

WHO CONTROLS OUR FOOD SYSTEM?

BREAKING THE WHOLESALE & RETAIL POWER STRANGLEHOLD

OUR GOAL: FAIR PRICES • REAL CHOICE • LOCAL RESILIENCE • FOOD SECURITY

HOW WE GOT HERE: A HISTORY OF CONSOLIDATION



THE DUOPOLY TODAY

Together control ~85–95% of NZ grocery retail market



THE STRUCTURAL MAP: WHERE POWER SITS



HOW PRICING POWER WORKS



THE GROCERY COMMISSIONER WHAT IT DOES (AND DOESN'T)



WATCHDOGS VS REALITY

OVERSIGHT BODY	WHAT THEY DO	STRUGGLES TO DO
Grocery Commissioner	Enforce, monitor, report, require access	Change structure or market power
Commerce Commission	Investigate behaviour, misuse of power	Break entrenched power
Grocery Code	Set conduct rules	Change bargaining asymmetry
Market Studies	Diagnose problems	Enforce structural remedies
Consumers	Switch between existing options	Exit meaningfully or create scale

THE HUMAN COST



THREE-TIER GOVERNANCE: RESTORING BALANCE



LOCAL FOOD SECURITY & FAIR TRADE ACT BREAKING CORPORATE BARRIERS



CHANGING THE SYSTEM: UNDOING THE DUOPOLY



THE CLOSING TRUTH

A fair food system doesn't leave growers squeezed, small shops locked out, and families paying high prices while no one can see where the money goes.

FOOD IS NOT JUST ANOTHER PRODUCT. IT IS DAILY LIFE. AND WE CAN DO BETTER.