

Comparison Shopping

Unit Prices

Use unit prices to find the best buy. Look for the unit price right on the shelf tag. It will be listed separately from the retail price (the price you pay).

Find a common unit first! Sometimes the units of food you want to compare (e.g., pounds, ounces) are different. **TIP: Remember 1 lb. = 16 oz.**

Let's try it by comparing these carrots!



BETTER BUY

Whole carrots are the better buy



5 lbs. Brand A Whole Carrots

Unit Price \$0.04 per oz.	Retail price \$3.49
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10 oz. Brand B Shredded Carrots

Unit Price \$0.20 per oz.	Retail price \$1.99
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16 oz. Brand C Frozen Carrots

Unit Price \$0.17 per oz.	Retail price \$2.79
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First convert pounds to ounces, then find the unit price:

$$5 \times 16 = 80 \text{ oz.}$$

$$\$3.49 / 80 \text{ oz.} = \$0.04 \text{ per oz.}$$

This product is already in ounces:

$$\$1.99 / 10 \text{ oz.} = \$0.20 \text{ per oz.}$$

This product is already in ounces:

$$\$2.79 / 16 \text{ oz.} = \$0.17 \text{ per oz.}$$

Use unit prices to find the better buy!



BETTER BUY



Source: <https://cookingmatters.org/tips/>

Use unit prices to compare:

- The same food, but different form (whole carrots vs. shredded carrots)
- The same food, but in different size containers (a gallon of milk vs. half-gallon)
- Foods in similar categories (a pound of zucchini vs. a pound of asparagus)
- Different brands of the same food (name brand cereal vs. store brand)

Now let's compare this peanut butter!

Both of these products are in ounces



$\$1.99/15 \text{ oz.} = \0.13 per oz.



The 40 oz. peanut butter is the better buy

$\$3.99/40 \text{ oz.} = \0.10 per oz.

Tip: If your store doesn't list unit prices, you can figure it out yourself. All you need to do is divide the retail price by the number of units.

$$\text{Unit Price} = \frac{\text{Retail price}}{\text{Number of units}}$$

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