

## **Feedback on the proposals for Unit Pricing**

I have no objection to the release of any information, my name is Paula Le Compte and I submitting as an individual, as a consumer.

### **Potential benefits and compliance costs of mandatory unit pricing**

I support the recommendations that unit pricing be introduced, kept simple and clear to benefit the consumer in identifying what value for weight they are being charged to ascertain what value they are prepared to pay.

There is already compliance in displaying the price of an item, adding in a simple mandatory unit price is not a difficult or costly practice. I don't foresee any other benefits or costs not mentioned. The onus of staying on top of the product size and calculation of the displayed unit price is a cost to be borne by the retailer.

### **Who unit pricing should apply to**

All grocery products, including fruit and vegetables in a simplistic and relevant measurement. Smaller goods by grams, larger by kilograms, with focus on ease of comparison. I do not think retailers should be required to educate, this is simple and keep it that way.

### **Where mandatory unit pricing should apply**

All grocery retailers, from the corner dairy thru to the wholesaler should have unit pricing in place, tailored to the appropriate scale. No thresholds. Clear signage displayed alongside the goods, which in most cases will be on the shelf edge / freezer or fridge shelf etc. Visible to the consumer in a plain clear font.

It should be optional for websites to have filtering by unit price.

Advertising should feature the unit price, in brochures, newsprint etc. It should not be mandatory in audio and video but will obviously benefit the advertiser if the consumer has this information. The simplistic adds by PaknSave for example may choose to provide their comparison basket on unit price.

### **What units of measurement should be used?**

Simplistic logical standards of units of measure, for smaller lite-weight items by grams, larger by kg.

Same logic for volume, smaller in millilitres and large in litres.

The producers will want their products to be compared on a similar basis, so retailers will ensure that the consumer is comparing "apples with apples".

### **What if any products should be exempt?**

I do not think that tobacco needs to be unit priced.

However, as alcohol is sold in different sized bottles, it should be unit priced, by volume and in most cases therefore spirits and wine would be by litre, beer and ready mix or smaller bottles logically in millilitres.

### **How unit pricing should be displayed**

A principle-based approach where unit pricing should be clearly visible is appropriate, specifying font size/contrast is too complex. Have trust in the integrity of the retailer, who will be challenged by their consumer the purchaser if they cannot read the unit measure.

The most important principal is that it is clearly visible, alongside the actual price being charged. This does not need to be over official; it is a standard and is already in place but not consistent, the proposal is to introduce consistency not a huge official oversight of the actual display. Retailers want consumers, they will therefore ensure the required information is shown in a way that the consumer can understand and make comparisons. My view is that this falls under both Fair Trading Act as a principle-based approach and also an amendment to the Weights & Measures Act, which has enforcement powers.