

**PRODUCE AND GROCERY INDUSTRY CODE ADMINISTRATION COMMITTEE
2006-2007 ANNUAL REPORT**

Message from the Chairman

In accordance with the Produce and Grocery Industry Code of Conduct, I am pleased to present the annual report of the Produce and Grocery Industry Code Administration Committee for the year ended 30 June 2007.

The report outlines the work undertaken by the Committee to progress the objectives of the Produce and Grocery Industry Code of Conduct. That is, to promote fair and equitable trading practices, encourage fair play and open communication amongst industry participants as a means of avoiding disputes and, in the event, of a dispute the provision of an accessible dispute resolution mechanism.

Encouraging industry to work cooperatively to improve business transactions and minimise disputes is an important role of the Produce and Grocery Industry Code of Conduct and Administration Committee. An example of this has been the development of the Terms of Trade Checklist that provides industry with guidelines on terms and conditions that should be considered when entering into a contract.

I am pleased to note that the Produce and Grocery Industry Code of Conduct has been referred to as ‘an example of a successful scheme aimed at addressing concerns about supplier-retailer relationships’, in a *Working Paper on Supply Chain Practices and the Supermarkets Code of Practice* for the Groceries Market Review being undertaken by the United Kingdom Competition Commission.

The Produce and Grocery Industry Code of Conduct is continuing to service the needs of the produce and grocery industry after the introduction of the mandatory Horticulture Code of Conduct.

While the Horticulture Code of Conduct covers transactions between growers and wholesalers in the fruit and vegetable industry, the Produce and Grocery Industry Code of Conduct will continue to encourage fair trading practices along the vertical produce and grocery industry supply chain, including growers, wholesalers, processors, distributors and retailers.

In closing, I would like to extend my appreciation and thanks to Committee members for their ongoing contribution to and support of the code and the Committee’s work.

Ian Davis
Chairman
Produce and Grocery Industry Code Administration Committee

1. Background

The Federal Parliament established the Joint Select Committee on the Retailing Sector on 10 December 1998. The Joint Select Committee's terms of reference was to inquire into and report on the impact of market concentration in the retail sector and recommend possible revenue neutral courses of action for the Australian Government.

The Joint Select Committee presented its report, *Fair Market or Market Failure?*, on 30 August 1999, with the Government releasing its response to the report on 17 December 1999. The Government responded to the Joint Select Committee's recommendations by implementing a voluntary industry code of conduct and a Government funded industry ombudsman to assist to resolve industry disputes.

The Retail Grocery Industry Code of Conduct Committee (RGICCC) was established by the Government on 13 February 2000 as an industry-funded committee comprising of a cross-section of industry representatives.

The RGICC was established with the following terms of reference:

- address the issue of an ombudsman scheme as part of the code and how it will be structured with its jurisdiction, powers, review and reporting requirements defined and delineated;
- improving transparency in 'vulnerable' supply markets – where growers have to deal with a range of market characteristics, including perishability, market volatility and a high degree of risk exposure;
- raising product labelling and packaging standards;
- reducing contractual uncertainty, in particular, the passing of ownership of produce and the circumstances under which produce can be returned;
- branding, particularly where businesses, which are subsidiaries of, or are substantially owned by, a listed public company or major retailer, note that association on shop front signage, in advertising, on stationary etc; and
- consideration of notification issues of retail grocery store acquisitions and of the acquisitions of grocery wholesalers by retailers and vice-versa.

The RGICCC developed the Retail Grocery Industry Code of Conduct, which was launched on 13 September 2000 by the then Minister for Employment, Workplace Relations and Small Business, the Hon Peter Reith MP and the then Parliamentary Secretary for Small Business, the Hon Mal Brough MP.

On 11 February 2005, the RGICCC agreed to rename the Retail and Grocery Industry Code of Conduct to better reflect its coverage within the industry. The code was renamed the Produce and Grocery Industry Code of Conduct (PGICC) with the RGICCC becoming the Produce and Grocery Industry Code Administration Committee (PGICAC).

On 20 November 2006, the Government transferred the responsibility for administering the PGICC from the Office of Small Business of the Australian Government Department of Industry, Tourism and Resources to the Australian Government Department of Agriculture, Fisheries and Forestry.

