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Alleged Abuse of Dominance and Resale Price Maintenance in Meat Product Market

Case Number: FCA 26

Date: JULY 2014

Complaint: In March 2013, the Commission received a complaint regarding an alleged abuse of dominance and possible resale price maintenance case in the meat product market. The complainant alleged that Rose-Belle Farm who is operating in the upstream wholesale market for meat product and in the downstream retail market for the meat product, is selling meat products at the same price in its retail and wholesale store. Rose-Belle Farm also imposes the retail prices that the retailers should sell its products.

Commission's Assessment: Following its investigation the Commission found that Rose-Belle is a vertically integrated firm which competes with other wholesalers of locally produced meat products and wholesalers of imported meat products. As such it is unlikely that its action could harm the two retailers or the market through margin squeeze. In terms of resale price maintenance, the Commission did not find any evidence to suggest that there is an agreement made between Rose-Belle and the retailers restricting retailers from setting their own prices.

Conclusion: The case was discontinued as there was insufficient evidence to prove any breach or competition concerns under the Fair Trading Commission Act, 2009.