

1977 No. 1412

**CONSUMER PROTECTION
PRICES**
The Price Marking (Meat) Order 1977

Made - - - 16th August 1977
Laid before Parliament 22nd August 1977
Coming into Operation 1st March 1978

Whereas the Secretary of State, in accordance with the provisions of section 4(3) of the Prices Act 1974(a), has consulted, in such manner as appeared to him to be appropriate having regard to the subject-matter and urgency of this Order, with such organisations representative of interests substantially affected by this Order, as appeared to him, having regard to those matters, to be appropriate: Now, therefore, the Secretary of State, in exercise of his powers under section 4 of that Act, as amended by section 16 of the Price Commission Act 1977(b), hereby makes the following Order:—

1.—(1) This Order may be cited as the Price Marking (Meat) Order 1977, and shall come into operation on 1st March 1978.

(2) Subject to paragraph (3) below, goods to which this Order applies are foods of the following descriptions, whether pre-packed or not, that is to say, fresh, chilled or frozen meat.

(3) This Order does not apply to—

- (a) goods described in paragraph (2) above when offered or exposed for sale as a single item together with goods not so described;
- (b) processed meat;
- (c) products commonly known as beefburgers, hamburgers or porkburgers, consisting wholly or partly of meat described in paragraph (2) above;
- (d) heads, feet and trotters;
- (e) bones, waste and scrap.

(4) In this Order—

“container” includes any form of packaging of goods for sale as a single item, whether by way of wholly or partly enclosing the goods or by way of attaching the goods to some other article, and in particular includes a wrapper;

“display area” in relation to any premises on which goods to which this Order applies are offered or exposed for sale, means—

- (a) windows, including the beds thereof, and display rails in windows; and
- (b) cabinets, counters, and shelves used for the display of goods to an intending purchaser;

(a) 1974 c. 24.

(b) 1977 c. 33.

“meat” means any part of an animal of any of the following descriptions, that is to say, cattle, sheep and swine;

“premises” includes a stall or vehicle;

“pre-packed” means made up in advance ready for retail sale in or on a container;

“processed”, in relation to meat, includes curing, smoking and any other treatments including the addition of salts, curing agents or other substances, resulting in a change in the natural state of the meat, but does not include treatment with proteolytic enzymes, boning, paring, grinding, mincing, cutting, cleaning or trimming;

“selling price” in relation to any goods, means the price at which the goods are offered or exposed for sale, not being a price expressed by reference to a unit of measurement;

“unit price” in relation to any goods, means the price per pound weight of those goods.

(5) The Interpretation Act 1889(a) shall apply for the interpretation of this Order as it applies for the interpretation of an Act of Parliament.

(6) The Price Marking (Meat and Fish) Order 1974(b) shall not apply to meat offered or exposed for sale after 28th February 1978.

2.—(1) Subject to the following provisions of this Article, no person shall, in Great Britain, offer or expose for sale by retail goods to which this Order applies in the display area of any premises unless an indication of the price of the goods is given, being an indication complying with the appropriate requirements of the Schedule hereto.

(2) Where a piece of meat is cut at the request of, and in the presence of, an intending purchaser, an indication of the unit price of that part of the meat intended for the purchaser shall not be required.

(3) An indication of the unit price of a piece of meat shall not be required if the piece of meat is offered or exposed for sale as a single item, and

(a) the weight is less than 1 ounce, or

(b) the selling price does not exceed 10p and is marked on or in relation to the meat, and

if, in either case, any indication of a unit price which might be taken as applying to that piece of meat makes it clear that it does not so apply.

Robert MacLennan,

Parliamentary Under Secretary of State,
Department of Prices and Consumer Protection.

16th August 1977.

(a) 1889 c. 63.

(b) S.I. 1974/1368 (1974 II, p. 5253).

SCHEDULE

1. In this Schedule "gross weight", in relation to any goods, means the aggregate weight of the goods and any container in or on which they are made up.
2. In the case of pre-packed goods in respect of which an indication of weight is marked on the container in or on which the goods are made up, the indication of the price shall consist of—
 - (a) the selling price; and
 - (b) the unit price calculated by reference to the selling price and to the indicated weight.
3. In the case of goods, whether pre-packed or not, to which paragraph 2 does not apply, the indication shall be an indication of the unit price.
4. An indication of the selling price required by paragraph 2(a) above shall be marked on the container.
5. An indication of the unit price, if it is not marked on the goods or on the container, shall be easily recognisable by an intending purchaser under normal conditions of purchase as referring to goods of the description in question; but the indication need not be adjacent to the goods and may be grouped with other indications of the unit prices of other goods to which this Order applies in the form of a list or otherwise.
6. Where the indication of the unit price is not adjacent to the goods to which it refers it shall be in such a position that it is readily discernible by an intending purchaser from the place where he would under normal conditions of purchase select the goods, or, if he would not select the goods himself, where he would, under those conditions, ask for the goods. If there is more than one such indication in relation to any goods it shall be sufficient if one such indication complies with this paragraph.
7. If the indications of the selling price (whether required by this Order or not) and the unit price are both marked on the container they shall be in close proximity to one another but sufficiently distinct as not to confuse an intending purchaser under normal conditions of purchase.
8. Any indication shall be clear and legible, and easily read by an intending purchaser under normal conditions of purchase.
9. Where the indication of a unit price has been calculated by reference to the gross weight of the goods, that fact shall be clearly indicated.

EXPLANATORY NOTE

(This Note is not part of the Order.)

This Order requires the price of meat offered or exposed for retail sale in a display area of any premises to be indicated.

The Order does not apply to products such as hamburgers or to meat which has been subjected to any form of processing e.g., curing, smoking and salting, or in the other circumstances described in Article 1(3). The requirements to be fulfilled when indicating the price are set out in the Schedule.

The unit price (price per lb. weight of the goods) is to be indicated in all cases on a label on or adjacent to the goods, on a price list or by other appropriate means. In addition the selling price is to be indicated on the package in the case of meat pre-packed in a container bearing an indication of the weight of the goods.

An exemption from indicating the unit price is given for meat cut at the request of, and in the presence of, an intending purchaser. Exemption from indicating the unit price is also given for meat offered or exposed for retail sale as a single item weighing less than 1 ounce or marked with a selling price of not more than 10p.

The Price Marking (Meat and Fish) Order 1974 no longer applies to meat offered or exposed for retail sale.

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