

Kia ora,

I support Commerce and Consumer Affairs Minister David Clark move to have supermarkets increase competition or to be prepared to have regulation do it for them.

I further support including the introduction of a market watchdog, a mandatory code of conduct and compulsory unit pricing on grocery items.

Please see below my submission on unit pricing on grocery items.

1. Do you use unit prices to compare products when grocery shopping?  
I try to use unit prices when shopping for groceries, but the inconsistent methods used by retailers makes this difficult and time consuming.
2. What do you consider are the benefits of unit pricing?  
Unit pricing makes it easier for me as a consumer to work out the real cost of grocery items – the price per litre, gram, kilogram or item of what I want to buy.  
This makes me a more informed consumer who is better able to purchase what I want.  
This is especially important in times of increasing costs of living.
3. Should grocery retailers be required to educate consumers about unit pricing by providing in-store and online pamphlets, posters and/or other guidance?  
Should the Minister require retailers to provide consistent unit pricing, I believe it is appropriate for them to also educate their consumers about what unit pricing is and what it means for them through in-store and online pamphlets, posters and/or other guidance.
4. Which grocery retailers should a mandatory unit pricing standard apply to?  
This standard should apply to supermarkets, online distributors, and other smaller grocery retailers such as dairies, fruit and vege stores, butchers, fish mongers, etc.
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?  
As a start retailers should provide in print advertising and further engagement with the visually impaired (or similarly disabled) to see how these changes can be fit to meet their needs.
6. Should grocery retailers provide unit pricing for alcohol and/ or tobacco products?  
Yes.
7. Should there be prescriptive requirements around font size, font, contrast, and location of unit pricing?  
Yes, with an emphasis on ensuring consumer needs (ease of use, accessibility, etc.) are met.

I would also like to highlight the example below which shows what is currently required in Australia.

Standard unit price measurements for grocery items in Australia

Table with 3 columns and 4 rows. Currently displaying rows 1 to 4.

| <b>Items sold by</b>   | <b>Unit pricing measurement</b> | <b>Product examples</b>                 |
|------------------------|---------------------------------|---|
| <b>Weight</b>          | Per 100 grams                   | Rice, pasta, soups & spreads            |
| <b>Capacity/volume</b> | Per 100 millilitres             | Salad dressing, sauces & cooking creams |
| <b>Length</b>          | Per metre                       | Tape measure, wrapping paper            |
| <b>By number</b>       | Per item included (each)        | Cleaning cloths, sponges & pegs         |

Table: Esther Taunton Source: [Canstar Blue](#)

Nga mihi,

Logan Fenton.