

**WRITTEN QUESTION TO  
THE MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM, SPORT AND CULTURE  
BY DEPUTY C.S. ALVES OF ST. HELIER CENTRAL  
QUESTION SUBMITTED ON MONDAY 27th MARCH 2023  
ANSWER TO BE TABLED ON MONDAY 3rd APRIL 2023**

**Question**

“Will the Minister provide details on what checks, if any, are currently being made by Trading Standards to ensure that the profit margins and pricing of goods in local supermarkets are audited and follow the appropriate pricing policies and guidelines?”

**Answer**

Jersey operates a free market where suppliers set their own prices in respect of the goods they sell or the services they provide. Trading Standards has no regulatory remit in respect of profit margins.

They do have a role to ensure that in most cases prices are clear, unambiguous, and easily identifiable. In respect of price promotions, these must not be misleading or omit information which consumers need to make informed choices.

Trading Standards investigates consumer complaints and will work with businesses to bring them into compliance. They also engage with businesses through a range of pro-active inspections, education initiatives and provide detailed guidance.

Further information can be found here.

[Price marking requirements \(gov.je\)](https://www.gov.je/price-marking-requirements)