Gerry Wood, the Independent Member for Nelson, says the full page ad in the NT News today from the Australian Food and Grocery Council (AFGC) is just part of a campaign he expected would happen when the Government said it would introduce Cash for Containers in the NT.

Gerry said the tactics of using misleading information as highlighted in the advertisement just goes to show the extent the AGFC will go to try and con people into believing the Cash for Container programme will be a detrimental to the community.

The ad firstly says that items will go up to 20 cents more with no evidence to prove it, but they are happy to put the worse case scenario and then the ad fails to mention that you will get 10 cents back on a returned beverage container. The words ‘even kids fruit juice will each cost 20 cents more’ without mentioning the 10 cents refund on the ‘kids fruit juice’ shows the deception. As for using the sentimental words ‘even kids…’, well that’s just another clever marketing tactic in the campaign.

The AGFC talks about the cost of collecting, storing and transporting these products back to a depot without putting forward any fact or figures.

The council conveniently forgets that Territorians already have to pay taxes and rates to pick up the AGFC’s containers, to dump them in landfill or recycle them. Cash for Containers will help reduce costs –less litter, less landfill.

The council also shows how out of touch the AGFC is when they show in their advertisement, flavoured milk at $2.69. Obviously they are out of touch with the NT as the regular price for flavoured milk at my local shops is around $3.50 to $3.70. Why doesn’t the AGFC say why are Territorians being ripped off instead of complaining about a levy on empty beverage containers, a programme which will benefit Territorians, Local Government and the environment.

The AGFC conveniently does not mention the benefits of Cash for Containers such a reduction in landfill, less litter and greater recycling rates nor does it mention how successful Cash for Containers is in SA.

Gerry says that since he saw this ad, he is now looking forward to his meeting more than ever with the AGFC, the AHA(NT), the NT Chamber of Commerce and the NT Liquor Stores Association on Tuesday. And he’ll be asking why these NT bodies are sheepishly following the AGFC and letting the Territory down. Shame!