



Government of the Virgin Islands
of the United States

**Department of Licensing and Consumer Affairs
Office of the Commissioner**

Golden Rock Shopping Center
3000 Estate Golden Rock, Suite 9
St. Croix, VI 00820-4311
Telephone: 340.713.3522

Administrative Complex
"The Battery"
St. John, VI 00830
Telephone: 340.727.3303

Property & Procurement Building
8201 Subbase, Suite 1
St. Thomas, VI 00802-5826
Telephone: 340.714.3522

FOR IMMEDIATE RELEASE

WEDNESDAY, OCTOBER 2, 2024

MEDIA CONTACT: DIANE G. JOHN, 340.725.5129

**THE DLCA'S SEPTEMBER 2024 MARKET BASKET SURVEY
ENCOURAGES CONSUMERS TO COMPARE PRICES AND SAVE MONEY**

(U.S. Virgin Islands) – Commissioner H. Nathalie Hodge, of the Department of Licensing and Consumer Affairs (DLCA), announces the findings of the September 2024 Territory wide Market Basket Survey. This survey helps consumers identify which stores offer the best prices for staple grocery items, regardless of the brand. The number of items compared on each island differs based on guidelines that require identical items for a valid comparison.

ST. CROIX SURVEY RESULTS

Merchant	Market Basket Cost	Total Items Surveyed
The Market	\$337.38	60
Plaza Extra	\$299.19	
Pueblo (Golden Rock)	\$340.34	
Pueblo (La Reine)	\$332.23	
Stop and Shop Supermarket	\$337.96	

ST. THOMAS SURVEY RESULTS

Merchant	Market Basket Cost	Total Items Surveyed
Pueblo (Subbase)	\$189.87	36
Pueblo (Long Bay)	\$182.16	
Food Center	\$238.24	
The Market	\$183.11	

ST. JOHN SURVEY RESULTS

Merchant	Market Basket Cost	Total Items Surveyed
Dolphin Market	\$84.25	11
Starfish Market	\$71.79	
St. John Market	\$83.25	

Consumers are encouraged to shop wisely and compare prices to make the best economic choices. For questions, contact the Consumer Affairs Division at 340.713.3522 on St. Croix, 340.714.3522 on St. Thomas, or 340.727.3303 on St. John. For consumer-related issues, email us at consumerawareness@dlca.vi.gov. Follow us on Facebook, Instagram, LinkedIn, 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.

