



# MEDIA RELEASE

## DR CRAIG EMERSON

Minister for Small Business, Independent Contractors and the Service Economy  
Minister for Competition Policy and Consumer Affairs  
Minister Assisting the Finance Minister on Deregulation

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### **HOW TO SAVE UP TO \$450 A YEAR WITHOUT EVEN TRYING**

Bigger families can save up to \$450 a year on groceries and smaller families up to \$275 a year simply by buying generic products where the item is identical to its brand-name rival, Consumer Affairs Minister Craig Emerson said today.

A couple with three children can save up to \$450 a year and a couple with one child up to \$275 a year.

Dr Emerson said savings of up to 50 per cent could be achieved merely by switching to generic brands of grocery items that are identical to the branded version.

"This is not about buying inferior products because they are cheaper – this is about buying the cheapest item when it is identical to its brand-name competitor," he said.

"We're talking about groceries like milk, sugar and eggs that are the same regardless of the packaging they come in.

"The milk comes from the same cows, the eggs come from the same hens and the sugar comes from the same cane".

Dr Emerson shopped at Parramatta in western Sydney on two consecutive Fridays to see how prices compared.

Yesterday, he bought 22 Home Brand items from Woolworths and their 22 brand-name equivalents from the same store to see exactly how prices compared.

The Home Brand basket – which included milk, cream, butter, flour, sugar, frozen peas, salt, canned beetroot and household bleach – cost \$31.11 and the brand-name basket cost \$61.44.

Those savings were reflected at Coles in the same shopping centre a week earlier where he found a difference of just over 50 per cent between the generic and brand-name items.

Dr Emerson, who buys generic products for his own household, said many people had strong views about the quality of some generic products.

However, the survey showed startling savings could be made by buying the cheapest version of a product where it was the same as the dearer, branded version.

“I’m not talking about grocery items where there may be quality differences between the generic and the branded product, like breakfast cereals, laundry detergents, jams and cheeses.

“People will experiment with these and make up their own minds which version is better.

“I’m talking here about identical products that often come from the same manufacturer but one is a generic brand and the other a well-known brand name.

"Shoppers can make big savings at no effort – they don't have to change stores or go hunting for bargains because the bargains are right there in front of them.

“It is simply a matter of shopping smarter.”

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