

# CONSUMERS SA

[CONSUMERS' ASSOCIATION OF SOUTH AUSTRALIA INC.]

*Member of Consumers' Federation of Australia Inc.*

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## **Public Submission to ACCC Grocery Inquiry by Consumers Association of South Australia on 11 March 2008"**

Consumers SA seeks to address Question 23

*Question 23: Would unit pricing (a requirement that the price per kilogram or per 100 grams etc is displayed on the supermarket shelf or product) improve the ability for customers to compare prices? Should unit pricing be made compulsory? Would unit pricing lower the cost of shopping for customers?*

Consumers SA notes that current legislation requires certain pre-packed foods (including fruit and vegetables, cheese and meat) to be unit priced unless they are in standard sizes. This enables consumers to compare the value of specific purchases of like products in one supermarket and between different supermarkets. Supermarkets advertise goods currently on the prescribed unit pricing list by referring to a price per unit quantity. This provides consumers with a bench mark which assists in making a valid and considered judgement in relation to that item.

Consumers SA supports a mandatory extension of existing unit pricing requirements to include a greater range of grocery items as a way of increasing competitiveness and reducing the cost of groceries. Unit pricing would reduce the cost of shopping for those consumers (particularly consumers with families) who have the flexibility to buy different sizes by enabling them to buy the pack with the lowest price/kg or price/L.

Consumers SA considers that the unit price should be a price per kilogram or price per litre. Allowing different unit prices (eg per 100g or per 100ml as well as price per kilogram) could confuse and mislead consumers.

Consumers SA asks that the Inquiry further examine the issue of increasing the range of items required to be unit priced.

John Furbank  
for Consumers SA