

My name is Richard Metcalfe and I am a joint owner of Metcalfe Pastoral, a family owned grass fed beef production business based on the south coast of WA.

We have been supplying grass fed cattle to Woolworths for over 25 years and in the last 6 months supplied 1710 head of cattle.

We have always found them to be a very good business to work with.

They abide by all industry protocols and are very prompt payers.

Within the WA market, Woolworths is the price setter. All other players within the market wait until Woolworths sets its price and fall in behind, always at a lower level.

In 2022 a lot of the market was \$2.00/kg below Woolworths' price.

In 2023 Woolworths pricing was approximately \$400.00 per head above the saleyard price.

I do not have any knowledge of the costs associated with processing the live animal to a supermarket product or the cost associated with running a supermarket. I do know that if you shop cleverly, buying specials and freezing soon to be expired products you can eat very reasonably priced beef.

One of the main problems within the WA market is the policies of the current Federal Government. Many live sheep ships to the Middle east also carry a component of live cattle. This is one of the few sources of competition to the supermarkets.

As part of this policy, they state they will provide more onshore processing. It takes time to build this infrastructure and establish new markets and there is no sign of this happening.

The success of our business is entirely due to the fact that we have access to the Woolworths' market. We find them to be a good corporation to be supplying and doing business with.

The most significant threat to our business is the policies of the current Federal Government.

Richard Metcalfe