

From: [REDACTED]
To: [MG Consumer Law](#)
Subject: Grocery Unit Pricing Code
Date: Saturday, 12 June 2021 7:08:30 PM

Grocery Unit Pricing Code

I would like to see the following changes to the draft:

- Make unit prices much easier for consumers to notice, read and use.
- Require more grocery retailers to provide unit prices.
- Require some non-grocery retailers to provide unit prices.

Make unit prices much easier for consumers to notice, read and use.

I have noticed unit prices that are printed too small to read, when there is ample room to display larger. Prices that are not qualified with kg or 100g eg a can of fruit \$0.79 tin 410gm with 4785293 \$1.93 in one corner, on doing the maths it is per kg, but why should the consumer try to work out if it is per kg or per 100g? Inappropriate Units - eg saffron (an expensive spice) was listed as \$14,000/kg and as \$1.95 mg. Unit Pricing is becoming more important as products are becoming more size diverse. I believe this is a ploy by manufacturers to confuse consumers to increase profits. A larger can that appears to be double the size, may actually be less than double, then there are hard to calculate and compare eg 410g, 825g 375g.

Require more grocery retailers to provide unit prices

There are no shops in my town that are large enough to display Unit Pricing. I think the minimum size should be reduced as these are supermarkets that supply thousands of people. This supermarket prints a Unit Price on Specials which indicates that they are able to do this. This information is available on their databases.

Require some non-grocery retailers to provide unit prices

I shop at food outlets such as Big W who have a larger food retail area than my town's supermarket. I would like to see Unit Pricing there also as the issues of comparing prices is just as important there.

Susan Lorraine HARROD

[REDACTED]