



CICRA media release

20 June 2013

Consumers still have time to contribute to CICRA's groceries study

Jersey and Guernsey consumers still have time to contribute to the groceries market study being undertaken by CICRA (the Channel Islands Competition and Regulatory Authorities).

Consumers have until Monday 1 July to share their grocery shopping experiences.

The study focuses on all groceries (not solely food and drink) sold at supermarkets, convenience stores and farm stores. A primary aim of the study is to identify the extent of differences in grocery prices between the Channel Islands and other comparable locations and whether the difference is larger for certain categories of groceries.

CICRA is also investigating the costs involved in the whole supply chain for groceries in the islands including shipping, freight and retail, and will examine the cause of any price differences and the extent to which they can be explained or justified.

CICRA chief executive, Andrew Riseley, said: "So far we've received a really positive response from shoppers in Guernsey and Jersey which will help us understand how competition in this market currently works - why consumers shop at one store, as opposed to another, and the extent to which price, quality and service inform their decisions.

"The survey also covers areas such as online shopping, store opening times and promotions, and seeks views from shoppers as to how grocery shopping in the Channel Islands could be improved. We are still keen to hear from more islanders so that we have as wide a range of views as possible.

“The main purpose of the study is to provide consumers with greater clarity and understanding on the reasons they pay the prices they do” said Mr Riseley.

Over the past few months CICRA has been working closely with wholesalers, retailers and suppliers to gather information in order to understand how competition in the grocery market currently works.

While CICRA does not have the power under the competition laws in either island to require retailers to reduce their prices, if there are steps CICRA can identify that may increase competition in this sector or if higher prices are not commercially justified, then it will make recommendations to the Commerce and Employment Department in Guernsey and the Economic Development Department in Jersey as to measures that could achieve better outcomes for consumers.

Interested parties can access the survey online from links on CICRA’s website: www.cicra.gg. Alternatively, consumers can request a hardcopy of the survey by contacting CICRA on 01534 514990 or 01481 711120. The deadline for survey responses is Monday, 1 July 2013.

ENDS

NOTES TO EDITORS:

All enquiries should be directed in writing to CICRA Chief Executive, Andrew Riseley, in Guernsey at the Guernsey Competition and Regulatory Authority, Suites B1 & B2, Hirzel Court, St Peter Port, Guernsey GY1 2NH or in Jersey at the Jersey Competition Regulatory Authority, 2nd Floor, Salisbury House, 1 - 9 Union Street, St Helier, Jersey JE2 3RF. Alternatively email info@cicra.gg.

About CICRA:

The Channel Islands Competition and Regulatory Authorities or 'CICRA' is the name given to the Jersey Competition Regulatory Authority (JCRA) and the Guernsey Competition and Regulatory Authority (GCRA) (formerly the Office of Utility Regulation). The JCRA was established under the Competition Regulatory Authority (Jersey) Law, 2001, and the GCRA was established under The Guernsey Competition and Regulatory Authority Ordinance, 2012. In Jersey, the telecoms and postal sectors are regulated by the JCRA, which is also responsible for administering and enforcing the Competition (Jersey) Law 2005. In Guernsey the telecoms, postal and electricity sectors are regulated by the GCRA, which is also responsible for the administration and enforcement of the Guernsey competition law since it came into force on 1 August 2012.

By working together and sharing resources and expertise between the islands, CICRA strives to ensure that consumers in all the Channel Islands receive best value, choice and access to high quality services.