Dear sir/Madam

Australia is a country of high standards in all things....except 1.

Australia is suffering from a long term and chronic food scam that has affected the whole country, and deprived a generation of the food that they deserve. Where I come from in the UK, australian food is taxed more highly than it is here, and yet it is half the price. Australian apples in coles, outside the orchard are 3-5 dollars a kilo, but those same apples from the same orchard when transported half way round the world, are half this price. This statement about the apples reflects the situation for most food products that we have in the duopoly of coles and woolies.

It is a relatively simple process to go online, and check prices in UK supermarkets of australian products, then compare them to the prices here, and you will see the difference is always there.

The real terrible crime, that is insidious, and difficult to detect, is that the artificially high prices, have limited the vast bulk of the products on the shelf to those that are cheap to make. Lets take cheese for example - this product illustrates what is happening across the board with all food products in the supermarkets here - The supermarkets here put an unnecessarily big mark up on cheese. They then sell economy cheese as everyday cheese, and every day cheese as gourmet cheese. This means that the Australian consumer is eating loads of economy low grade food, which they are buying for high prices, and the better quality stuff eaten elsewhere is not made available. Mainland cheese is a perfect example of this, in other countries, Mainlands higher grades of cheese are the same price as the rubbery, yellow economy cheese that is sold as good cheese here. The quality and taste difference is massive, but as the aussie consumer never gets the good stuff, they just dont know. This quality vs price issue is across the board with food products except meat.

If you know a bit about food, you know where to get beautiful food in this country, but if you have been overseas, and also know about food, you realise that the majority, including myself, are being forced to live off low quality poor tasting food, as the supermarkets refuse to make the better stuff affordable. The bottom line is that Aussies are getting crappy grub at twice the price because of coles and woolies, whilst the europeans and others are enjoying much better stuff for less! The only solution to this is competition...

I have sent the following to Dan Murphys about wine

When I arrived in australia, it was 3 dollars to the pound. Australian wines were about 2x the price in the UK as in Australia. Now its only 1.6 dollar to the pound those poor poms must be paying twice as much for Aussie wine

The other day, whilst my UK friends were over, I pulled out a bin 28 shiraz, and told them - this stuff costs about 40 pounds+ in the uk. I was then told - no it doesnt mate its about 6 pounds a bottle I checked the tescos website, and sure enough it is - prices below....So please tell me why Penfolds is selling a wine for about 2-3 dollars a bottle, that is transported half way round the world, and sold for 10 dollars, when with you its 22 dollars???, and why has the UK price dropped so much whilst we are now paying a mark up of 90-95% on what the wineries are selling their wine for??

Penfolds Bin 28 Kalimna Shiraz 75cl UK price (converted to AUD)$10/bottle - $21.80 with you
Bin 389 $40/bottle - Dans $51.26
Bin 128 $20 you @26.59
Penfold's Grange 2003, Barossa 75cl $370/ bottle your price $495/bottle

These are not just one offs, but reflect the price difference across the whole range of australian wines stunningly and crushingly, the tax on wine overall in Australia with WET and GST is 39% whereas in the UK it is 57% with VAT

Yours Ben Judd

(a whinging pom!)