Therefore, the Department of Agriculture, Fisheries and Forestry provides the Secretariat services to the PGICAC, manages the contract for the Produce and Grocery Industry Ombudsman mediation service and provides the communications campaign for the PGICC.

2. Produce and Grocery Industry Code of Conduct

The Produce and Grocery Industry Code of Conduct is a voluntary set of guidelines promoting fair trading practices in the produce and grocery industry and provides a simple dispute resolution mechanism.

The code covers vertical transactions within the produce and grocery industry supply chain and guides the conduct of businesses within the industry. The code is intended to cover all participants (except consumers) in the Australian produce and grocery industry, including growers, processors, wholesalers, distributors and retailers.

The code addresses four important issues:

- produce standards and specifications;
- contracts;
- product labelling, packaging and preparation; and
- notification of acquisitions.

The objectives of the code are to:

- promote fair and equitable trading practices amongst industry participants;
- encourage fair play and open communication between industry participants as a means of avoiding disputes; and
- provide a simple, accessible and non-legalistic dispute resolution mechanism for industry participants in the event of a dispute.

The best practice principles promoted by the code encourage fair, equitable and open relationships between industry participants to strengthen relationships and minimise disputes.

The following organisations and businesses are committed to promoting the code and their own internal dispute resolution procedures:

- Aldi Stores
- Australian Chamber of Fruit and Vegetable Industries Limited
- Australian Dairy Farmers
- Australian Chicken Growers Council
- Australian Egg Corporation Limited
- Australian Food and Grocery Council
- Australian Retailers Association
- Coles Group Limited
- Murray Valley Winegrape Growers
- National Association of Retail Grocers of Australia
- National Farmers Federation
- National Retail Association
- Horticulture Australia Council
- Queensland Retail Traders and Shopkeepers Association; and
- Woolworths Limited.

3. Produce and Grocery Industry Code Administration Committee

As specified in the Produce and Grocery Industry Code of Conduct, the role of the Committee is to:

- publicise and promote the code and its dispute resolution procedures;
- monitor the operation of the code;
- consult with industry participants (where appropriate) on proposed amendments to the code;
- determine necessary amendments to the code;
- provide for the adequate financing of code administration expenses;
- produce an annual report on the code and its administration;
- report to the Australian Government Minister for Agriculture, Fisheries and Forestry on the operation and effectiveness of the code, as required; and
- report to the industry on the operation and effectiveness of the code.

a. Committee Membership Changes

There were the following changes to PGICAC member representatives in 2006-2007;

- National Association of Retail Grocers of Australia – Mr Ken Henrick replaced Mr Alan McKenzie
- National Farmers’ Federation – Mr Charles McElhone replaced Mr John Rogers
- Coles Group Limited – Mr Chris Mara replaced Mr Peter Merritt

The PGICAC Chairman position was reviewed at the Committee’s 21st meeting. The Committee offered Mr Ian Davis the Chairman’s position for another 12 months until June 2008 and, subsequently, Mr Davis accepted the offer.

b. Meetings

The PGICAC convened four times and details of the meetings and attendance by representative organisations at all scheduled PGICAC meetings are as follows:

| Meeting | Date | Attendance |
|--------------------------|------------------|--------------------------|
| 19 th meeting | 24 October 2006 | All |
| 20 th meeting | 12 December 2006 | All except ADF and NARGA |
| 21 st meeting | 8 March 2007 | All except NARGA |
| 22 nd meeting | 28 June 2007 | All except AFGC and ADF |

**Produce and Grocery Industry Code Administration Committee Membership
(As at 30 June 2007):**

Chairman

Ian Davis
Senior Partner
Minter Ellison Lawyers

Members

Mr David Edwards AM
Executive Director
Australian Retailers Association

Mr Charles McElhone
Manager – Economics
National Farmers’ Federation

Mr Dick Wells
Chief Executive Officer
Australian Food and Grocery Council

Mr Stuart Swaddling
Chairman
Horticulture Australia Council

Mr Colin Gray
Executive Director
Australian Chamber of Fruit and
Vegetable Industries

Mr Ian Baldock
Director
National Association of Retail
Grocers of Australia

Mr Robert Poole
Deputy Chief Executive Officer
Australian Dairy Farmers

Mr Ken Henrick
Chief Executive Officer
National Association of Retail Grocers of
Australia

