

**Project Title: Exploring dyadic relationship in the Western Australian apple industry**

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**Abstract**

This paper aims to identify the differences in the dyadic relationship between market agents and their upstream suppliers and their downstream retail customers in the Western Australian apple industry. Results demonstrate that there are significant differences in the nature of the market agents' relationships between suppliers and retail customers. The relationship between suppliers and market agents is based primarily on commodity and prices driven, while the market agent-retailer relationship is subjected by the pervading use of coercive market power by the retailers.