



Government of the Virgin Islands  
of the United States

## Department of Licensing and Consumer Affairs

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### FOR IMMEDIATE RELEASE

WEDNESDAY, APRIL 14, 2021

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### DLCA TERRITORY-WIDE MARKET BASKET SURVEY

Commissioner Richard T. Evangelista, Esq., is notifying the public of its territory-wide market basket survey findings, which was completed April 9, 2021. The market basket survey is designed to inform consumers of which stores have the best prices no matter the brand on staple grocery items. The number of items compared on each island may vary because of comparison guidelines that require items are identical to produce a valid survey. With the onset of Covid-19, to protect the safety of our Compliance Officers, DLCA's market basket survey is completed virtually. A staple grocery items list was emailed to stores. In return, stores who responded to DLCA's request submitted their prices. Market basket surveys are included for comparative viewing.

On St. Croix five stores were surveyed: Pueblo Golden Rock and Pueblo La Reine, Plaza Extra East, The Market St. Croix and Stop and Shop Supermarket. A total of 14 of the same items were compared at each location. The difference between the highest and lowest-priced basket for April was \$6.58. The lowest-priced market basket was found at Stop and Shop Supermarket at \$40.06. Plaza Extra East came in second with a market basket cost of \$43.17; \$3.11 cents more than Stop and Shop Supermarket. The Market St. Croix came in third with a basket cost of \$44.85. Pueblo Golden Rock and Pueblo La Reine came in fourth with a market basket cost of \$46.64.

On St. Thomas, three stores were surveyed: The Market St. Thomas, Pueblo Long Bay and Pueblo Sub Base. A total of 14 of the same items were compared at each location. The difference between the highest and lowest-priced basket was \$1.52. The lowest priced market basket was found at Pueblo Long Bay and Pueblo Sub Base with a cost of \$46.64. The Market St. Thomas came in second with a market basket cost of \$48.16.

On St. John, only Starfish Market responded to DLCA's market basket survey. A total of 14 items were surveyed at the location for a market basket cost of \$52.89.

Consumers are reminded to shop wisely and compare food prices to make the best economic choices. Consumers or Merchants with questions may contact Consumer Affairs Division on St. Croix at 713-3522, St. Thomas at 714-3522, or on St. John at 693-8036. For consumer related issues you may contact us at [consumerawareness@dlca.vi.gov](mailto:consumerawareness@dlca.vi.gov) or follow us on Facebook.



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