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HOLLAND L. REDFIELD II
Senator



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PRESS RELEASE

FOR IMMEDIATE RELEASE

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REDFIELD URGES FOOD RETAILERS TO EXPAND PRICE REDUCTIONS

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REPUBLICAN SENATOR HOLLAND L. REDFIELD II TODAY SENT LETTERS TO THE TERRITORY'S MAJOR FOOD RETAILERS TELLING THEM HE EXPECTS THE NATIONWIDE REDUCTION IN WHOLESALE FOOD PRICES TO BE PASSED ON TO LOCAL FOOD CONSUMERS.

IN THE LETTERS, THE SENATOR REITERATED A REQUEST BY LICENSING AND CONSUMER AFFAIRS (LCA) COMMISSIONER CLEMENT "CAIN" MAGRAS FOR FOOD RETAILERS TO EXTEND THE RECENTLY IMPLEMENTED FOOD PRICE REDUCTIONS TO MEATS, FRUITS AND VEGETABLES.

REDFIELD'S MAIN POINT IN THE LETTERS ASKED THAT:

1) SUPERMARKET PRICE CUTS BE EXTENDED TO HIGH-VOLUME ITEMS IN MEATS, FRUITS AND VEGETABLES. ITEMS WHICH HAVE TRADITIONALLY FORMED A LARGE PART OF THE DIET OF VIRGIN ISLANDERS. ARE, FOR EXAMPLE, SALT FISH, HIGH QUALITY STEW MEATS AND CHICKEN. IN VEGETABLES AND FRUIT CATEGORIES, PLANTAINS, BANANAS AND PRODUCE LIKEWISE BEAR CONSIDERATION IN MAKING PRICE CUTS. "THESE ITEMS, TOO, ARE ESSENTIAL TO A WHOLESOME DIET," REDFIELD SAID.

"MY ARGUMENT THROUGHOUT THIS ISSUE HAS ALWAYS BEEN THE SPREAD BETWEEN THE STORE'S COST AND THE PROFIT. I FEEL THERE'S ROOM TO DECREASE THE SPREAD, THEREBY AFFORDING V.I. RESIDENTS A BIGGER FOOD BASKET FOR THE BUCK," REDFIELD SAID.

FURTHER, "SUPERMARKETS MAKING MAJOR POLICY CHANGES IN PRICING SHOULD DISSEMINATE THIS INFORMATION TO THE PUBLIC," REDFIELD SAID. SUCH INFORMATION FORMS AN IMPORTANT TOOL FOR THE CONSUMER IN COMPARISON SHOPPING WITH COMPETITOR STORES.