



# FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

## **MEDIA RELEASE**

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## **HOW TO CUT YOUR GROCERY BILL**

Families will be able to cut their grocery bills with new unit pricing laws to be introduced into the Senate this week that will allow shoppers to easily compare grocery items and then choose the cheapest.

"Families are spending hundreds of dollars every fortnight on groceries, so savings at the supermarket can make a big difference to a family's budget," Family First leader Steve Fielding said today.

"Family First will this week introduce laws for 'unit pricing', which helps families to compare the prices of packaged goods per measure, such as the per kilogram price of a jar of Vegemite.

"A Family First survey of supermarket prices found a 150g jar of Vegemite was 50% more expensive per kilogram than the 600g jar, some nappies were 60% more per nappy than others, and a 25 bag box of Lipton tea was 50% more per bag than the 200 bag box.

"A Queensland Consumers' Association survey of 25 supermarket items found that shoppers could save up to 47% on a basket of goods by using unit pricing to compare prices and buy the cheapest product. This cut the grocery bill by \$44 from \$94 to \$49.

"The new laws will force retailers to display the price per kilo, litre, metre or item next to the product price," Senator Fielding said.

"Easy comparison of prices can also alert families to cuts in the size of products, where a manufacturer may make a small cut in the number of items in a package that continues to sell for the same price.

"Unit pricing is already used for fresh fruit and vegetables and for food sold at the deli like ham and cheese, so families are already familiar with the concept. This bill would expand comparative pricing to cover packaged goods too.

"Some retailers have started or are looking to trial voluntary unit pricing. But without a strong and consistent mandatory system, grocery retailers can make the scheme suit themselves rather than families. Shops could pick and choose the products they include in the scheme, make the display of unit prices small or vary the unit of measure they use to make prices seem smaller."

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