

ACT 167 Signed by Governor Scott on June 18, 2026

This act includes updating price-labeling rules for retail establishments, requiring both the total selling price and unit price for consumer commodities.

Below are some of the rules and exemptions designed to ensure transparency and fairness for shopping in Vermont's retail food stores.

Store Exemptions:

- Stores with less than 7,000 square feet of retail space (unless part of a larger chain) are exempt from unit price requirements.
- Convenience stores, items for on-premises consumption, clearance/limited-time sale items, and certain seasonal or alcoholic beverages are also exempt.

Price Disclosure:

- Stores must clearly display both the total selling price and the unit price (price per standard unit of weight, measure, or count)
- The words “Unit Price” must appear next to the displayed unit price.
- Price information must be bold, clear, conspicuous, and as large as practical (not smaller than 7/32 inch in height).
- Price and unit price must be displayed on or near the product, or by a sign if the product is not easily visible.

Electronic Shelf Labels and Dynamic Pricing:

- Stores cannot use electronic shelf labels to increase prices in real time while open to the public, except to correct genuine pricing errors (and must inform customers present in the store).

Checkout Price Display:

- The total selling price must be displayed at checkout as items are processed, allowing consumers to verify prices.

Compliance and Enforcement:

- Retail establishments are responsible for providing accurate price information and are subject to penalties for violations.
- The Secretary of Agriculture, Food and Markets can designate additional commodities for unit pricing, set the standard units for pricing, and exempt certain stores or products from requirements.

Example Implementation:

- A grocery store must display both the total price and unit price (e.g., price per pound) for apples on the shelf label. **At checkout, the price must be visible to the customer.** A convenience store selling only a few food items is exempt from unit price requirements.