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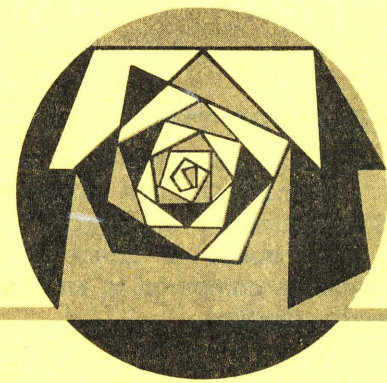
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Unit Pricing - Expanded Nutrition & Family Programs
Michigan State University
Cooperative Extension Service
N.D.
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Expanded Nutrition & Family Programs



Unit Pricing (A/V)

THE BIG IDEA (Your Goal)

When I (the aide) have taught this lesson, the homemaker will be able to:

- 1) **Look** for unit pricing in the store.
- 2) **Understand** unit pricing,
- 3) **Choose** an item that costs the least from a group of similar items.
- 4) **Select** the lowest cost item for her situation.

FACTS BEHIND THE BIG IDEA (For You to Show and Tell the Homemaker)

What is a Unit?

A unit is the basic measure of a product. It may be:

- **Weight** (pound or ounce). Examples include meat, flour, canned foods, frozen food, bread, and cereal.
- **Measure** (pint or quart). Examples include milk, juice, and liquid detergents.
- **Count** (a number). Examples include cooking and storage bags, jar lids, freezing containers, paper napkins.
- **Area** (square feet). Examples include plastic or foil wrap.

What is Unit Pricing?

Unit pricing is a tool to help you see what you are paying. It tells you the cost of one unit (amount) of the product. You do not have to do any arithmetic. It is easy to compare the unit price of different brands or sizes of the same product.

Where Do You Find the Unit Price?

Stores use different methods of marking unit price. You may find it:

- printed on a **label on the shelf** under the item.
- on a **list at the end of the aisle**.
- stamped **on the package**.

How Can You Use Unit Pricing to Stretch Your Food Dollar?

Unit pricing tells you the cost of one unit of the product.

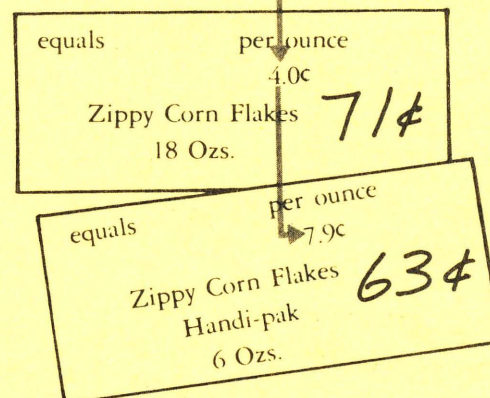
These one-unit prices are easy to compare.

COMPARE THE COST . . .

The same brand product in different sizes of containers or packages:

- An ounce of cereal bought in a 46-ounce box compared to an ounce of cereal in a package of eight 1-ounce boxes.
- A quart of milk made from dry milk in an 18-quart bulk package compared to a quart made from dry milk in premeasured packages.

Look for this!

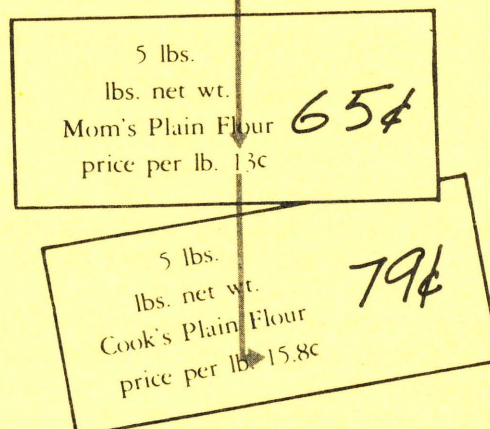


COMPARE THE COST . . .

The same product sold under different brand names:

- A pound of flour sold under a store brand compared with a pound of a nationally advertised brand.

Look for this!



EXPANDED NUTRITION & FAMILY PROGRAMS

COMPARE THE COST . . .

