

MEDIA RELEASE

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MCCAINS “DRINK THE LOCAL WINE”

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Murchison Legislative Councillor Ruth Forrest today took McCain Foods to task over their decision to outsource broccoli supplies, cutting Tasmanian requirements by some 60% or over \$100 million as revealed by Braddon Liberal MHA Jeremy Rockliff in the House of Assembly on Tuesday.

McCain's local management was unwilling to confirm or deny these allegations with Ms Forrest, who expressed concern for the viability of local farmers suffering continual cutbacks in vegetable contracts.

“McCain management while courteous were not willing to advise me when I telephoned their Smithton office today asking about the reality of the cuts and the possible country of overseas supply,” Ms Forrest said.

“I was wondering about the genealogy of the long-established Smithton company and consulted my trusty research tool, the Internet. I find that McCain is a multi-national company with commendable corporate core values which feature highly on their website.”

“The first ‘value’ relates to being a family business which builds wealth for its people and communities.”

“The second value is that McCain ‘drink the local wine’. This is expanded upon to explain that although multicultural (a multinational in English) McCain’s ‘want a feeling of belonging, irrespective of nationality.’” Ms Forrest said.

“The values go on, with number five including the words ‘We ... give our people the same loyalty as we expect from them’,” Ms Forrest continued.

“I urge the local Smithton Management to read these values, and bear in mind the great taste of local Tasmanian wine when making decisions about where they source their vegetables from. I would impress upon them the value of loyalty to any local industry. I don’t believe that a family company with such core values could possibly be impressed by local management saving a few dollars to the detriment of the community whom they claim to support,” Ms Forrest said.

“I would be happy to meet with McCain management, either local or head office, to commend to them the Core Values set by their ancestors and the admirable fundamental value of these in times of corporate greed by some other uncaring multinational companies who seem to have no loyalty to their local communities,” Ms Forrest concluded.

For further information, please phone 0419 879 524.