Mr Chris Mara
Adviser – Government Affairs
Coles Group Limited

Mr Rohan Jeffs
General Manager, Corporate Services
Woolworths Limited

Ms Meg Parkinson
Deputy President
Victorian Farmers Federation
(Representing Murray Valley Wine Grape
Growers, the Australian Chicken Growers Council
and the Australian Egg Corporation)

4. Operational and Effectiveness Issues

The Strengthening the Code Reference Group was established by the Committee at its 13th meeting, on 29 April 2005, to develop recommendations for the Committee to consider to strengthen the provisions of the code. The Reference Group consists of Mr Gray, Mr McElhone, and Ms Parkinson and considered issues such as:

- Australian Competition and Consumer Commission (ACCC) advice and analysis of the code, in terms of good code design, provided in May 2006;
- Any potential changes to the code in the light of the ACCC advice;
- The objectives of the code to ensure they are measurable and written in plain English; and
- Developing options for improving the focus of the code.

To enhance transparency and build awareness of the code's benefits, the Committee accepted the Reference Group's recommendation that, on behalf of the Committee, the Committee Chair release a statement of outcomes after each meeting. This was outlined as providing a communication tool in informing the produce and grocery industry of the code and Committee's progress.

A key outcome from the Reference Group's paper was the development of a Terms of Trade Checklist as a means of providing industry guidelines for negotiating terms and conditions of contracts. Based on the Reference Group's recommendations, the Committee agreed to amend the code to include the Terms of Trade Checklist at the 21st meeting on 8 March 2007.

The checklist provides industry with a practical list of those areas that should be included in any supply chain contract to avoid misunderstandings. The checklist includes items such as supplier obligations, price determination, variation and notification, and procedures to manage compliance.

The checklist represents best practice for developing contractual arrangements between industry participants in the produce and grocery supply chain.

In addition to the Terms of Trade Checklist, the group recommended the following amendments made to the code:

- Amend the Contracts principle, Clause 6 of the code, by deleting 'including the right to determine whether or not that contract is evidenced in writing' to read 'All industry participants support the right of suppliers and retailers to freely negotiate the terms and conditions of any supply contracts.'
- Amend Article 6.1 of the code by adding 'concise' to read 'Suppliers and retailers will negotiate the terms and conditions of their supply contracts (including terms of payment) in clear, concise, meaningful and accurate terms.'
- Amend Article 6.3 of the code to read 'Suppliers and retailers will encourage the use of written contracts (where appropriate) to evidence the terms of conditions of supply.'

Contracts should be in plain English and may include the items listed in the Terms of Trade Contract Checklist at Appendix 2.’

- Include a new Article 11.7 that reads ‘The PGICAC may invite other relevant authorities to act as observers where appropriate, for example the Australian Competition and Consumer Commission and State Fair Trading Departments.’
- Include a new Article 13.1 that reads ‘The Produce and Grocery Industry Ombudsman is appointed by the Australian Government under contract.’

The PGICAC approved the amendments at the 21st Committee meeting.

5. Communications Campaign

On 19 September 2006, the Office of Small Business in the Australian Government Department of Industry, Tourism and Resources launched an education and promotion campaign at the Henty Machinery Field Days. The campaign was revised to incorporate the results of Quantum Market Research undertaken in September 2005. The campaign aimed to encourage produce and grocery industry participants to use the mediation services provided by the Produce and Grocery Industry Ombudsman (PGIO).

Following the transfer of Secretariat function to the Department of Agriculture, Fisheries and Forestry, the communications strategy was revised to emphasise the best practice principles promoted by the code rather than focusing purely on the PGIO mediation service. Redirecting the focus of the communication strategy aims to improve industry’s awareness of the code and assist in minimising disputes through the understanding of best business practice, such as the use of contracts.

The PGICC communications campaign aims to increase the awareness of best practice principles in business relationships within the produce and grocery industry. The objectives of the communications strategy are:

- that the communications activities result in an increase in awareness that the code exists and encourages the adoption of best practice in business transactions along the produce and grocery supply chain;
- that members of the PGICAC actively support the code and promote it to their members and networks;
- that the communications successfully target key stakeholder groups not on the PGICAC (including processors, distributors, wholesalers and pack houses);
- that the communications strategy establishes a database of key stakeholders and their industry associations that the PGICAC can use to distribute information about the code;
- that industry organisations are using their networks to provide information to their members about the code;
- that there is an increase in traffic on the PGICC website and an increase in the enquiries to the ombudsman; and
- that the communications strategy results in a greater internal awareness within DAFF of the code, how it can assist, and the industries it applies to.