Different qualities of the same product:

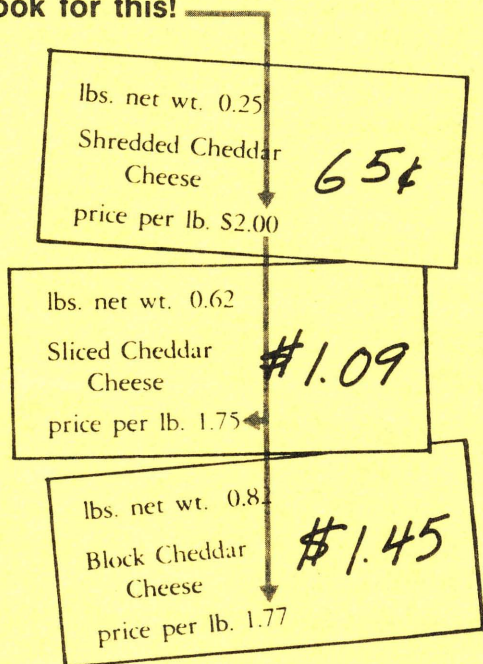
- A dozen Grade A large eggs compared to a dozen Grade B large eggs.
- An ounce of Grade A or fancy canned tomatoes compared to an ounce of Grade B or extra standard.

COMPARE THE COST . . .

Different forms of a product:

- A pound of Cheddar cheese bought in a block compared to individual slices or grated.
- An ounce of canned vegetables compared to an ounce of fresh vegetables.

Look for this!



COMPARE THE COST . . .

Different types of containers of the same product.

- An ounce of baked beans in a can compared to an ounce of baked beans in a glass jar.
- Group pricing (2 for — or 4 for —) compared with the price for a single item.

To Cash in on Money Savers

Don't always buy the large economy size. Your family may not like the food enough to use it while it's still good.

Consider the homemaker's ability and interest. No food is a bargain if it is not prepared so it's good to eat.

Plan purchases to fit storage space.

Make fair comparisons. To compare two products, you must remember that they must be packed the same way.

THINGS TO DO BEFORE VISIT

Plan how to fit the lesson to the homemaker—how to present the “big idea”. Help her compare prices of products she uses.

Plan to show the homemaker how she can use unit pricing to compare the cost of products such as the following:

The cost of **1 quart** of fresh fluid milk purchased in:

- 1-quart container
- ½-gallon container
- 1-gallon **paper** container
- 1-gallon **plastic** container

The cost of **1 quart** of fluid milk made from dry milk purchased in:

- 14-quart package.

The cost of 1 pound of dry beans purchased in:

- 4-ounce package
- 1-pound package
- 5-pound package
- 25-pound package

The cost of 1 ounce of a canned vegetable or fruit:

- Store brand with a nationally advertised brand.
- No. 10 can with a No. 2 can.
- Fancy pack of whole tomatoes with a can of tomato pieces.

Collect empty packages, containers, and labels, or make a list of products you will use as examples. You can use newspaper ads to illustrate some products.

Make a list of current prices of the products you will compare. You will need to know the weight, quality, type of packaging, brand, and form of the products.

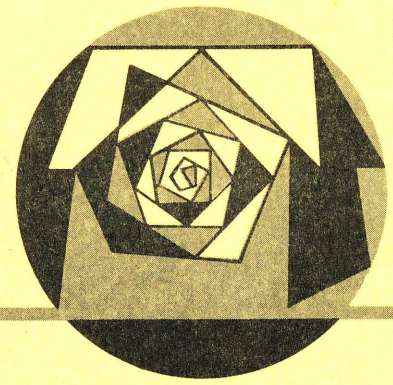
HOW DO YOU KNOW SHE LEARNED?

Let the homemaker point out the best buy as you discuss and figure the unit prices of products. Did she make the right choices?

Plan to meet her at a store that uses unit pricing. Show and tell her how to use unit pricing.

REFERENCES (Available in your State)

Expanded Nutrition & Family Programs



Unit Pricing (A/V)

(Take this sheet on home visits)

THE BIG IDEA

When you use unit pricing you can choose an item that costs the least from a group of similar items.

HOW TO PRESENT THE BIG IDEA

Explain what “unit pricing” means.