Department of Licensing and Consumer Affairs 3000 Golden Rock Shopping Center Christiansted, Virgin Islands 00820 MARKET SURVEY									
Conducted BY: Dido Harris-O'Reilly & Knatasha Harrigan				Date: 13-Sep-24					
ITEM	BRAND/MODEL	SIZE	UPC	#1 STORE	#2 STORE	#3 STORE	#4 STORE	#5 STORE	
				Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop	
GRAIN(5)									
1	Lasanga Shells	Ronzoni	16oz	7130000080	\$ 5.09	\$ 4.99	\$ 4.99	\$ 4.99	\$ 3.99
2	Deluxe Macaroni & Cheese	Kraft	14oz	2100006706	\$ 3.99	\$ 3.99	\$ 4.39	\$ 4.59	\$ 3.99
3	Cream of Wheat	Cream of Wheat	14oz	7240000615	\$ 4.69	\$ 3.99	\$ 4.16	\$ 4.16	\$ 5.49
4	Wheat Bread (Club)	Country Hearth	24oz	1002343035	\$ 5.49	\$ 5.99	\$ 5.79	\$ 5.79	\$ 5.49
5	White Bread (Club)	Holsum	24oz	1002343005	\$ 4.79	\$ 4.99	\$ 4.79	\$ 4.79	\$ 4.79
6	Flour	Gold Medal	5lb	1600010610	\$ 7.19	\$ 5.99	\$ 7.99	\$ 7.99	\$ 5.87
7	Baking Powder	Argo	2lb	6172098818	\$ 3.29	\$ 3.29	\$ 5.99	\$ 5.89	\$ 3.99
8	Cornmeal	Amapola	2lb	7800800997	\$ 2.89	\$ 3.19	\$ 3.59	\$ 3.59	\$ 3.19
9	Sugar				\$ 4.99	\$ 5.99	\$ 4.99	\$ 6.59	\$ 4.99
10	Cereal (Multi-Grain)	Gerber	8oz	1500007003	\$ 4.29	\$ 4.69	\$ 3.29	\$ 3.29	\$ 5.99
VEGETABLES & PROVISION									
11	Yellow Onion	Bag	Bag		\$ 2.99	\$ 2.79	\$ 4.39	\$ 3.59	\$ 2.99
12	Garlic	Garlic	lb		\$ 3.59	\$ 3.99	\$ 4.19	\$ 4.49	\$ 4.99
13	Green Bell Pepper	Green Bell Pepper	lb		\$ 1.59	\$ 1.99	\$ 2.19	\$ 1.99	\$ 2.49
14	Red Bell Pepper	Red Bell Pepper	lb		\$ 4.29	\$ 3.29	\$ 2.89	\$ 3.69	\$ 3.99
15	Tomatoes	Tomatoes	lb		\$ 2.39	\$ 1.89	\$ 2.69	\$ 2.89	\$ 2.99
16	Celery	Bunch	Stalk		\$ 1.99	\$ 2.09	\$ 1.69	\$ 1.69	\$ 2.99
BEVERAGES (2)									
17	Peppermint Tea Bags	Caribbean Dreams	24ct	4965037050	\$ 2.99	\$ 3.69	\$ 3.69	\$ 3.69	\$ 3.99
18	Pepsi	Pepsi	12pk	120080994	\$ 9.99	\$ 9.98	\$ 8.99	\$ 8.99	\$ 9.99
19	Kool-Aid (Cherry)	Kool-Aid	190oz	4300095353	\$ 6.59	\$ 8.99	\$ 12.19	\$ 12.19	\$ 6.99
ALCOHOL									
20	Shandy (Sorrel)	Shandy	6pk	3399280051	\$ 9.99	\$ 10.99	\$ 10.69	\$ 10.69	\$ 10.99
21	Heineken	Heineken	6pk	728900022	\$ 14.99	\$ 14.99	\$ 13.98	\$ 13.98	\$ 14.99
22	Corona Extra (Blue & White)	Corona Extra	6pk	8066143	\$ 12.99	\$ 13.99	\$ 13.99	\$ 11.98	\$ 13.99
23	Coors Light (Can)	Coors Light	6pk	7199000008	\$ 7.99	\$ 9.99	\$ 9.99	\$ 9.99	\$ 10.99
DAIRY PRODUCTS (4)									
24	Extra Large Eggs	Grade A	1 Dozen		\$ 6.99	\$ 7.99	\$ 7.99	\$ 6.98	\$ 7.89
25	Cheese (Slices)	Velveeta	12oz	2100061146	\$ 4.99	\$ 5.99	\$ 5.99	\$ 9.99	\$ 5.99
26	Coconut Milk	Coco Lopez	15oz	7184509830	\$ 2.99	\$ 5.99	\$ 3.49	\$ 4.99	\$ 5.99
27	Milk	Similac	12.4oz	7007455958	\$ 23.79	\$ 29.99	\$ 28.38	\$ 20.68	\$ 28.99
