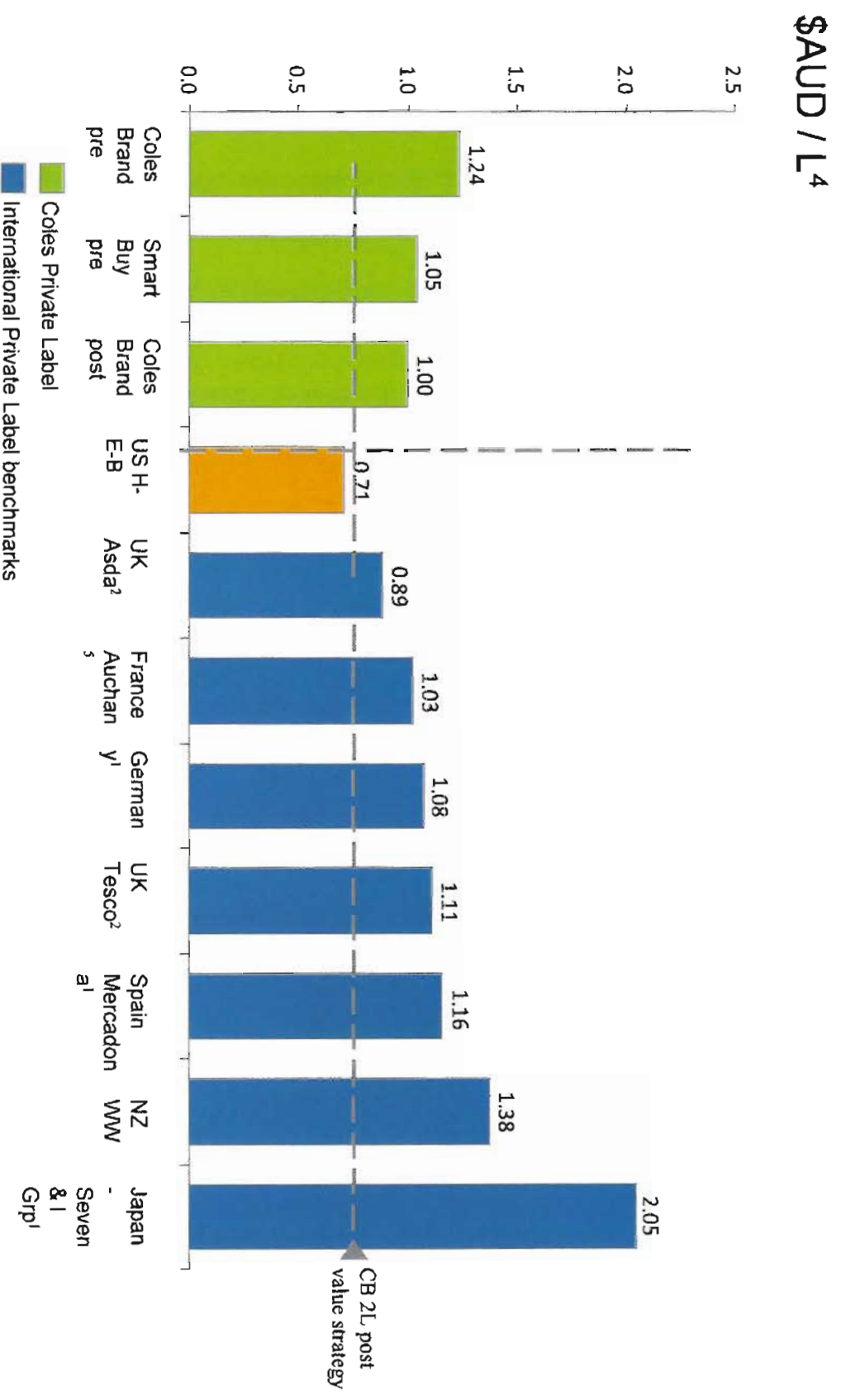


Ovensel Digifour Organisation
 Tested 6 October 2011

Australia's retail milk prices about middle of international the pack



1. Uses 1 L milk size 2. Uses 4pt milk size 3. Currencies converted to \$AUD according to exchange rate on 21st January, 2011 4. Auchan price based on semi-skimmed milk price for a 6x1L multi-pack 5. US H-E-B price based on gallon size (majority of volume), ½ Gallon has a large price premium (ie. \$2.18 for ½ Gallon vs \$2.68 for a Gallon) Note: Asda and Tesco are line priced in 1pt and 2pt pack sizes, but Asda noticeably cheaper in 4pt and 6pt sizes
 Source: Store visits and online price research