Tell her where to look for unit pricing in the store.

Show her how to use unit pricing to choose the item that costs the least from a group of similar items.

Select foods that the homemaker frequently buys.

Use the packages or labels you brought to show her how to look for style of pack and grade.

Chat about other factors that influence money savings—family likes and dislikes, storage, preparation.

Plan, if she is interested, to meet her at a grocery store. You can show her unit pricing, the various forms of one item, and practice price comparisons.

HOW DO YOU KNOW SHE LEARNED?

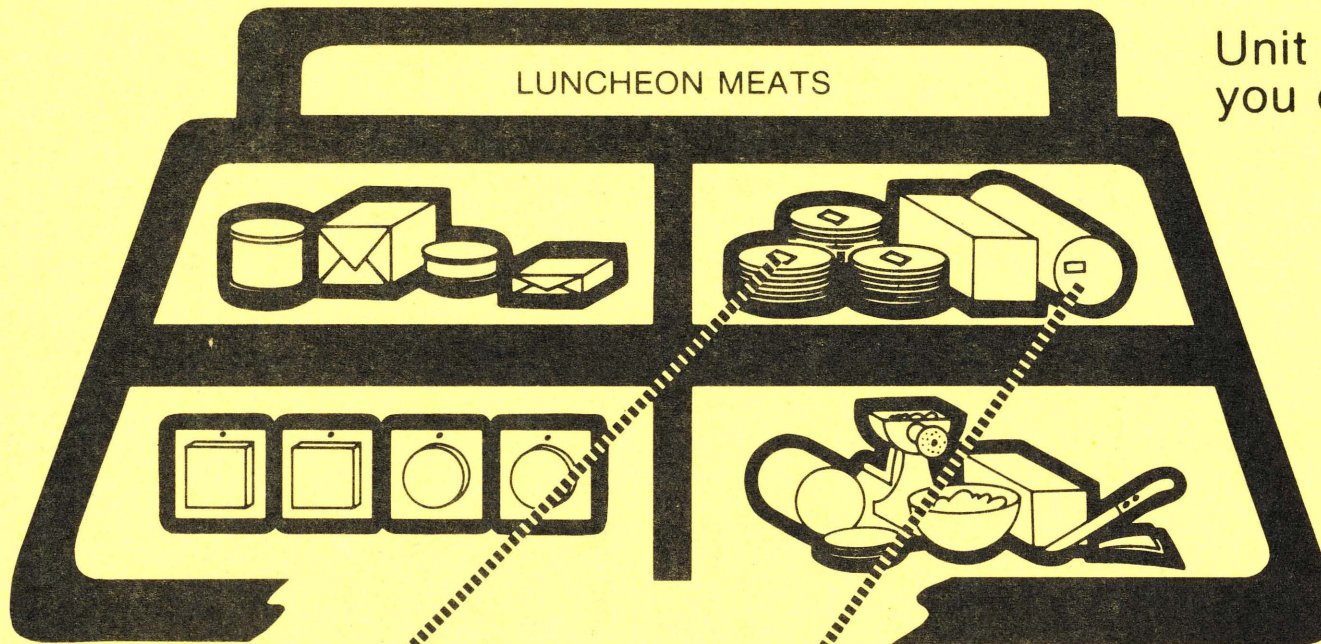
Ask her to take the handout on her next trip to the grocery store and compare prices. On your next visit you can talk about what she found out.

EXPANDED NUTRITION & FAMILY PROGRAMS

Unit Pricing

Look before you buy

Unit pricing helps you compare prices



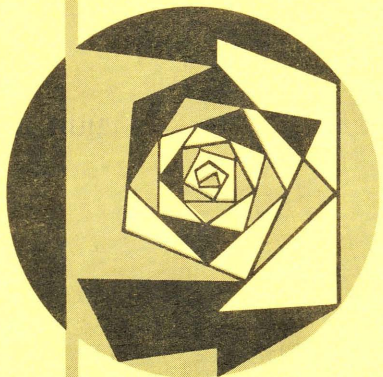
LBS. NET WT	TOTAL PRICE	PRICE PER LB
1.13	\$1.34	1.19
Sliced BOLOGNA		

LBS. NET WT	TOTAL PRICE	PRICE PER LB
1.61	\$1.75	1.09
Chunk BOLOGNA		

Chunk bologna is usually cheaper than bulk sliced.

