

# Milkman could be back on driveways

JULIE-ANNE SPRAGUE  
and IAN PORTER

Two young Melbourne entrepreneurs are taking on the fight against foreign-owned food companies in a move which could herald the return of the milkman to Perth driveways within a year.

William Scott, 27, and Jordan Muir, 26, have set out to undermine the foreign companies which control the food industry and break down the supermarket duopoly by bringing back home deliveries of milk, bread, eggs and other kitchen staples.

They established Aussie Farmers Direct in Victoria about nine months ago with the aim of providing Australian products to consumers with the convenience of home delivery but at supermarket prices.

"We cut out the middle man," Mr Scott said. "We buy direct from the farmers and the co-operatives and we offer the standard brands you buy in the supermarket at the same price and with free home delivery."

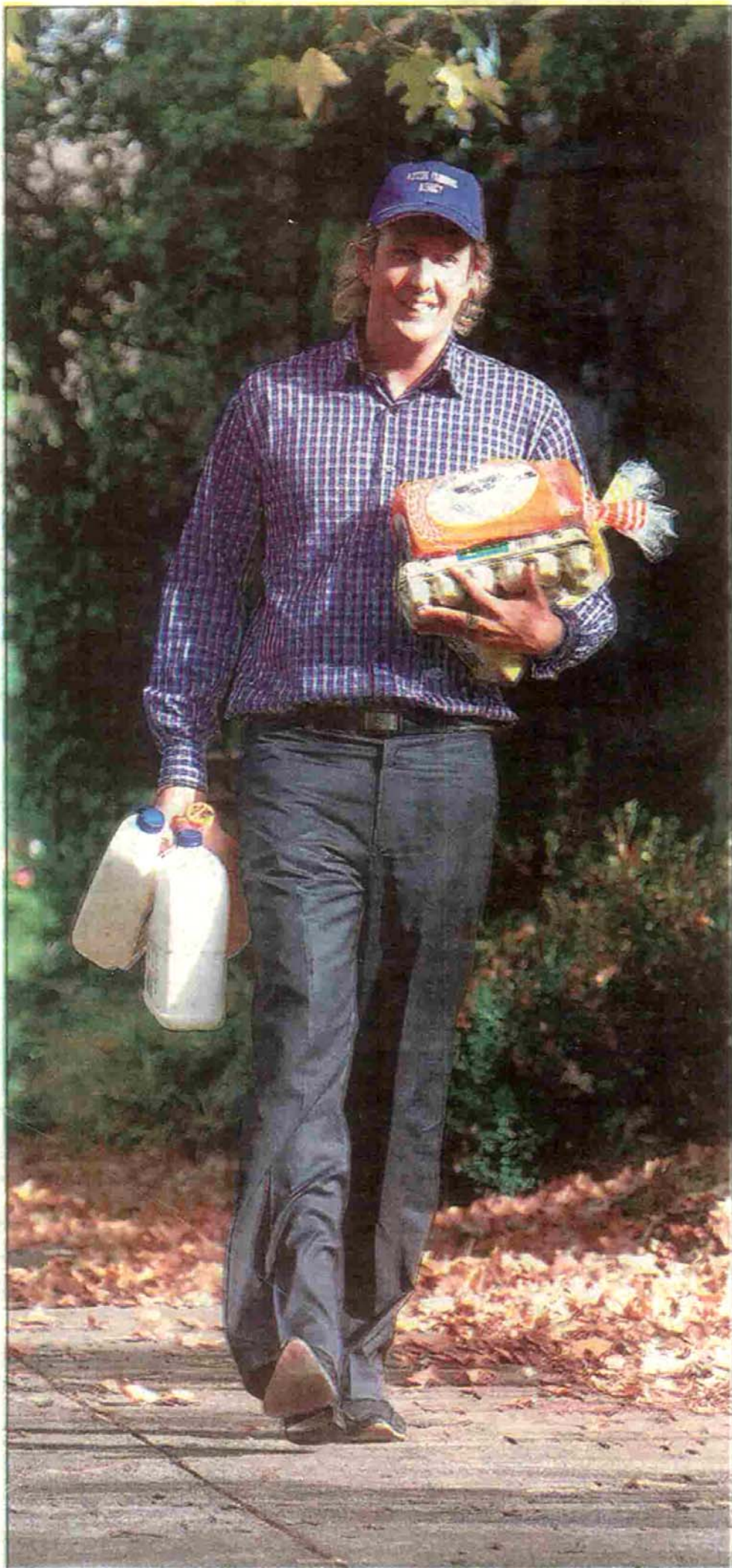
Mr Scott is also luring patriotic consumers, with the only products sold by Aussie Farmers sourced from locally grown produce and locally owned processors.

He said more and more consumers wanted to buy Australian products but foreign companies dominated the retail shelves.

"Take milk," Mr Scott said. "Ninety per cent of it is processed by foreign-owned companies, Parmalat and San Miguel. Foreign-owned companies bake 70 per cent of Australia's bread," he said.

"We only buy from Australian-owned suppliers who use Australian-grown ingredients. There's no Brazilian orange juice concentrate in our juice. Our apple juice is made from Tasmanian apples."

Aussie Farmers are in discussions with WA producers about the potential to supply the group ahead of its planned launch in Perth next year.



**Milk run: William Scott on the milk run in Melbourne, providing home deliveries of Australian products at supermarket prices.** Picture: Drew Ryan