28	Strawberry Shake	Pedi Sure	6ct	707458056	\$ 14.99	\$ 18.99	\$ 19.29	\$ 19.29	\$ 17.99
MEAT PRODUCTS (3)									
29	Saltfish (Tray)	Saltfish	Per/lb		\$ 8.49	\$ 8.99	\$ 6.99	\$ 5.98	\$ 4.89
30	Ground Beef	Ground Beef	Per/lb		\$ 5.28	\$ 4.88	\$ 4.99	\$ 4.99	\$ 5.99
31	Chicken Drumsticks (Tray)	Chicken Drumstick	Per/lb		\$ 2.49	\$ 3.19	\$ 1.68	\$ 2.89	\$ 2.99
32	Comish Hen	Tyson	2pk	2570004300	\$ 16.99	\$ 13.99	\$ 17.09	\$ 17.09	\$ 13.99
BEANS & CANNED GOODS (4)									
33	All Purpose Seasoning	Adobo	28 oz	4133103842	\$ 6.49	\$ 4.89	\$ 6.69	\$ 6.69	\$ 4.99
34	Salt	Morton	28 oz	2460001003	\$ 1.99	\$ 2.69	\$ 3.99	\$ 3.99	\$ 1.99
35	Chicken Noodle Soup	Healthy Choice	15 oz	5010040260	\$ 3.99	\$ 4.99	\$ 4.99	\$ 4.99	\$ 4.99
36	Vienna Sausage	Libby's	4.6oz	5900008663	\$ 1.59	\$ 1.89	\$ 1.99	\$ 1.99	\$ 1.89
37	Red Kidney Beans	Goya	15oz	4133112402	\$ 1.99	\$ 1.49	\$ 1.99	\$ 1.99	\$ 1.99
38	Cranberry Sauce	Ocean Spray	14oz	3120001605	\$ 2.49	\$ 3.69	\$ 4.29	\$ 4.29	\$ 2.99
39	Guava Paste	Goya	21oz	4133103080	\$ 4.49	\$ 4.69	\$ 4.69	\$ 4.69	\$ 3.99
40	Raisins	Sunmaid	9oz	4114302450	\$ 3.99	\$ 3.99	\$ 5.49	\$ 5.49	\$ 4.99
41	Tuna in Water	Starkist	4oz	806730	\$ 1.89	\$ 1.39	\$ 1.89	\$ 1.50	\$ 1.99
FRUIT (3)									
42	Apple (Red)		lb		\$ 1.49	\$ 2.49	\$ 1.79	\$ 2.09	\$ 2.49
43	Apple (Green)		lb		\$ 2.49	\$ 1.89	\$ 2.29	\$ 2.29	\$ 2.49
44	Red Grapes		lb		\$ 2.39	\$ 3.89	\$ 3.99	\$ 3.99	\$ 4.99
45	Green Grapes		lb		\$ 4.89	\$ 3.99	\$ 3.79	\$ 3.79	\$ 4.99
46	Orange		lb		\$ 0.89	\$ 1.59	\$ 1.29	\$ 1.29	\$ 1.99
47	Plum		lb		\$ 3.29	\$ 2.69	\$ 2.59	\$ 2.59	\$ 4.99
48	Pear		lb		\$ 2.69	\$ 2.89	\$ 2.39	\$ 2.39	\$ 2.49
49	Lemon		lb		\$ 0.29	\$ 0.39	\$ 0.39	\$ 0.39	\$ 0.49
50	Lime		lb		\$ 0.29	\$ 0.39	\$ 0.59	\$ 0.59	\$ 0.49
51	Cantaloupe Melon (Whole)		lb		\$ 0.99	\$ 4.39	\$ 3.49	\$ 3.49	\$ 3.99
52	Honey Dew Melon (Whole)		lb		\$ 1.29	\$ 7.99	\$ 6.89	\$ 0.89	\$ 5.99
53	Pineapple (Whole)		lb		\$ 3.99	\$ 3.99	\$ 3.89	\$ 3.89	\$ 2.97
Body Products									
54	Rubbing Alcohol		16oz		\$ 3.19	\$ 6.49	\$ 3.99	\$ 3.59	\$ 3.49
Household Items									
55	Flying Insect Spray	Raid	11oz	4650041708	\$ 3.99	\$ 3.49	\$ 2.99	\$ 2.99	\$ 3.99
56	Softener (Yellow)	Suavitel	28.7oz	9558705653	\$ 2.19	\$ 2.99	\$ 2.59	\$ 2.99	\$ 3.99
57	Dish Liquid	Palmolive	12oz	3500046413	\$ 2.29	\$ 2.39	\$ 2.99	\$ 3.29	\$ 2.49
SNACKS									
58	Chips	Doritos	10.8oz	2840061370	\$ 5.99	\$ 5.99	\$ 5.39	\$ 5.39	\$ 6.99
59	Popcorn (Butter)	Theater Act	3pk	7615023227	\$ 3.59	\$ 3.99	\$ 3.79	\$ 3.99	\$ 3.99
60	Ice Cream	Breyer's		7756722482	\$ 7.99	\$ 9.99	\$ 11.79	\$ 12.29	\$ 9.99
					\$299.19	\$337.38	\$340.34	\$332.23	\$337.96



