

News Details

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Dumping prices for milk - complaint against Austrian supermarket chain

Yesterday (30 October), the Austrian Farmers' Union filed a complaint against the supermarket chain „Zielpunkt“ at the Austrian Federal Competition Authority for the current price dumping of UHT-milk. According to the current flyer, Zielpunkt sells UHT-milk for 54 cents on two days this week.

The Austrian Farmers' Union had already reported against Rewe's discounter Penny in mid-September because of a similar dumping price offer. Meanwhile, the Austrian Farmers' Union has created a working group called “Price-Value-Safety”, which aims to monitor the food retailer and its price policy – especially the “discount battles”.

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