



## **Kent Farmers' Market Association's Comment on the Consumer Group Which's "super-complaint" against misleading supermarket pricing**

Today, the consumer champion organisation Which? announced it has launched a 'super-complaint' to the Competition and Markets Authority against misleading pricing practices in the grocery sector. Which? Executive Director, Richard Lloyd, said, "Despite Which? repeatedly exposing misleading and confusing pricing tactics, and calling for voluntary change by the retailers, these dodgy offers remain on numerous supermarket shelves. Shoppers think they're getting a bargain but in reality it's impossible for any consumer to know if they're genuinely getting a fair deal."

Which? has identified three specific areas of concern:

- confusing and misleading special offers;
- a lack of easily comparable prices because of the way unit pricing is being done; and
- shrinking pack sizes without any corresponding price reduction.

Bob Taylor, Vice-Chairman of the Association, said, "Unlike the practices Which? has highlighted, farmers' market offer shoppers transparent prices, without gimmicks and certainly without any attempt to deliberately confuse. Our stallholders live in the same communities as shoppers, so their attitude is about trust, not tricks."

Benjamin Dent, Chairman of the Kent Farmers' Market Association, responded, "This decisive initiative has to be welcomed by all shoppers, as well as by independent grocers, farm shops and farmers' market managers and stallholders."

### **Notes to Editors**

The Which? Press Release can be found here:

<http://press.which.co.uk/whichpressreleases/which-super-complains-about-misleading-supermarket-pricing-practices/>

Kent Farmers' Market Association is a voluntary organisation supporting 51 farmers' markets and over 650 stallholders across the South East of England.

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