

Dear Lawmaker,

## RETAIL PRICES ARE DISCRIMINATORY

Are you aware that the current pricing policy in some stores discriminates against the disadvantaged and most vulnerable individuals in OUR community?

Retailers support and promote the “twofer” concept which provides special reduced pricing for multiple purchases of the same product or brand. This type of pricing is promoted as a “price reduction” or a “sale price” or a “special”. But it is really *unfair* pricing for any individual who wants to purchase only one item that day. Therefore, it is **PRICE DISCRIMINATION**.

Help us STOP this type of **PRICE DISCRIMINATION** now – because it *hurts* the most disadvantaged: the poor, the elderly, the homeless, and some people who are injured or handicapped.

PRICES FOR 1 ITEM  
CAN BE AS MUCH  
AS 35% HIGHER

If these individuals want to buy only a single product because that is all they can afford or carry that day – they will pay more for the product than the other customers will.

Not only is the extra charge a problem, so is the carrying and storage of the product.

Most already disadvantaged people do not own cars. They walk, cycle or use public transit to shop. Carrying multiple items just to *save* money is a major inconvenience – in weight and volume. Did you know that if an elderly person buys three jars of pasta sauce – instead of one – that their bag will be four pounds heavier? If they must buy several products in multiples to SAVE money, that can be a lot more.

3 JARS OF PASTA  
SAUCE WEIGH 4 LB  
MORE THAN 1 JAR

And many of these people live in very small quarters – some even in tents or makeshift homes. If they can afford to buy multiples to cut costs, they now must find space to store the extras in their homes. They do not have large pantries or cupboards for storage of these multiple items.

To see more examples of how retailers are discriminating – go to <https://unfairprices.org/>

Or follow us on social media: <https://www.facebook.com/stopunfairprices/> and <https://twitter.com/unfairprices> and <https://www.instagram.com/unfairprices/>

## THE ANSWER IS SIMPLE

If a retailer creates a “special” price and decreases the sale price of an individual item – then there is no discrimination. An individual will pay \$X for that item – and save \$X. If someone with a large family or plenty of storage or an SUV in your parking lot wants to save more money – they can buy 2, or 3, or 10. They can buy multiples and still pay the same price per item as the person who buys only one.

This is **FAIR pricing** for **ALL** customers at the SAME time.

Please tell retailers to change their pricing policies NOW - so we do NOT discriminate against society's disadvantaged.

**Make sure that EVERYONE gets FAIR PRICES in YOUR / OUR community...**

Sincerely,

Concerned Citizen