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COLESWORTH.

It's a funny, clever phrase that has gained momentum with its frequented use over the past four months or so.

It suggests there isn't much difference between the two majors.

For many fruit and vegetable growers, there isn't.

Both seem able to dictate their terms, whether that's produce specifications or price setting.

A picture of what that supplier-retailer relationship looks like in 2024 is gradually being painted as the [senate select committee on supermarket prices](#) delves into the price setting practices and market power of major supermarkets.

At the point of writing, there have been [three public hearings](#); one each in Hobart, Orange and Tullamarine. Growers and industry groups have made the most of the opportunity to let their voices be heard.

Curiously, in its advice on filing a submission, the senate select committee says: "Try to be concise, generally five pages or less."

[Coles](#)' submission was 28 pages; [Woolworths](#)' was 19; [Aldi](#)'s was four.

Then again, most submissions it seems, took the advice with a grain of salt and made the most of laying out their points in full.

It all seems like change is afoot but will anything really come of it?

In a February e-mail update, [Ausveg](#) pointed out the fact there was a review of the Food and Grocery Code of Conduct (FGCC), a Senate

inquiry into supermarket pricing, a year-long [Australian Competition and Consumer Commission](#) inquiry, and three state inquiries into supermarket pricing (SA, Victoria and Qld).

"It is understandable many growers - who over the years have seen similar inquiries and reviews come and go with little material improvement to their circumstances - may view this current flurry of political and public attention with scepticism, doubtful that the outcome will be any different this time," Ausveg said.

It goes on to say that in 2024, however, the level of scrutiny appears more pronounced. Certainly when a well-resourced instrument with a significant reputation like [Four Corners points out some hard truths](#), those being pointed at tend to get uncomfortable. (Just ask the Queensland police force of the late eighties.)

Not all growers are up in arms however, with some coming out in support of the giant retailers.

But the e-mails and catalogues about specials and "points boosters" continue to flow from Big Red and Big Green. Reports will be written and covered by all facets of the media but will there be any shift in power to the growers?

It's as uncertain as the wholesale price for a box of slightly bruised capsicums.

It seems it'll be a longtime before Colesworth becomes Colesaldiworthostco.

Should the other major grocery suppliers ever expand to a point of major competition, there will hopefully be no need for such a moniker.

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