

GROCERY UNIT PRICING IN CANADA

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Based On

- A large report "Unit Pricing: An Effective Tool?"
- Prepared by the Quebec Consumer's Organization, Option Consommateurs, with funding from Industry Canada's Office of Consumer Affairs
- Published in 2011
- Available at: www.option-consommateurs.org/en/tools/research_reports/pratiques_commerciales.html

Report Topics

- The Importance of Unit Pricing
- Survey of Consumer Understanding, etc.
- Comparison of Unit Pricing Legislation in Canada, Quebec, USA (Connecticut and Massachusetts), UK and Australia
- Survey of Provision of Unit Pricing in Quebec and Ontario
- Recommendations

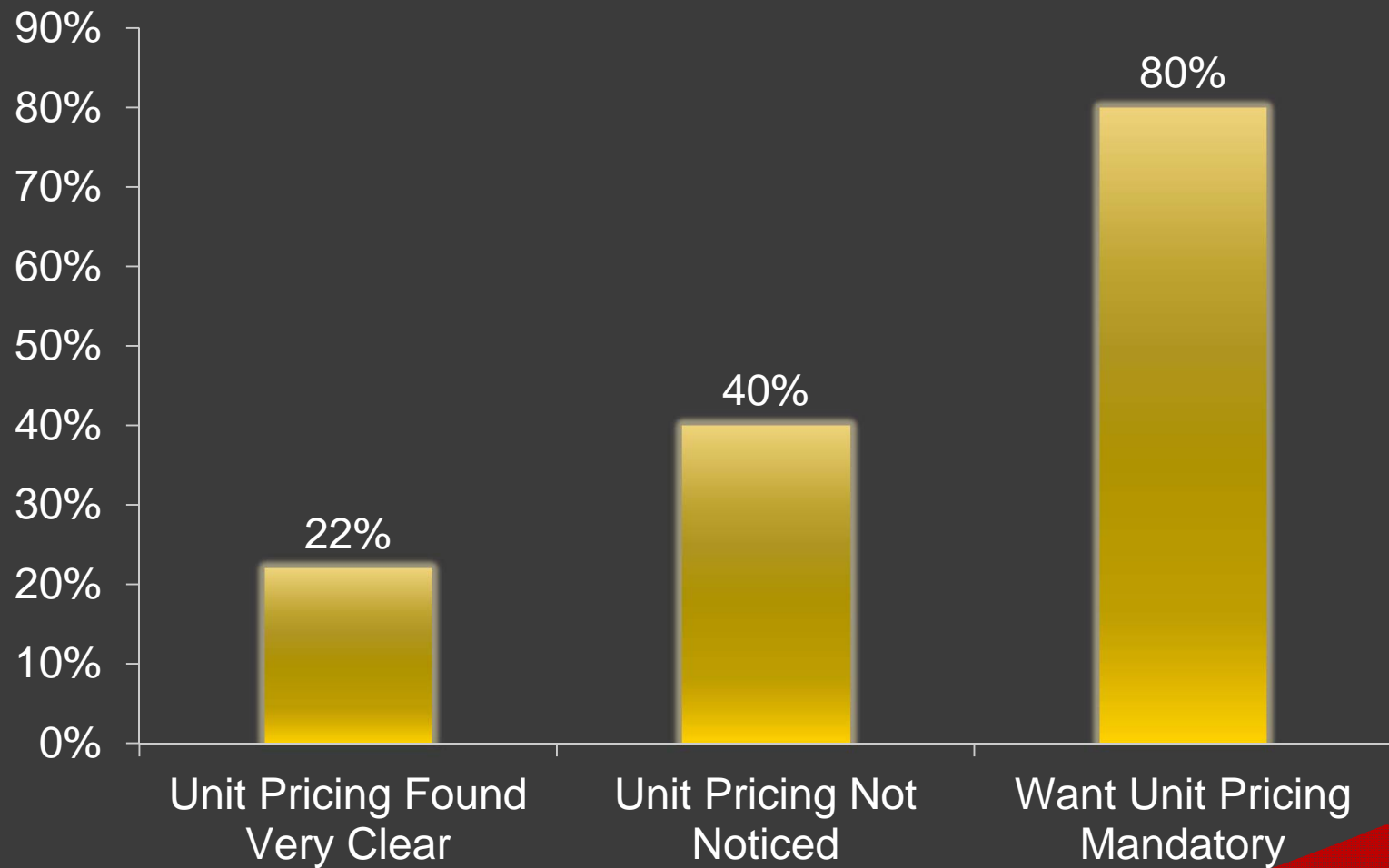
Relevance to USA

- Most unit pricing is provided voluntarily (only compulsory in Quebec) using no guidelines
- Although weights and measures is a federal matter, provinces seem to have responsibility for unit pricing
- Some USA retailers operate in Canada
- Research undertaken on important topics
- Recommendations for improvements to the provision and quality of unit pricing

Main Findings 1

- Big differences in unit prices between sizes and brands
- Low knowledge of unit pricing by young, old and poor consumers
- Consumers use unit pricing if they know about it

Main Findings 1



Main Findings 2

- Main differences in legislation for compulsory unit pricing in USA, Europe and Australia
- Readability and clarity of unit pricing on labels in stores deficient in Quebec and Ontario
- Quebec labels better than Ontario but many still inadequate

Key Recommendations 1

- National mandatory unit pricing of pre-packaged foods
- In short term, federal guidelines
- Public education and awareness campaigns
- Minimum product exemptions
- Provision in advertising and for discounted products

Key Recommendations 2

- Use same unit of measure for similar products in store and round unit pricing to nearest cent of 100th of \$
- Some unit prices to be for final reconstituted product (e.g., infant formula)
- Presentation:
 - unit pricing info more prominent than store info
 - use of graphic alignment principles for unit pricing
 - store info to be minimized and grouped
 - non-display of store logo
- Quebec government to ensure compliance with and change unit pricing legislation