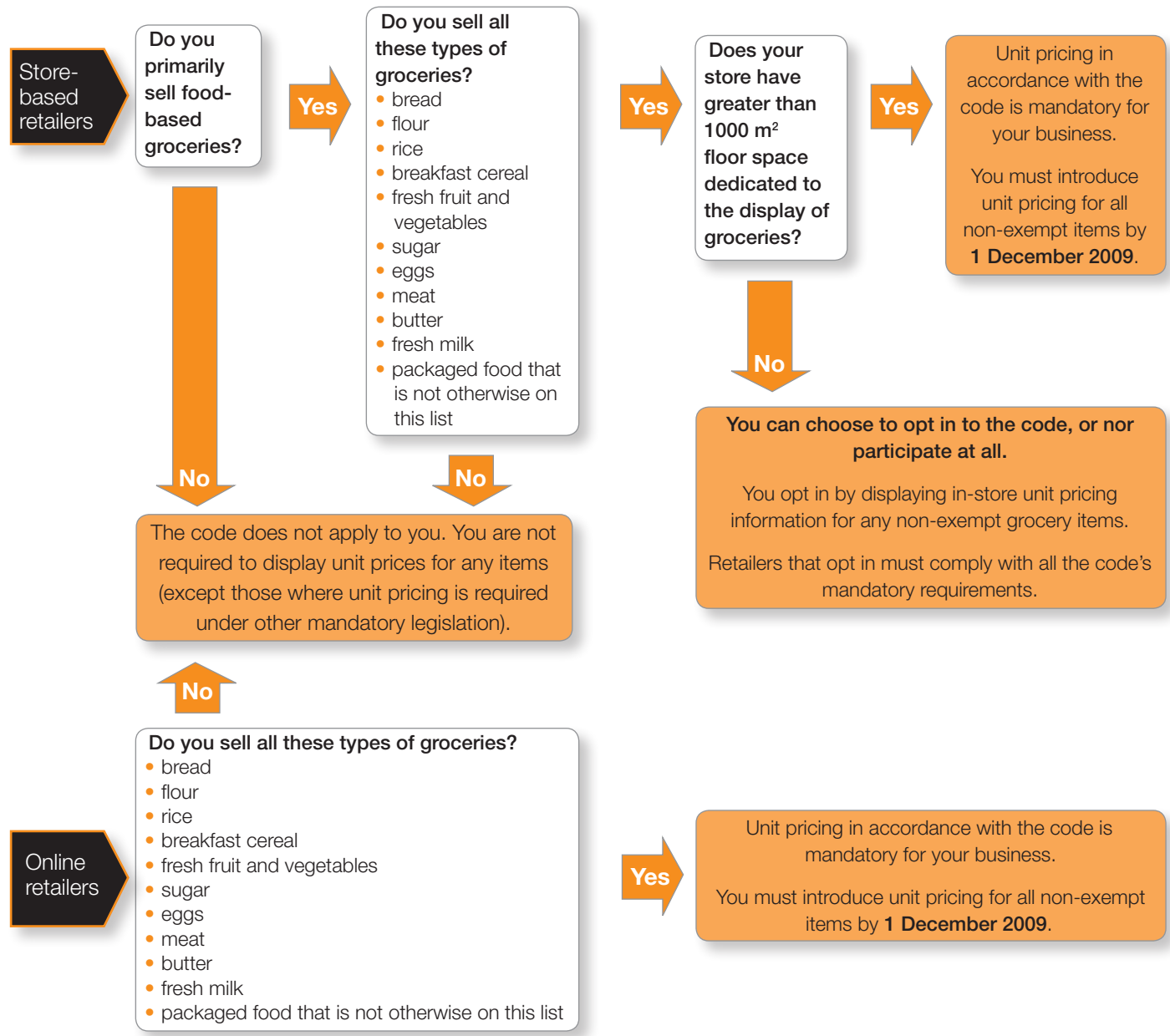


Who must display unit pricing?



Unit pricing: a quick guide

Do you sell groceries?

You need to know about unit pricing

Unit pricing allows consumers to quickly compare the value of similar products of varying size and brands.

From 1 July 2009 new regulations make it compulsory for some grocery retailers to display a unit price on store labels and in advertising where a selling price is displayed.

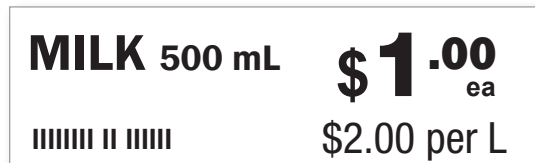
This booklet will help you quickly work out whether the new regulations apply to your business, and where you can find further information about what you need to do.



What is unit pricing?

Unit pricing means displaying the price of a grocery item as a standard unit of measurement alongside its selling price.

For example, the label for a 500 millilitre bottle of milk would show the unit price **per litre**, in addition to the selling price.



The new unit pricing requirements are set out in the Trade Practices (Industry Codes – Unit Pricing) Regulations 2009, which comes into effect on 1 July 2009.

The code affects businesses ('retailers') that sell food-based groceries to consumers.



Who has to display unit pricing?

Unit pricing is mandatory for:

1. Store-based retailers:
 - whose retail premises are used primarily for the sale of food-based grocery items, **and**
 - have floor space greater than 1000 square metres dedicated to the display of grocery items, **and**
 - sell the **minimum range** of food-based grocery items.
2. Online retailers that sell the **minimum range** of food-based grocery items.

These retailers must display unit pricing for all non-exempt grocery items by **1 December 2009**.

What is the minimum range of grocery items?

Under the code, you sell the **minimum range** of food-based groceries if you sell all of the following types of groceries:

- bread
- breakfast cereal
- butter
- eggs
- flour
- fresh fruit and vegetables
- fresh milk
- meat
- rice
- sugar
- packaged food other than those mentioned above.

How do I calculate the floor space?

Under the code, **floor space** means the continuous, internal floor space of a retail premises. It does not include areas for consuming food or drinks (such as cafe areas).

Can I choose to display unit pricing?

Food based retailers with floor space of 1000 square metres or less can choose to opt in to unit pricing in accordance with the code.

You can opt in to the code by introducing in-store unit pricing for one or more types of non-exempt grocery items. If you opt in you must comply with all of the code's requirements.

You have not opted in if you display unit prices to comply with other mandatory legislation (such as trade measurement legislation).

Grocery retailers that opt in to the code and display unit pricing for any non-exempt items on or before 1 July 2009 must display it for all non-exempt item by **1 January 2010**.

Grocery retailers that opt in and begin displaying unit pricing for any non-exempt grocery items after 1 July 2009 must display it for all non-exempt items **within six months of the date they start**.

Where can I find more information?

If you think unit pricing may affect you, the Australian Competition and Consumer Commission booklet *Unit pricing: a guide for grocery retailers* offers detailed information about the unit pricing code.

The booklet is available to download at www.accc.gov.au/unitpricingguide

You can also contact the ACCC unit pricing hotline on **1300 746 245**.