As someone who has recently worked in a supermarket owned by Foodstuffs I completely agree with the assessment that “pricing strategies, promotions and loyalty programmes can confuse customers” having seen it with my own eyes. The number of people I see who pay full price for a product they intended to purchase at an advertised discount was significant as they aren’t sure what different types of discounts mean.

Allowing supplies to collectively bargain would be incredibly beneficial for producers of homogenous products, companies typically in perfectly competitive markets like most fresh produce would benefit from being able to unionise and bargain as a cohesive unit to help the power imbalance between these producers and the supermarkets.

Noticing that New Zealand has some of the highest costs of food in the OECD while also having grocery companies earning significantly higher profits than international competition tends to lead to the conclusion that New Zealand’s high prices can causally be attributed to the profits of grocery companies. Therefore, I agree with the proposition of intervention in the market to increase competition and I believe introducing a new competitive firm either by creating one, having an overseas firm enter the NZ market or splitting up existing companies would go a long way to helping this disparity between profits domestically and internationally.