Bulk sliced is usually cheaper than vacuum packed.

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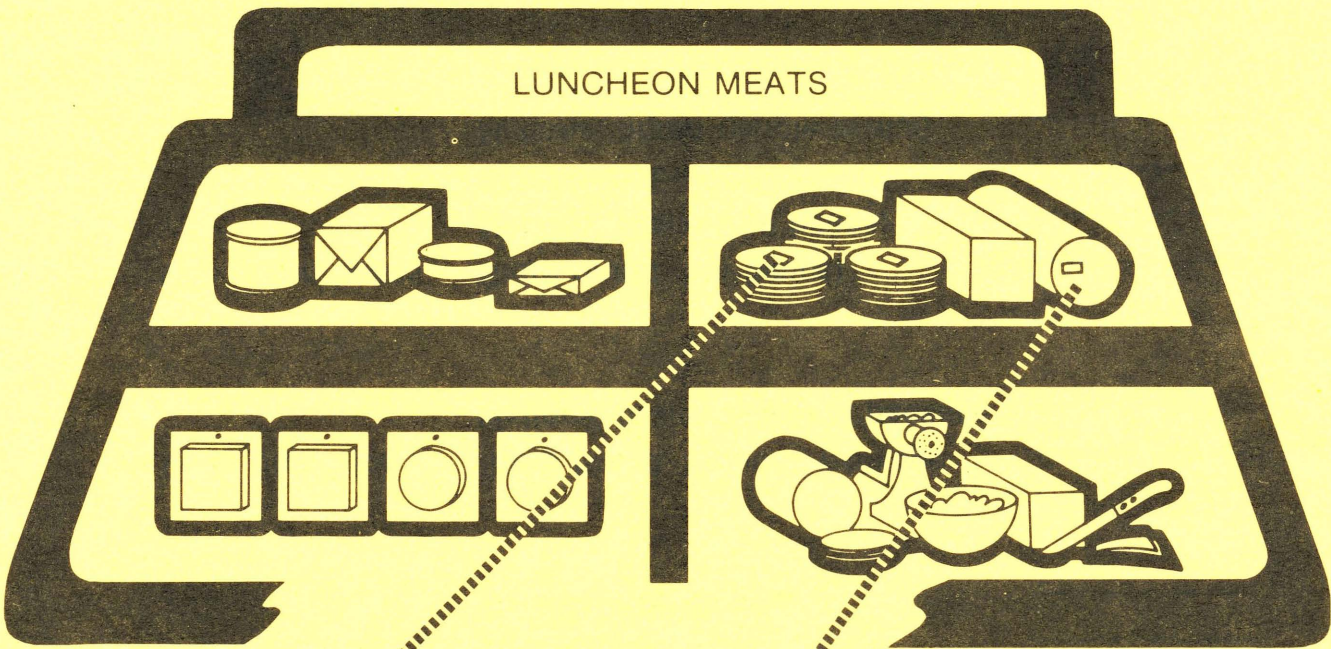
Look before you buy

Unit pricing helps you compare prices

(H)

(Leave with Homemaker)

Unit Pricing



LBS. NET WT.	TOTAL PRICE	PRICE PER LB.
1.13	\$1.34	1.19
Sliced BOLOGNA		

LBS. NET WT.	TOTAL PRICE	PRICE PER LB.
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Chunk bologna is usually cheaper than bulk sliced.

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Let's Compare Unit Prices at the Store . . .

		Price	Price per unit
Dry skim milk	10-quart container	_____	_____
	20-quart container	_____	_____
Long grain rice	Store brand, 5-pound package	_____	_____
	National brand, 5-pound package	_____	_____
Can green beans	Store brand (cut beans)	_____	_____
	National brand (cut beans)	_____	_____
	Store brand (whole beans)	_____	_____
	National brand (whole beans)	_____	_____
Cheddar cheese	Grated, 1-pound package	_____	_____
	Sliced, 1-pound package	_____	_____
	Chunk, 1-pound package	_____	_____

What did you find out by comparing prices?