



Advisory

Increase in Rewa Butter Prices, Reflecting Source Market Trends

Friday 26 July 2024

The Fijian Competition and Consumer Commission (FCCC) has determined the new retail prices for Rewa Butter, effective from Saturday 27 July 2024.

These new prices are a result of the price review of Rewa Butter undertaken by FCCC based on submissions received by the importer, following an average increase in the landing cost of bulk raw butter by 10%, when compared to its last assessment last month.

As part of this price review, the manufacturing and other associated costs of production were analyzed, with the outcome of the review as shown below:

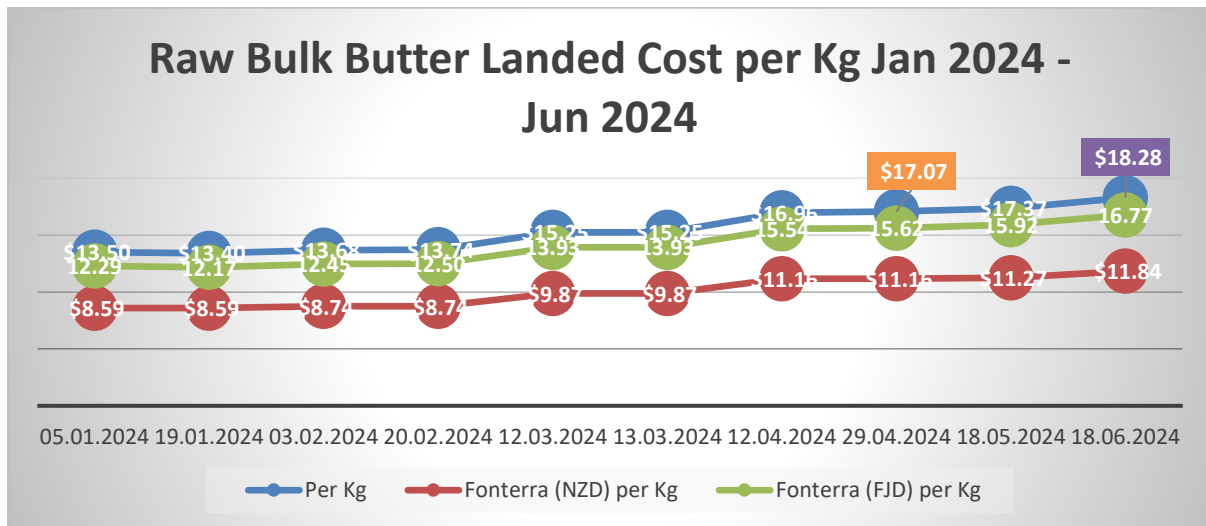
Price Changes at Retail Level VIP (Retail Prices Effective 27.07.2024)

No.	Product	Old Price	New Price	% Change	Outcome	Effective Date
1	Rewa Butter 125g	\$3.21	\$3.51	9%	Price Increase	27.07.24
2	Rewa Butter 250g	\$6.41	\$7.00	9%	Price Increase	27.07.24
3	Rewa Butter 500g	\$12.73	\$13.94	9%	Price Increase	27.07.24

It's important to recognize that the local butter prices are influenced by procurement costs such as the cost of imported raw materials. In this assessment, the procurement costs had increased on average by 20% (NZD/CTN from \$239.77 to \$288.80). This followed the international market movement of Raw Butter for the same period.

Based on recent submissions received, the current trade trends indicate an upward growth in the global butter and milk markets for New Zealand and Australia, as they are our main sources of import. These increases are reflected in the recent submissions made by the importers which FCCC has been closely reviewing.

Graph Raw Bulk Butter Landed Cost per Kg Jan 2024- Jun 2024



Butter and powdered milk are essential food items subject to price control under section 44 of the FCCC Act 2010 and the Fijian Competition and Consumer Commission (Price Control) (Food Item Prices) Order 2021.

FCCC continues to monitor these developments closely and remains committed to ensuring fair pricing practices in Fiji. We are working to mitigate the impact of these increases on consumers, where possible, while maintaining the supply of these essential items.

Consumers are advised to remain vigilant and budget accordingly for potential price increases in butter and powdered milk. FCCC encourages consumers to explore alternative products and brands that may offer better value for money during this period of price volatility.

Fijian consumers can access the new prices on the FCCC website under basic food items at FCCC Master Price List and stay updated on Facebook for the latest information. For queries on price changes, call 8921 991 or email helpdesk@fccc.gov.fj.

-Ends-