

HOUSE No.

The Commonwealth of Massachusetts

PRESENTED BY:

David M. Torrasi

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the passage of the accompanying bill:

An Act relative to pricing in food stores.

PETITION OF:

NAME:

David M. Torrasi

DISTRICT/ADDRESS:

14th Essex

The Commonwealth of Massachusetts

In the Year Two Thousand and Nine

AN ACT RELATIVE TO PRICING IN FOOD STORES.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Section 184B of chapter 94 of the General Laws, as appearing in the 2006 Official
2 Edition, is hereby amended in the definition of “food department” by striking the word “ten” and
3 inserting in its place thereof the words: — “one hundred”.

4
5 SECTION 2. Section 184C of said chapter 94, as so appearing, is hereby amended by striking
6 out the first paragraph and inserting in place thereof the following: —

7
8 Except as hereinafter provided, every item in a food store and every grocery item in a food
9 department offered for sale, whether edible or not, shall have affixed to each unit the correct
10 selling price. This requirement shall not apply to any item in any food store or food department
11 of less than 15,000 square feet of food selling space which bears a Universal Product
12 Code (“UPC”) barcode, either on the item or the item packaging or on a pricing tag or sticker
13 appended to the item, provided that the seller has available in the store for consumer use at least
14 one electronic scanner for every 5,000 square feet of store selling space, with signs prominently
15 posted adjacent to each scanner at and above eye level, identifying for consumers the location of
16 the scanners, and seller remains in compliance with section 29 of chapter 98 of the General Laws
17 by consistently maintaining a ninety eight percent (98%) or higher accuracy rate on their
18 electronic scanners, and provided further that the seller has obtained the written authorization of
19 all collective bargaining units to which the seller is contractually bound to employ the use of
20 electronic scanners as a means in which to identify the selling price of an item. Electronic
21 scanners available for consumer use are capable of (1) identifying and displaying the item by
22 name or other distinguishing characteristics; (2) displaying the price of the item; and (3)
23 producing an individual pricing tag for that item, except that the Deputy Director may authorize
24 the use of individual hand-held or cart attached scanners in lieu of producing an individual
25 pricing tag. At each scanner location, the seller must also provide the consumer with a means by
26 which such pricing tag may be easily affixed or appended to the item or its packaging (e.g.
27 adhesive pricing tag.) Such scanners must also be in compliance with the Americans with

28 Disabilities Act Accessibility Guidelines, 28 CFR Part 36, Appendix A and the Massachusetts
29 Architectural Access Board Regulations 521 CMR 1.00 et seq.

30
31 SECTION 3. Section 184C of said chapter 94, as so appearing, is hereby amended by striking
32 out, in lines 29 and 30 the following words: —

33
34 “,weigh less than three ounces, cost seventy-five cents or less,”

35
36 SECTION 4. Section 184C of said chapter 94, as so appearing, is hereby amended by deleting
37 section (10) in its entirety, and inserting in place thereof the following: —

38
39 (10) Items that are located in end-aisle or freestanding displays provided, however, that if
40 offered for sale by a seller with an automatic checkout system they are coded, or if offered by a
41 seller without such system they are on an easily referenced price list at each cash register, and
42 provided, further, that such items are fully and accurately price marked at their regular shelf
43 location, and the seller maintains a list of such items as required by section one hundred and
44 eighty-four D.

45
46 SECTION 5. Section 184C of said chapter 94, as so appearing, is hereby amended by inserting
47 at the end thereof the following: —

48
49 (12) Items offered temporarily at an advertised reduced price.

50
51 (13) An additional 5% of items offered for sale, provided that a clear and conspicuous separate
52 sign or single sign in the case of similar items all priced the same, with the price no smaller than
53 three eighths of an inch high, is placed at the point of display of each exempted sale item,
54 identifying the item by its brand name and SKU or UPC number; and further provided that the
55 store maintains a current and accurate price list of all items exempted under this provision. The
56 seller may maintain such a list in any reasonable manner, provided that information contained on
57 the list can be referenced easily by the person requesting it.