At the 21st PGICAC meeting, the PGICAC moved to establish a Communications Sub-Committee to assist the Secretariat with the promotion of the code. This sub-committee would provide a useful mechanism for the PGICAC to provide input and increase their involvement in the communications undertaken by the Secretariat.

A brochure outlining the PGICC was developed as well as an electronic newsletter (‘e-zine’) to distribute information about the PGICC to industry to increase awareness and knowledge about the code and best business practice. In 2006-07, e-zines were issued in May and June and they focused on the principles produce standards and specifications, and contracts, respectively.

Media releases are sent after each PGICAC meeting to industry and, as well as the meeting’s statement of outcomes, are placed on the PGICC website after each meeting. These media releases and statement of outcomes report to industry the progress of the work being conducted by the PGICAC.

a. PGICC Website Statistics

The PGICC website was launched in September 2006 and is now the main communication tool for the code and Committee.

Table 1: Website Usage Statistics

| Month | Hits per Month | Daily Hits Average |
|-----------------------|-----------------------|---------------------------|
| September 2006 | 3091 | 103.83 |
| October 2006 | 853 | 27.52 |
| November 2006 | 886 | 29.53 |
| December 2006 | 933 | 30.10 |
| January 2007 | 898 | 28.97 |
| February 2007 | 1076 | 38.43 |
| March 2007 | 2087 | 67.30 |
| April 2007 | 2560 | 85.33 |
| May 2007 | 2801 | 90.35 |
| June 2007 | 2000 | 66.67 |

6. Produce and Grocery Industry Ombudsman

The code provides for a two-stage dispute resolution scheme that:

1. Encourages applicants to raise disputes with the respondent; and
2. Encourages unresolved disputes to be raised with the Produce and Grocery Industry Ombudsman (PGIO).

As outlined in the code, the PGIO provides a confidential mediation service, which is subsidised by the Australian Government and its role is to:

- produce an annual report on the Office of the Produce and Grocery Industry Ombudsman;
- report to and consult with the PGICAC on the operation and effectiveness of the code annually, or as requested; and
- report to the Australian Government Minister for Small Business on the operation and effectiveness of the code and the Office of the Produce and Grocery Industry Ombudsman.

On 1 September 2006, the provision of the PGIO dispute resolution service was transferred from Mediate Today Pty Ltd to the Accord Group for a period of four years. The transfer resulted in the implementation of a panel of mediators to provide assistance to the PGIO. The PGIO will now manage and oversee a national panel of suitably qualified mediators who will deliver the mediation services.

Before the transfer of service providers the Ombudsman had a promotional role. The new Ombudsman no longer has this role. The new service provider also works to resolve disputes before they escalate to requiring mediation. This focus on early dispute resolution has resulted in a significant drop in the number of inquiries that become disputes requiring mediation.

The PGIO mediation service will continue to mediate disputes in accordance with the code and the Ombudsman will continue to determine whether a dispute is covered by the code and suitable for resolution by mediation.

a. PGIO Website Statistics

Table 2: PGIO Website Usage Statistics

| Month | Hits per Month | Daily Hits Average |
|-----------------------|-----------------------|---------------------------|
| September 2006 | 263 | 13 |
| October 2006 | 529 | 17 |
| November 2006 | 692 | 23 |
| December 2006 | 2386 | 76 |
| January 2007 | 1363 | 43 |
| February 2007 | 1205 | 43 |
| March 2007 | 1645 | 53 |
| April 2007 | 1391 | 46 |
| May 2007 | 1648 | 53 |
| June 2007 | 1629 | 54 |

7. Dispute Resolution Statistics

(a) Period from July 2006 to August 2006

The following statistics detail the work undertaken by the Produce and Grocery Industry Ombudsman for mediation of disputes within the industry prior to the change of service provider on 1 September 2006.

