

**HD** **Australia competition watchdog gives nod to Goodman Fielder acquisition**

**WC** 149 words

**PD** 25 September 2014

**ET** 09:57

**SN** Reuters News

**SC** LBA

**LA** English

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**LP**

SYDNEY, Sept 25 (Reuters) - Australia's competition watchdog said on Thursday it will not oppose Wilmar International Ltd's and First Pacific Co Ltd's proposed **acquisition** of edible **oil** supplier Goodman Fielder Ltd as it did not raise competition concerns.

Wilmar and the **Hong Kong** investment **firm** plan to pay A\$1.3 **billion** (\$1.2 **billion**) for the struggling Australasian food **firm** that sells packaged edible **oil** under the Crisco and **Gold**'N Canola brands.

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"Industry feedback also suggested that packaged vegetable **oil** is considered a commodity product with low levels of brand loyalty, making it easier for retailers to bypass their existing suppliers," Rod Sims, chairman of the Australian Competition and Consumer Commission, said in a statement.

(\$1 = 1.1271 Australian dollar) (Reporting by Swati Pandey; Editing by Edwina Gibbs)

**RF** Released: 2014-9-25T00:57:30.000Z

**CO** ezyhsi : Wilmar International Limited | fdgl : Goodman Fielder Ltd | fpco : First Pacific Company Limited | liem : Salim Group | wilho : Wilmar Holdings Pte Ltd

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