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

Department of Licensing and Consumer Affairs
#1 Sub-Base
St. Thomas, V.I. 00802
(340) 714-3522
MARKET BASKET SURVEY (ST. THOMAS)

Conducted BY: Natasha Smith & D. VanHoltan					Date: 12-Sep-24			
ITEM	BRAND/MODEL	SIZE	UPC	#1 STORE Pueblo (SB)	#2 STORE Pueblo (LB)	#3 STORE The Market	#4 STORE Food Center	
GRAIN(5)								
1	Honey Nut Cheerios	General Mills	10.8 oz	16000124790	\$ 7.29	\$ 6.59	\$ 7.00	\$ 10.39
2		Cream of Wheat	28 oz	72400006957	\$ 5.68	\$ 5.68	\$ 6.52	\$ 10.59
3	Oats (Old Fashion)	Quaker	42 oz	30000010402	\$ 4.99	\$ 4.99	\$ 4.99	\$ 9.19
4	Corn Meal	Amapola	32 oz	249100400297	\$ 3.59	\$ 3.59	\$ 2.98	\$ 4.69
5	Macaroni & Cheese (deluxe)	Kraft	14 oz	21000658862	\$ 4.39	\$ 4.39	\$ 3.99	\$ 8.99
6	Rice (Medium Rice)		3 lbs		\$ 2.99	\$ 2.99	\$ 2.99	\$ 3.99
7	Flour (All Purpose)	Gold Medal	5 oz	16000106109	\$ 7.99	\$ 7.99	\$ 7.99	\$ 9.99
8	Whole Wheat Bread	Country Hearth	24 oz	810023430353	\$ 5.79	\$ 5.79	\$ 5.79	\$ 6.69
9	Whole White Bread	Hoisum	24 oz	810023430056	\$ 4.79	\$ 4.79	\$ 4.79	\$ 5.79
10	Sugar		4lb		\$ 8.19	\$ 4.99	\$ 5.99	\$ 6.99
MEAT AND FISH								
11	Corn Beef	Libby's	12 oz	39000081047	\$ 5.99	\$ 5.99	\$ 4.99	\$ 10.99
12	Can Tuna		4 oz		\$ 1.89	\$ 1.89	\$ 1.89	\$ 2.99
13	Bacon (Original)	Oscar Meyer	16 oz	44700019887	\$ 15.99	\$ 15.99	\$ 14.99	\$ 9.99
14	Chicken wings	Fresh (per lb)	Family Pk		\$ 5.99	\$ 5.99	\$ 3.99	\$ 4.99
15	Pink Salmon		16 oz		\$ 5.49	\$ 5.49	\$ 4.98	\$ 9.69
FRUITS AND VEGETABLES								
16	Banana		1 lb		\$ 1.09	\$ 1.08	\$ 1.09	\$ 1.49
17	Apple (Red)		1 lb		\$ 1.99	\$ 1.99	\$ 2.49	\$ 2.99
18	Green Pepper	Bell	1 lb		\$ 2.89	\$ 2.89	\$ 2.99	\$ 2.99
19	Potatoes		5 lb		\$ 3.67	\$ 3.67	\$ 5.99	\$ 5.99
20	Celery		Bunch		\$ 2.19	\$ 2.19	\$ 2.49	\$ 3.99
21	Yellow Onions		1 lb		\$ 1.89	\$ 1.89	\$ 1.99	\$ 1.99
22	Red Pepper	Bell	1 lb		\$ 3.99	\$ 3.99	\$ 3.79	\$ 5.99
BEVERAGE								
23	Soda	Coca-Cola	1.75 ft	49000057942	\$ 3.29	\$ 3.29	\$ 2.99	\$ 3.59
24	Powdered Juice (Cherry)	Kool Aid	19 oz	43000953532	\$ 12.19	\$ 12.19	\$ 8.99	\$ 8.79
25	Tea Bags (Chamomile)	Celestial	20 ct	70734000102	\$ 4.39	\$ 4.39	\$ 4.19	\$ 6.19
26	Bottle Water		24 ct		\$ 5.50	\$ 5.50	\$ 5.69	\$ 9.99
DAIRY PRODUCTS (4)								
27	Evaporated Milk	Whole	12 oz		\$ 2.55	\$ 2.55	\$ 2.29	\$ 2.99
28	Reduce Fat Milk		32 oz		\$ 3.99	\$ 3.99	\$ 4.99	\$ 4.39
29	Almond Milk (Original)				\$ 8.09	\$ 4.99	\$ 7.29	\$ 7.99
30	Whole Milk				\$ 5.98	\$ 5.98	\$ 6.37	\$ 8.99
31	Eggs- Grade A	Fresh	Large		\$ 7.99	\$ 6.99	\$ 7.49	\$ 8.49
32	American Cheese (Deli Deluxe)	Kraft	16 oz	21000602698	\$ 7.29	\$ 7.29	\$ 9.06	\$ 12.79
33	Butter (Unsalted)	Kerrygold	8 oz	76770700215	\$ 7.49	\$ 7.79	\$ 6.99	\$ 7.89
BEANS & CANNED GOODS (4)								
34	Peanut Butter		16 oz		\$ 4.89	\$ 4.89	\$ 5.79	\$ 7.99
35	Ravioli	Chef Boyardee	14.5 oz	64044043156	\$ 3.89	\$ 3.89	\$ 3.69	\$ 3.79
36	Chicken Broth	Swanson	14.5 oz	51000024312	\$ 3.59	\$ 3.59	\$ 2.59	\$ 2.99
					\$189.87	\$182.16	\$183.11	\$238.24



