

### **1 Do you use unit prices to compare products when grocery shopping?**

YES

### **2 What do you consider are the benefits of unit pricing?**

Enables fair comparisons/evaluation between different package sizes and products.

Retailers/manufacturers often trick consumers into thinking bigger packets are cheaper, when sometimes they are not.

Make more transparent effect of Shrinkflation.

### **3 Should grocery retailers be required to educate consumers about unit pricing by providing in-store and online pamphlets, posters and/or other guidance?**

YES - I personally do not need it, but can see that some people might benefit - at least for the first year or so after it is introduced. Limited to the larger supermarket chains, not the local dairy...

### **4 Which grocery retailers should a mandatory unit pricing standard apply to?**

All retailers where they sell more than one brand or package size of the same type of item (i.e. if a dairy only sells one brand of tomato sauce, and only one size package, a comparison price per unit becomes a moot point).

Small retailers could be required to display a table of sizes down the side (in say 25g increments up to 100g, then in 100g increments to 1kg, then 500g to 3kg) and cost across the top say in 50c increments, and then a customer can get a rough idea of the unit price for anything by looking up the closest weight to the package they're checking, going across to the shelf price, and the intersection point shows the price per kg. Need to display this in multiple places around the shop.

### **5 Should grocery retailers be required to display unit pricing in store and in all forms of advertising (i.e. including audio and video), or only in print advertising?**

On shelf/in-store should be compulsory, in written material such as supermarket promo mailers or on websites it should be compulsory, for audio/video (radio/tv) it should only be compulsory for products that are commonly sold by weight or volume e.g. meat. Also for meat where they sometimes sell things in packages like a pack of 8 sausages, they should have to have to convert/display the pack to a per kg price (so they can't get around the rules by changing to pricing such things per item and not by weight).

### **6 Should grocery retailers provide unit pricing for alcohol and/ or tobacco products?**

If it is a standard 750ml bottle then I would not care - as I can compare bottle to the next directly. If not a standard size package (e.g. 750ml wine bottle), and if this were to be come more commonly available, then yes. A suitable option might be to not require it for 750ml wine for example, BUT make it a requirement (if not displayed for all products) for posters displaying conversions to be prominently displayed in several places in the wine section e.g. for a 750ml bottle, if it costs \$9.00 that equates to \$12.00 per litre... \$15 equates to \$20 per litre...

### **7 Should there be prescriptive requirements around font size, font, contrast, and location of unit pricing?**

YES - this is a major problem at my local New World Super Market, they are using fancy electronic shelf signs which cram on a lot of information, the unit price is so tiny as to be illegible. Also - when an item is put 'on special' often the per unit price is then not displayed - need rules to apply even when a special price is being offered.

### **Other comments**

There should be strong penalties for displaying an incorrect per unit price, AND a mechanism for consumers to easily report such occurrences. Occasionally (but commonly enough it is a problem) I see per unit prices that are quite clearly wrong.

Re discussion point 46 - manufacturers don't set the shelf price for many/most products (and different shops sell for different prices), so requiring manufacturers to include unit prices on the product is not a good idea. It would impose additional costs, make things more complex (different countries have different currencies, we'd need to force overseas companies to comply (for zero gain)).

### **13 Should the same unit of measurement be used for all products within the same product category?**

Yes. All products should use standard per kg or per litre AND require same unit for all products within the same product category (option 2)

### **What products should be exempt from a compulsory unit pricing standard?**

Agree that single items e.g. magazines, light bulbs (things where weight or volume is irrelevant) should be exempt EXCEPT when they are sold in multipacks a price per item equivalent should be displayed (multipacks of batteries for example). Eggs = price per egg. Toilet paper = price per 100 sheets (since roll sizes can vary)...

Regards  
Aaron McGlinchy