
Sent: Tuesday, 1 April 2008 12:41 PM

To: Grocery Prices Inquiry

Subject: submission

The current situation in Australia leaves it very hard for consumers to compare apples with apples when it comes to pricing in retail supermarkets.

Most manufacturers have different weights and packaging to display their products. I feel manufactures go out of their way to make a comparison against a competitors product very hard. This is done by using odd weights, sizing and look, as an example a loaf of bread can pretty much look the same as other loaves but in reality the weight can range from 450 grams through to 750 grams.

I travelled to Italy and France last year and the supermarkets there have an excellent idea which is designed to give consumers accurate comparisons about products based on the cost per 100 grams or 100mls and so on. I found this a very good tool to use to make an informed decision on price.

The supermarkets may argue that this system would be hard to put in place, I don't think it would be hard at all as Coles already runs a similar system on it's online store Coles Online.

Regards

Richard Hewson