

The Virgin Islands Consortium

Food Basket Survey Reveals Savings Opportunities for Virgin Islands Shoppers

Community Center / **Published On July 14, 2023 06:29 AM /**

Staff Consortium **July 14, 2023**



The V.I. Department of Licensing and Consumer Affairs has released the findings of its recent Market Basket survey, highlighting potential savings for consumers in both St. Croix and St. Thomas. The survey, conducted on July 11 and 12, aims to guide consumers to the stores offering the best prices on staple grocery items.

Despite a reduced number of items included in the survey due to staffing challenges, the DLCA emphasizes the importance of the data in helping shoppers make cost-effective decisions. The survey compared identical items across different stores to ensure the accuracy of the results.

In St. Croix, the survey included five stores: Pueblo Golden Rock, Pueblo La Reine, Plaza Extra East, The Market, and Stop and Shop Supermarket. The same 40 items were compared at each store. The Market emerged as the most economical option with a total cost of \$242.96 for the 40-item basket, followed by Plaza Extra East (\$252.20), Stop and Shop Supermarket (\$257.37), and Pueblo La Reine and Pueblo Golden Rock, both with costs exceeding \$263.

On St. Thomas, the DLCA surveyed four stores: The Market, Food Center, Pueblo Long Bay, and Pueblo Subbase, comparing 22 identical items. Pueblo Long Bay offered the best value with a total cost of \$93.07, closely followed by Pueblo Subbase (\$93.28) and The Market (\$94.70). The Food Center had a notably higher total cost at \$118.38. No survey was conducted for the district of St. John.

The DLCA's survey results underline the importance of price comparison when shopping for groceries.

For any queries, consumers or merchants can reach the Consumer Affairs Division on St. Croix at 713-3522, on St. Thomas at 714-3522, or on St. John at 693-8036. DLCA also accepts queries via email at consumerawareness@dlca.vi.gov and provides updates on their Facebook page.