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Department of Licensing and Consumer Affairs ADMINSTRATIVE COMPLEX St. John , Virgin Islands 00830 MARKET SURVEY (ST. JOHN)							
	Conducted BY: Cherokee Thomas				Date:	12-Sep-24	
					#1 STORE	#2 STORE	#3 STORE
	ITEM	BRAND/MODEL	SIZE	UPC	Dolphin	STARFISH	MARKET
	GRAINS						
1	Deluxe Macaroni & Cheese	Kraft	14 oz	21000658862	\$ 8.95	\$ 8.49	\$ 8.95
2	Cereal	Honey Nut Cheerios	10.8 oz	16000124790	\$ 10.95	\$ 11.39	\$ 10.95
3	Flour	Gold Medal	5lb	1600010609	\$ 9.95	\$ 9.99	\$ 9.95
4	Sugar		4 lb		\$ 7.95	\$ 7.99	\$ 7.95
	VEGETABLES/ PROVISIONS						
5	Lettuce		Head		\$ 3.45	\$ 4.99	\$ 3.45
6	Green Pepper	Green Pepper	lb		\$ 3.25	\$ 2.99	\$ 3.25
7	Red Bell Pepper	Red Bell Pepper	lb		\$ 5.95	\$ 4.99	\$ 5.95
8	Celery	Celery	Stalk		\$ 2.95	\$ 3.99	\$ 2.95
	BEVERAGES						
9	Water		24 ct		\$ 8.95	\$ 8.99	\$ 8.95
	DAIRY PRODUCTS						
10	Large Eggs	Grade A	1 Dozen		\$ 5.95	\$ 5.99	\$ 4.95
	MEAT PRODUCTS						
11	Bacon	Oscar Meyers	16 oz		\$ 15.95	\$ 1.99	\$ 15.95
					\$84.25	\$71.79	\$83.25



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