

Milko helps keep profits in country

Matt Doran

THE traditional door-to-door milkman will return to East Bentleigh this week as part of a bid by Aussie farmers to boost the sales of Victorian produce.

The move to revive the suburban legend has already proved a hit, with more than 300 East Bentleigh families signed up for early morning deliveries of fresh milk, bread, eggs, orange juice and other food staples.

The milko service died off in the 1980s when new government regulations allowed supermarkets to undercut prices.

Aussie Farmers Direct spokesman Graham Adams said that while the traditional horse and cart would be replaced with refrigerated vans and portable coolers, the "friendly service" would be the same.

"People assume milk is Australian-owned, but they're actually controlled by foreign companies," Mr Adams said.

"Our products are the same price or cheaper than you'll find in supermarkets, but they come directly from farmers so the money stays in Australia," he said.

Home delivery

- **Prices:** Milk (2 litres) - \$3
- **Bread:** \$2.20
- **Fresh OJ (2 litres):** \$4.95
- **A dozen eggs:** \$2.90

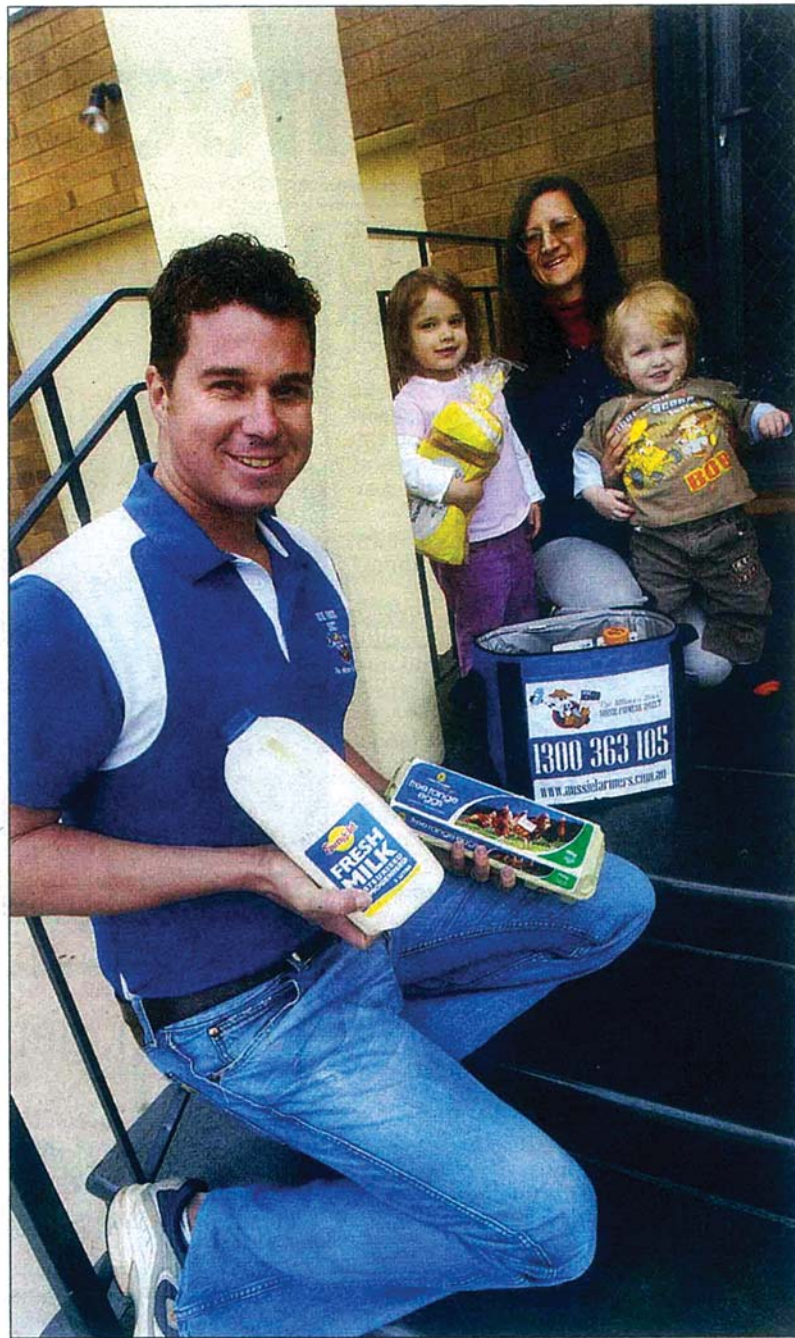
Mr Adams said the service would expand across Glen Eira within months, with Kingston suburbs to follow.

East Bentleigh mother Linda Grant said she signed up to have milk, bread and juice delivered based on price and convenience.

"I have two young children and this saves me running to the supermarket all the time."

Glen Eira Historical Society president Felicitie Campbell said the last milkman service in Bentleigh died off in the early 1980s.

"I can recall them delivering milk in big drums and you were always slightly suspicious when they brought them in the back veranda because people used to think they topped them up with water," Ms Campbell said.



Milkman Drew Pilbeam delivering fresh groceries to Linda Grant and her children Bianca and Dante.

Picture: CHRIS EASTMAN. N52MS800