

Unlike its competition Coles supermarkets are NOT the 'Fresh Food People'

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Yet another example of Coles inept management sees Royal Gala apples on sale this week at \$3/kilo but things are not as rosy on the inside as they are on the outside. An unacceptable percentage of these out-of-season apples have browning flesh on the inside! This is the result of extended storage in oxygen depleted nitrogen storage environments which is able to store apples for years, but at a nutritional cost. Long storage 'fresh' food suffers severe nutritional deterioration though it may appear nice enough. But Coles management just can't seem to get the balance right, or is it just greed and speculation taking precedence over quality and health regulations?



Nevertheless, Coles is attempting to recoup every last cent from its deteriorating stock. On sale they go at the expense of your health and hard earned cash. Whereas responsible retailers would have either fed sub-standard stock to the pigs and other livestock or dispensed with it altogether--perhaps offering sub-standard stock to customers is a true indication of how Coles regards its 'valued' customers.

Nitrogen storage enables supermarkets to buy cheap, store for long periods of time and then sell high when stock is out of season or the price increases; however, greed and over-speculation results in storage exceeding deterioration limits but what do Coles care?

Consumers certainly do not have to tolerate such contemptuous attitudes from food retailers. All damaged stock should be returned and a full refund demanded or perhaps save yourself the trouble and shop at supermarkets where managers do their jobs and ensure that food fit for livestock is not not offered for human consumption.

Jungle Drum Prose/Poetry. <http://jungledrum.lingama.net/news/story-388.html>