



**The National Dairy Council Response
to Department of Jobs, Enterprise &
Innovation's Consultation on:**

**CONSUMER PROTECTION ACT 2007 (SECTION 63B)
(REGULATION OF ASPECTS OF THE COMMERCIAL
RELATIONSHIPS BETWEEN SUPPLIERS AND
RELEVANT GROCERY GOODS UNDERTAKINGS)
REGULATIONS 2015.**

What is the National Dairy Council?

The NDC plays a vital role in driving a sustainable dairy industry in Ireland and in educating consumers on the role of dairy in their lifestyles.

It is a privately funded organisation representing over 75% of Irish Dairy Farmers and Co-ops.

National Dairy Council Position:

The NDC supports and endorses the FDII submission on the Government's commitment to introduce and enforce statutory regulations in the grocery sector.

The Consumer Dairy Sector in Ireland and in particular the liquid milk sector has been significantly undermined by dominant retail buying power in recent years.

Dominant buying power has squeezed the dairy supply chain through a combination of opportunistic imports plus increasing demands from domestic retailers for support as a market entry cost.

This dominance is undermining access to nutrition for consumers and in particular younger consumers. Furthermore current retail buying behaviour is hampering new product development/innovation in the sector and perhaps even more fundamentally represents a significant threat to the continuing provision of liquid/drinking milk on 52 week basis.

This dominance has not resulted in either lower costs to consumers or increased consumer choice.

Regulations:

These regulations are essential to redress the power imbalance between retailers and suppliers. This will ensure that retailers' commercial success is purely dependent on meeting consumer demand efficiently. This will benefit all stakeholders operating the domestic grocery sector including the consumer.