



# FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

**MEDIA RELEASE**

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## **RUDD GOVERNMENT AND SUPERMARKETS CAN DO MORE TO HELP FAMILIES**

Families would save money on their grocery bills if the government and supermarkets agreed to introduce unit pricing so families can easily compare prices at the supermarket.

"The Rudd Government and supermarkets can act quickly if they want to provide families with unit pricing, so they can easily compare supermarket prices on a per unit measure," Family First leader Steve Fielding said today.

"Last week Mr Rudd said *'we have done as much as we physically can to provide additional help to the family budget, recognising that the cost of everything is still going through the roof.'*

"Earlier today at the Australian Competition and Consumer Commission's inquiry into grocery prices, Coles said it wanted to help customers."

"If Coles was fair dinkum in helping customers, they would stop resisting unit pricing and immediately display prices of grocery items on a per unit basis – such as per kilogram or per litre."

This month Family First introduced the *Unit Pricing (Easy Comparison of Grocery Prices) Bill 2008* into the Senate to save families money by making it mandatory for supermarkets to display a per unit price, such as per kilogram or per litre, on all grocery items sold.

"If the Prime Minister was also fair dinkum in helping families cut their grocery bills, he would immediately force supermarkets to display unit pricing on supermarket shelves," Senator Fielding said.

"When in the supermarket, it is often hard to calculate which grocery items are cheapest with different sizing making quick and easy comparison difficult on a busy shopping day. A recent Family First survey uncovered that in one supermarket:

- a Pauls 3 litre milk container was actually more expensive per litre than Pauls 2 litre milk container;
- a Coles 1kg tin of fruit salad was 32% more expensive per kg than the smaller 825g tin; and,
- Kleenex toilet paper is cheaper per roll if bought in a six roll pack as opposed to the eight or 12 roll pack.

"Unit pricing would make the real cost of a grocery item obvious and allow families to save thousands of dollars a year on their grocery bills."

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