



SE News
 HD Infant formula **dairy's** hot item
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INFANT formula powder has confirmed its status as **dairy's** hottest item, with sales surging more than 30 per cent in the past year.

Supermarket figures for the 12 months to October last year reveal the amount of infant formula **sold** rose 31.6 per cent, while total sales rose 37.3 per cent to \$347 **million**.

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Value outstripped volume because of a 4.3 per cent increase in the average retail price per kilogram, to \$24.19, over the same period.

Dairy Australia analyst John Droppert said accurate data on infant formula sales was difficult to obtain because of the "grey market" of tins being bought from supermarkets and sent overseas.

The latest figures have come as a **Chinese-linked company**, Blue Lake **Dairy Group**, last week revealed plans to build a **milk** powder plant at Tantanoola, in South Australia's South East.

This would be the second powder plant to come on line in the region this year, after meat **company** Midfield's plan to build a plant at Penola.

Wattle Range Council Mayor Peter Gandolfi confirmed the shire had been in discussions with Blue Lake **Dairy Group** and said he was excited about the prospect of jobs and competition for **milk**.

Dairy Australia's Situation and Outlook report, released today, shows there is little excitement for the rest of the Australian domestic **dairy** market, with no growth in **cheese** and minimal increase in the volume of **milk sold**.

Supermarket sales of all **dairy** products for the year to October, except **butter**, were stable or dropped in value.

The value of UHT sales dropped 1.1 per cent, despite a 2.1 per cent volume rise to 192 **million** litres, with a lift of 6.4 per cent in branded product sales.

Private-label UHT **milk** sales dropped 3.3 per cent. The average price for branded UHT was \$1.37 a litre and 97c/litre for private label. **Dairy** spread volumes rose 4.7 per cent and increased 6.1 per cent in value to \$418 **million**.

Milk volumes **sold** through supermarkets increased 0.4 per cent to 1.3 **billion** litres, but values dropped 0.4 per cent to about \$2.04 **billion**. **Dairy** Australia said the rise in volume but drop in value reflected the increasing share of private-label fresh white **milk sold** by supermarkets.

Private-label **milk** now represents 63.4 per cent of sales, up from 61.8 per cent a year ago. The volume of yoghurt and snacks **sold** through supermarkets decreased 3.9 per cent, but their value increased 0.1 per cent.

CO dryust : Dairy Australia

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