58
59 (14) Food and grocery items sold in a fee-based, private membership wholesale club provided
60 that electronic scanners in compliance with this Section are available every 5,000 square feet of
61 selling space.

62
63 (15) Non-grocery items sold in a food store provided that electronic scanners in compliance with
64 this Section are available every 5,000 square feet of non-grocery selling space.

65
66 SECTION 6. Notwithstanding the limited number of exemptions provided in sections 184B-
67 184E of chapter 94, the Division of Standards is hereby authorized to conduct a six month item
68 pricing removal pilot program commencing on or before October 1, 2009. The pilot program
69 will examine the effects of removing individual price stickers and tags from grocery items and
70 the use and functionality of self-service price check scanners in retail stores selling food. Up to
71 50 retail stores selling food may be accepted into the pilot program.

72

73 The provisions of said sections 184B-184E shall apply, except that each participating store shall
74 be granted an exemption from the item pricing requirement for all grocery items for the duration
75 of the pilot, except those required to be price marked under other laws, such as meat. Each
76 participating store shall be inspected by the Division or its designee at least twice during the test
77 period.

78 Each individual store location must apply for and be accepted into the pilot program. Written
79 authorization by any collective bargaining unit if applicable must be submitted to the Division
80 with the pilot application. Acceptance will be subject to the approval of the Division. The
81 Division shall review the applications of prospective participants and select a diverse sample of
82 stores taking into account store location, geographical distribution, primary business engaged in
83 by the store, store size, food department size, number of products carried, and other relevant
84 factors. The Division may limit the number of participating stores from any one chain.

85 In their application, each store must certify that they meet all requirements of the pilot, and agree
86 to comply with the terms and conditions of participation below and any other operational or
87 administrative procedures or advisory opinions governing the pilot issued by the Director.

88 Terms and Conditions of Participation for accepted stores:

89 (1) An exemption from the item pricing requirement for grocery and food items is granted
90 for the duration of the test for all such items with either a UPC barcode or machine
91 readable SKU. The Division shall provide each participating store with a letter certifying
92 that the store is granted an exemption from the requirement of item pricing for grocery
93 and food items for the duration of the pilot;
94

95 (2) Stores shall have one printing, self-service price check scanner for each 5,000 square feet
96 of selling space or fraction thereof based on total store size. Each scanner shall: (a) meet
97 the criteria outlined in 940 CMR 3.13(1)(b)(2) and (3); (b) print the current date on the
98 price sticker or price slip; and (c) place at least one such scanner within or in close
99 proximity to the primary food area of the store. Notwithstanding the printer requirement,
100 the Division may at its discretion grant the use of individual hand-held or cart attached
101 scanners, capable of displaying the price, listing all scanned items, and totaling all prices.
102 In such case, all but one self-service price check scanners located throughout the store
103 may exclude a printing device.
104

105 (3) At the point of display of every exempt item, the store shall post a price sign in
106 accordance with Chapter 94, section 184C; provided further that stores which discount
107 items for customers with a store loyalty card shall display the "card price" using that term
108 or one of similar import along with the non-card price both at least one inch high. For
109 items required to display a unit price, both a card unit price and non-card unit price shall
110 be displayed and so labeled;
111

112 (4) Each store shall utilize an automated checkout system as defined in section 184B of
113 Chapter 94 with aisle scanners;
114

115 (5) Testing and compliance: For the purposes of this pilot program, the Division or its
116 designees may inspect any store at any time and levy fines as provided in Chapter 98,
117 Section 56D and Chapter 94, Section 184E. For the purposes of this pilot program,
118 inspections and fines may include the following: an accuracy test for checkout scanners,
119 a sign test for compliance with the posting requirements, and a test of all printing self-
120 service price check scanners in the store for functionality and compliance.
121

