



INDEPENDENT CONSUMER & COMPETITION COMMISSION

PUBLIC NOTICE

ACQUISITION OF THE POULTRY BUSINESS OF MAINLAND HOLDINGS LIMITED BY ASSOCIATED MILLS LIMITED

The Independent Consumer and Competition Commission (“**ICCC**”) wishes to inform the general public and relevant industry stakeholders that it has commenced public consultations on the Clearance Application lodged by Associated Mills Limited (“**AML**”), through its subsidiary Seabreeze Poultry Limited (“**SPL**”), for its proposal to acquire the poultry business of Mainland Holdings Limited (“**MHL**”) (the “**Proposed Acquisition**”).

The ICCC hereby invites submissions and comments from interested stakeholders on any likely adverse competition effects the Proposed Acquisition may have on any market(s) in Papua New Guinea (“**PNG**”). All submissions will be treated as public information unless a specific request for confidentiality is expressly made.

According to the application, SPL is registered in Papua New Guinea (“**PNG**”) for the purpose of undertaking poultry farming activities. At present, SPL remains dormant and does not conduct any business activities.

SPL is wholly-owned by AML, which is part of the Wilmar Group, a Singapore-based agribusiness company commonly associated with Goodman Fielders International (“**GFI**”). Its principal consumer brands include *Flame, Arthurs Pies, Twisties, Skel Rice, and Bilas*. Through these brands, the group produces and supplies a variety of products in PNG, including rice, flour, cooking oil, sugar, margarine, fruit juice, olive oil, stockfeed for poultry and pigs, as well as other bakery products.

The Wilmar Group operates poultry businesses in Fiji, China, Malaysia, and several other countries. However, it does not currently engage in any poultry operations in PNG, and although it has incorporated SPL in 2012.

MHL is a diverse conglomerate agribusiness registered in PNG, based in Lae, Morobe Province. MHL produces and supplies fresh and frozen chicken meat products, as well as eggs and day-old broiler chicks. MHL also produces flour and commercial stockfeed for poultry production, and operates a crocodile farm, as well as has coffee export facilities. The products of MHL are traded under the following brand names: Tablebirds Chicken; 3 Roses Flour; Tablebirds Stockfeed; and Tablebirds Eggs.

The National Superannuation Fund Limited (“**Nasfund**”) is the largest shareholder amongst other cooperative groups from Morobe Province.

The Proposed transaction would result in SPL acquiring all of MHL’s poultry business, including the poultry farm, production facilities, and supply of fresh and frozen chicken meat, table eggs, and day-old broiler chicks. MHL would retain its other business activities. The proposed transaction would also involve additional commercial arrangements, whereby, upon

completion of the transaction, MHL would enter into a joint venture with AML, which would subscribe to shares in SPL.

Based on the above, the ICCC notes that whilst both MHL and GFI are involved in flour and stockfeed milling, the proposed asset acquisition would not include flour and stockfeed milling and supply business. They would continue to compete in these businesses after the acquisition. The Proposed Acquisition is only for poultry businesses (which include day-old chicks, eggs, and chicken meat production).

A summary of key information to assist stakeholders in providing their views and comments is as above, GFI is an established and experienced poultry operator in other countries. Its subsidiary, Seabreeze Poultry Limited, although registered in 2012, is currently dormant. The parties presently compete in milling and the supply of chicken stockfeed, which is a major input in poultry production.

The ICCC invites submissions and comments from interested stakeholders on whether the Proposed Acquisition would raise any serious competition concerns.

All comments and submissions should be addressed to **Mr. Roy Daggy, Commissioner and Chief Executive Officer**, at the address provided below and must reach the ICCC by or before **Monday, 13th April 2026**.

The non-confidential version of the Clearance Application can be accessed and downloaded from the ICCC website: www.iccc.gov.pg.

All queries relating to this matter should be directed to Mr. Steven Sugl, Executive Manager – Competition Law Enforcement Division, on telephone 312 4600 or e-mail to: ssugl@iccc.gov.pg.

Authorized by:



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MR. ROY DAGGY

Commissioner and Chief Executive Officer

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