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**THE “MINIMUM MARK-UP” LAW IS BEING
BLAMED FOR HIGH GAS PRICES!! CALL NOW
TO PRESERVE THE UNFAIR SALES ACT.**

BACKGROUND

Under Wisconsin’s Unfair Sales Act, a retailer must mark-up the cost of petroleum, alcohol, and tobacco at least 9.18 percent which includes a 3 percent wholesaler to retailer mark-up and a 6 percent retailer to consumer mark-up. In addition, general merchandise can not be sold below cost. The Unfair Sales Act has existed since 1939 and has allowed businesses to compete and thrive in Wisconsin.

WGA POSITION

The WGA supports the Unfair Sales Act and the minimum mark-up laws. We are opposed to the current proposals to repeal the minimum mark-up on petroleum and believe this would lead to repealing the minimum mark-up on alcohol, tobacco and general merchandise.

WHAT CAN YOU DO TO HELP?

Because of the recent increase in gasoline prices, some state lawmakers believe the crux of these high prices is due to the Unfair Sales Act. Many WGA members who sell gas know very well that this is far from true. The higher prices we are seeing are caused by external circumstances: global oil demand, crude oil at over \$70 per barrel, WHOLESALE gas prices at over \$3.00 per gallon and the fact that Wisconsin has the highest gas taxes in the nation!

And while gas station owners and retailers are losing money and struggling to get product, the so-called “coalition” is running a statewide media campaign blaming retailers and the Unfair Sales Act for higher gas prices.

WGA members and independent gas station owners can compete with anyone as long as everyone plays fair. When given the opportunity, some competitors might try to sell certain products (gas, liquor, tobacco) below cost for a short period of time in order to drive the main street businesses out of the marketplace. We’ve all seen it: it’s predatory pricing.

Please help to protect and preserve ALL small businesses AND consumers by contacting your legislator and Governor Doyle today. Go to www.wisconsin-grocers.com and click on the USA Defense Team link at the top of the page. Once on the USA Defense Team website, click on “Contact Legislators” and follow the directions from there.

You can email a message DIRECTLY to your legislator (the site will tell you who your legislator is, if you don’t know). Wisconsin needs the Unfair Sales Act and the WGA needs your help today. This is another “FREIGHT TRAIN” issue that could dramatically hurt your business unless you help yourself and the grocery industry.

At a minimum, please call the Legislative Hotline at 1-800-362-9472 and leave a message for your legislators today -- tell them DO NOT REPEAL the UNFAIR SALES ACT!!!!

Please call the Wisconsin Grocers Association toll-free at 888.342.5942 with questions.