



Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs

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FOR IMMEDIATE RELEASE

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DLCA MARKET BASKET SURVEY **ENCOURAGES CONSUMERS TO COMPARE PRICES AND SAVE MONEY**

(U.S. Virgin Islands) – Commissioner Nominee Nathalie Hodge, of the Department of Licensing and Consumer Affairs (DLCA), notifies the public of its St. Croix and St. Thomas Market Basket survey findings, which were completed on December 21, 2023. The Market Basket survey consists of a smaller number of items than usual due to staffing challenges, however, DLCA knows that people rely on the information to make informed purchases. The survey is designed to inform consumers of which stores have the best prices no matter the brand of staple grocery items. The number of items compared on each island varies because of comparison guidelines that require items to be identical to produce a valid survey.

On St. Croix, five stores were surveyed: Pueblo Golden Rock, Pueblo La Reine, Plaza Extra East, The Market, and Stop and Shop Supermarket. Fifty-five (55) of the same items were compared at each location. The Market had a market basket cost of \$308.92. Pueblo La Reine and Pueblo Golden Rock had a market basket cost of \$292.02.19 and \$313.42, respectively. Plaza Extra East had a market basket cost of \$299.50. The Stop and Shop Supermarket market basket cost was found at \$317.83.

On St. Thomas, four stores were surveyed: The Market, Food Center, Pueblo Long Bay, and Pueblo Sub Base. Twenty-one (21) of the same items were compared at each location. The Market had a market basket cost of \$96.97. Pueblo Long Bay and Pueblo Sub Base had a market basket cost of \$101.98 and \$99.17, respectively. Food Center's market basket cost was found at \$130.19.

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 340.713.3522, on St. Thomas at 340.713.3522, or on St. John at 340.693.8036. For consumer-related issues, you may contact us via email at consumerawareness@dlca.vi.gov or follow us on Facebook, Instagram, and X (formerly known as Twitter).

The Bryan-Roach Administration is investing in the Territory's people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit transparency.vi.gov.

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"Serving Businesses and Assisting, Educating, & Protecting Consumers"