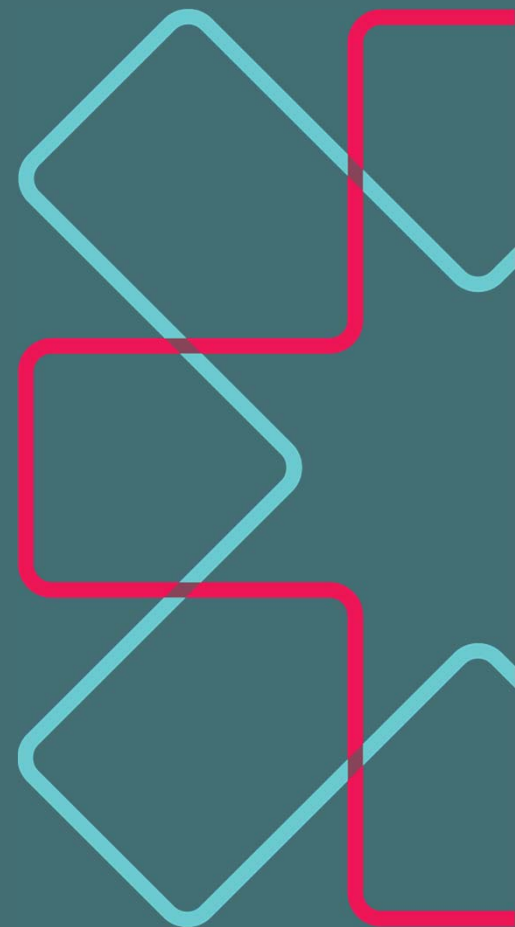


MARTIN  
JENKINS

Commerce Commission Grocery

# Draft narrative

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# 2022

## NEW ZEALANDERS HAVE CHOICES ABOUT WHERE AND HOW THEY GET THEIR GROCERIES AT A COMPETITIVE PRICE

We drive the grocery sector to be competitive **and customer focused** for the benefit of all New Zealanders.

We are an independent Crown entity, with new responsibilities for **monitoring and regulating** the Grocery sector.

We are tasked with:

- Monitoring and publicly reporting on the state of competition in the grocery industry including practices and conduct
- Making it easier for independent grocery retailers to set up and expand their business through access to competitively priced wholesale groceries
- Monitoring land banking by major grocery retailers and banning covenants that inhibit retail grocery store development
- Addressing the power imbalance between suppliers and grocery retailers
- Making it easier for consumers to compare prices and promotions, and make informed purchasing decisions

Retailers

- Be a responsible retailer
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply with them

Consumers

- Shop around. Consider convenience, quality and price when making purchasing decisions
- Know your rights
- If you think your rights have been breached and you're unable to resolve your dispute with your retailer, come to XXX.

Suppliers

- Actions TBC

Annual review of grocery sector



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# Big picture

Three options

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# 1. Fair price

New Zealanders can buy groceries at a fair price

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## 2. Competition Choice Fair price

New Zealanders have a competitive grocery sector, with more choice and fair prices

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### 3. Choice Competitive prices

New Zealanders have choices about where and how they get their groceries at a competitive price

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# Critics message

## CURRENT

We are an independent Crown entity, with new responsibilities for monitoring and regulating the Grocery sector.

We are tasked with:

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- Making it easier for independent grocery retailers to set up and expand their business through access to competitively priced wholesale groceries
- Monitoring land banking by major grocery retailers and banning covenants that inhibit retail grocery store development
- Addressing the power imbalance between suppliers and grocery retailers
- Making it easier for consumers to compare prices and promotions, and make informed purchasing decisions

## NEW

We are an independent Crown entity, with new responsibilities for monitoring and regulating the Grocery sector which will increase competition over time.

We will make it easier for existing players to compete more effectively.

We will make it easier for new entrants to enter the market, encouraging greater innovation and giving New Zealanders greater choice.