| Dispute Enquiries made by residents of each State/Territory: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|---|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| | 0 | 2 | 0 | 3 | 0 | 0 | 1 | 0 | 6 |

| Number of mediation applications received by State/Territory: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|--|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| | 0 | 2 | 0 | 3 | 0 | 0 | 1 | 0 | 6 |

| Number of mediation applications mediated by State/Territory: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|--|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 0 | 5 |

| Number of formal mediations resulting in a signed agreement by State/Territory: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|--|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| | 0 | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 4 |

(b) Period from September 2006 to June 2007

The following statistics detail the work undertaken by the Produce and Grocery Industry Ombudsman for resolution of disputes within the industry following the change of service provider on 1 September 2006.

| Disputes Enquiries made by residents of each State/Territory and sector: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|---|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| Avocado | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Banana | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 4 |
| Capsicum | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Custard Apples | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Fruit - general | 0 | 1 | 1 | 4 | 0 | 0 | 3 | 0 | 9 |
| Grape | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 7 |
| Lychee | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Mango | 0 | 0 | 2 | 6 | 0 | 0 | 0 | 0 | 8 |
| Miscellaneous | 0 | 0 | 0 | 10 | 0 | 0 | 2 | 0 | 12 |
| Nuts | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Potato | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Pumpkin | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Tomato | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Vegetable -general | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 4 |
| TOTAL | 0 | 2 | 3 | 31 | 0 | 0 | 16 | 0 | 52 |

Note:

Fruit-general and Vegetable-general are used as categories where the enquiry related to more than one type of produce. These enquiries related to the following: citrus fruits, tropical fruits, watermelon, rockmelon, pumpkin and potato.

Miscellaneous is used as a category for those enquiries referred onto the Australian Government Department of Agriculture, Fisheries & Forestry. These predominately related to the introduction of the new mandatory Horticulture Code of Conduct.

| Mediations run in each State/Territory, capital city/regional area and sector: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|---|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| Avocado | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Banana | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Capsicum | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Custard Apples | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fruit - general | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Grape | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lychee | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mango | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Miscellaneous | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nuts | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Potato | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Pumpkin | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tomato | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Vegetable - general | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |

Note:

Where mediation is conducted via teleconference, the location for mediation is taken as being the location of the mediator. This is the case for the mediation above. During this same period there have been six requests for formal mediation. Of these, two have been withdrawn, 1 has been successfully mediated and three are in the process of arranging mediation.

| Mediations run in each State/Territory, capital city/regional area and sector where an agreement was reached between the parties: | ACT | NSW | NT | QLD | SA | TAS | VIC | WA | TOTAL |
|--|------------|------------|-----------|------------|-----------|------------|------------|-----------|--------------|
| Avocado | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Banana | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Capsicum | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Custard Apples | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fruit - general | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Grape | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lychee | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mango | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Miscellaneous | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nuts | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Potato | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Pumpkin | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tomato | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Vegetable - general | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |

| Nature and Basis of each dispute mediated and unmediated: | |
|--|-----------|
| Failure to pay invoice/s | 18 |
| Value of produce | 10 |
| Quality of produce | 4 |
| Care taken by wholesaler in receiving produce | 1 |
| Other party acting outside of agreement | 5 |
| Miscellaneous | 13 |
| Unknown | 1 |
| TOTAL | 52 |

Note:

Disputes can involve more than 1 issue. Information relates to all enquiries, whether mediated or not. Miscellaneous category relates to those enquiries referred onto the Australian Government Department of Agriculture, Fisheries & Forestry (Horticulture Code of Conduct).

| How the enquirer was made aware of the Produce and Grocery Industry Ombudsman: | |
|---|-----------|
| Produce and Grocery Industry Code of Conduct | 1 |
| Australian Competition and Consumer Commission | 1 |
| Previous Enquiry | 2 |
| Previous Dispute | 2 |
| Former Produce and Grocery Industry Ombudsman | 4 |
| Internet | 2 |
| Produce and Grocery Industry Ombudsman Website | 2 |
| Local Newspaper | 7 |
| Solicitor | 1 |
| Growcom | 20 |
| Victorian Farmers Federation | 3 |
| Other Associations | 3 |
| Word of Mouth | 3 |
| TOTAL | 43 |

Number of referrals to other agencies/organisations where enquiry beyond scope of Ombudsman's role: 13 (regarding scope of the Produce and Grocery Industry Code of Conduct and the introduction of the Horticulture Code of Conduct).