi-LO</u>		
	Coles \$	W/W \$	IGA \$	Coles \$	W/W \$	IGA \$
<b>Brownes</b>						
3 ltr	4.75	4.75	3.59	-	5.10	3.59
2 ltr	3.42	3.13	2.35	3.52	3.67	2.35
1 ltr	2.15	2.15	1.99	2.25	2.25	1.99
<b>Pura</b>						
2 ltr	3.47	3.47	2.69	3.58	3.58	2.69
<b>House Brand</b>						
3 ltr	3.66	3.66	-	3.96	3.96	-
2 ltr	2.47	2.47	-	2.77	2.77	-
<b>Harvey Fresh</b>						
3 ltr	-	-	3.69	-	-	3.69
2 ltr	3.51	3.51	2.49	3.55	3.55	2.49

Obviously we use Branded milk to price match their House Brand milk.

**WATERBED EFFECT ON OTHER DAIRY PRODUCTS**

**Cost Price on Promo**

		\$
<b>1 Kg Cheese</b>	<b>2006</b>	<b>7.00</b>
	<b>2007</b>	<b>7.00</b>
	<b>2008</b>	<b>7.80</b>
	<b>2009</b>	<b>8.80</b>
<b>1 Kg Yogurt</b>	<b>2006</b>	<b>3.00</b>
	<b>2007</b>	<b>3.00</b>
	<b>2008</b>	<b>3.80</b>
	<b>2009</b>	<b>3.85</b>
<b>2 Litre Ice Cream</b>	<b>2006</b>	<b>2.70</b>
	<b>2007</b>	<b>2.90</b>
	<b>2008</b>	<b>3.80</b>
	<b>2009</b>	<b>4.00</b>
<b>4 Litre Ice Cream</b>	<b>2006</b>	<b>4.40</b>
	<b>2007</b>	<b>4.50</b>
	<b>2008</b>	<b>5.40</b>
	<b>2009</b>	<b>6.00</b>