We will make it easier for small suppliers to compete, so that New Zealanders have access to a wider range of products.

We will make it easier for consumers to compare prices and promotions and make informed purchasing decisions.



# Call to action

## CURRENT

### Retailers

- Be a responsible retailer
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply with them

### Consumers

- Shop around. Consider convenience, quality and price when making purchasing decisions
- Know your rights
- If you think your rights have been breached and you're unable to resolve your dispute with your retailer, come to XXX

### Suppliers

- Actions TBC

## NEW

### Big three retailers/wholesalers

- Be competitive
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply

### New entrants

- Look at the opportunity to enter the grocery sector

### Consumers

- Shop around. Choosing not to, could cost you.

### Suppliers

- Get familiar with the new Code of Conduct
- If you think the Code of Conduct has been breached, come to XXX



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# Options

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# Grocery #1

## NEW ZEALANDERS CAN BUY GROCERIES AT A FAIR PRICE

We drive the grocery sector to be competitive **and customer focused** for the benefit of all New Zealanders.

We are an independent Crown entity, with new responsibilities for monitoring and regulating the Grocery sector which will increase competition over time.

We will make it easier for existing players to compete more effectively.

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We will make it easier for small suppliers to compete, so that New Zealanders have access to a wider range of products.

We will make it easier for consumers to compare prices and promotions and make informed purchasing decisions.

Big three retailers/wholesalers

- Be competitive
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply

New entrants

- Look at the opportunity to enter the grocery sector

Consumers

- Shop around. Choosing not to, could cost you.

Suppliers

- Get familiar with the new Code of Conduct
- If you think the Code of Conduct has been breached, come to XXX

Annual review of grocery sector | Monitoring covenants etc | Data and insights



# Grocery #2

## NEW ZEALANDERS HAVE A COMPETITIVE GROCERY SECTOR, WITH MORE CHOICE AND FAIR PRICES

We drive the grocery sector to be competitive **and customer focused** for the benefit of all New Zealanders.

We are an independent Crown entity, with new responsibilities for monitoring and regulating the Grocery sector which will increase competition over time.

We will make it easier for existing players to compete more effectively.

We will make it easier for new entrants to enter the market, encouraging greater innovation and giving New Zealanders greater choice.

We will make it easier for small suppliers to compete, so that New Zealanders have access to a wider range of products.

We will make it easier for consumers to compare prices and promotions and make informed purchasing decisions.

Big three retailers/wholesalers

- Be competitive
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply

New entrants

- Look at the opportunity to enter the grocery sector

Consumers

- Shop around. Choosing not to, could cost you.

Suppliers

- Get familiar with the new Code of Conduct
- If you think the Code of Conduct has been breached, come to XXX

Annual review of grocery sector | Monitoring covenants etc | Data and insights



# Grocery #3

Original

NEW ZEALANDERS HAVE CHOICES  
ABOUT WHERE AND HOW THEY GET  
THEIR GROCERIES AT A COMPETITIVE PRICE

We drive the grocery sector to be competitive **and customer focused** for the benefit of all New Zealanders.

We are an independent Crown entity, with new responsibilities for monitoring and regulating the Grocery sector which will increase competition over time.

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We will make it easier for new entrants to enter the market, encouraging greater innovation and giving New Zealanders greater choice.

We will make it easier for small suppliers to compete, so that New Zealanders have access to a wider range of products.

We will make it easier for consumers to compare prices and promotions and make informed purchasing decisions.

Big three retailers/wholesalers

- Be competitive
- Make sure your pricing is clear, unambiguous and accurate
- Know your obligations and comply

New entrants

- Look at the opportunity to enter the grocery sector

Consumers

- Shop around. Choosing not to, could cost you.

Suppliers

- Get familiar with the new Code of Conduct
- If you think the Code of Conduct has been breached, come to XXX

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**Thank you**

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# The framework

