

Unit Pricing

A unit price is the price for a single unit (such as price per pound, quart, etc.) The unit price differs from the retail price (the price for the whole item). The unit price is the best way to compare prices accurately, as you are comparing the best "bang-for-your-buck," not just the price itself.

The diagram shows a teal rectangular label for "Mission Whole Wheat Tortillas". At the top left, it has the numbers "35 302 25" and "999814165454". To the right is a barcode with the numbers "000000 0" below it. The product name "Mission Whole Wheat Tortillas" is centered. Below the name, the price "2⁹⁹ ea" is displayed in large black font. To the left of the price is "16 OZ" and to the right is "\$0.18 PER OZ".

Annotations with arrows point to these elements:

- "The **TOTAL AMOUNT** of units (e.g. oz, lbs, etc.) in the package" points to "16 OZ".
- "The **UNIT PRICE** or the price you pay per unit" points to "\$0.18 PER OZ".
- "The **RETAIL PRICE** or the price you will pay for the item" points to "2⁹⁹ ea".

What if the unit price isn't listed?

If the unit price is not on the label, you can find it by using this equation:

$$\frac{\text{RETAIL PRICE}}{\# \text{ OF UNITS}} = \text{UNIT PRICE}$$

Example A

\$2.99
1 lb.
 $2.99/16 =$
\$0.187/oz

Example B

\$1.99
12 oz
 $1.99/12 =$
\$0.167/oz

\$0.167/oz is less than \$0.187/oz, so example B is the better deal

What if the units are different?

Sometimes the units of the foods will not match. You will need to convert the units to a common unit in order to compare unit prices.

$$1 \text{ lb} = 16 \text{ oz}$$

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