122 Each store must maintain at least a 98% rate of accuracy for its automated checkout
123 scanners based on standardized testing methodology, a 95% compliance rate for proper
124 signage on exempt items, and a “pass” grade for the functionality and compliance of each
125 of its printing self-service price check scanners in the store. Any such self service
126 scanner which fails to print or fails to scan or scan accurately shall be deemed to have
127 failed the test. A tolerance for one error of one missing scanner sign or one missing
128 supply of tape shall be allowed for every ten scanners in the store per inspection. Stores
129 with ten or more scanners shall have a tolerance for error of one failing scanner.

130 Fines may be issued for items that scan incorrectly; for missing, misplaced or incorrect
131 signs; for overcharging; and for failure to test, maintain, or have fully functioning and
132 complying printing self-service price check scanners;

133 (6) Self-audits and maintenance check: Each participating store shall maintain a separate
134 record book for each self-service price check scanner in the store. At least once a day, it
135 shall test each aisle scanner by scanning a different advertised sale item (food or not) at
136 each machine, print the price label for that item, and affix it in the record book for the
137 relevant scanner in chronological order. The store shall retain a copy of every
138 advertisement and circular issued during the test period, circling each item used in daily
139 self-audits. If there are no advertised items on a particular day, any randomly selected
140 item may be used for the test. In cases where a scanner cannot be made to print a correct
141 price label, the store shall note the failure in the book and record the action taken to
142 correct the problem;
143

144 (7) Consumer education: Each participating store shall post a sign at each store entrance
145 noting their participation in the pilot program, and shall make available at each checkout
146 register and at a customer service desk an informative brochure approved by the Division
147 with the advice and counsel of the Retail Store Pricing Reform Study Commission
148 describing the pilot program, alerting shoppers to any new signage, explaining the use of
149 printing self-service price check scanners, and providing full contact information for the
150 Division to receive feedback and complaints about the pilot;
151

152 (8) The Retailers Association of Massachusetts shall conduct and pay for, directly or
153 indirectly, a professional market research survey of consumer attitudes about item
154 pricing, the removal of price stickers, and the use of printing, self-service price check
155 scanners both before and after the pilot among shoppers at a scientific sampling of test
156 stores. Such surveys shall be conducted in accordance with accepted survey standards
157 and techniques. A final report of both surveys prepared by the professional market
158 research company shall be submitted to the Joint Committee on Community
159 Development and Small Business and the Retail Store Pricing Reform Study
160 Commission; and

161
162 (9) The Director shall submit a report on said pilot program within 45 days after the
163 conclusion of the test and the surveys to the Joint Committee on Community
164 Development and Small Business, the House Committee on Ways and Means, the Senate
165 Committee on Ways and Means and the Retail Store Pricing Reform Study Commission.
166

167 SECTION 7. There is hereby created a Retail Store Pricing Reform Study Commission
168 comprised of the chairs and ranking minority members of the Joint Committee on Community
169 Development and Small Business, and one representative from each of the following entities: the
170 Office of Consumer Affairs and Business Regulation, the Office of the Attorney General, the
171 Retailers Association of Massachusetts, the Massachusetts Consumers Coalition, the United
172 Food and Commercial Workers union local 1445, the United Food and Commercial Workers
173 union local 791, the Massachusetts Food Association, and two Massachusetts based and owned
174 retail companies appointed by the co-Chairs of the Committee on Community Development and
175 Small Business. The Commission shall meet to review existing laws in Massachusetts and
176 elsewhere pertaining to retail pricing accuracy and disclosure, and shall make recommendations
177 on reform legislation to streamline duplicative pricing laws, while best protecting consumers for
178 cost, service, disclosure and accuracy, and small businesses from unnecessary regulation and
179 costs. The Commission shall report to the Joint Committee on Small Business and Community
180 Development by April 30, 2010.