



**COUNTY OF SAN LUIS OBISPO**

**DEPARTMENT OF AGRICULTURE / WEIGHTS & MEASURES**

**Martin Settevendemie** *Agricultural Commissioner / Sealer of Weights & Measures*

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Contact: David Aguayo, Deputy Agricultural Commissioner/Deputy Sealer  
(805) 781-5910

**FOR IMMEDIATE RELEASE**

**San Luis Obispo County's Agriculture/Weights and Measures Department Offers Tips to Protect Consumers During the 2024 Holiday Season**

**San Luis Obispo, CA-** As the 2024 holiday shopping season ramps up, shoppers across San Luis Obispo County are being urged to stay vigilant when it comes to pricing at the register. With the holiday rush in full swing and retailers offering numerous discounts, customers should be aware that pricing errors can sometimes lead to overcharges. Retailers are required by law to charge consumers the lowest posted or advertised price, but mistakes can happen. Overcharging, though often unintentional, misleads consumers and can result in customers paying more than they expected. This can occur due to frequent price changes in advertisements or promotions, especially during the busy holiday season.

"Retailers know it's the law to have accurate prices. However, the potential for inadvertent overcharges is greater during the Christmas season because of the higher volume of sales and the rapidly changing discounts that are offered," said Martin Settevendemie, San Luis Obispo County's Agricultural Commissioner and Sealer of Weights and Measures. The Department of Agriculture/Weights and Measures is dedicated to ensuring fairness in the marketplace and protecting consumers from overcharges.

To help shoppers avoid being overcharged, Settevendemie offers the following tips:

- **Double-check prices:** Review prices posted on store shelves, on the items themselves, and in both in-store and online advertisements before making a purchase to ensure the price matches.

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**County of San Luis Obispo Department of Agriculture / Weights & Measures**

2156 Sierra Way, Suite A | San Luis Obispo, CA 93401 | (P) 805-781-5910 | (F) 805-781-1035

<http://www.slocounty.ca.gov/AgComm> | [AgCommSLO@co.slo.ca.us](mailto:AgCommSLO@co.slo.ca.us)

- **Watch the register display:** Stores must display the price of each item on the cash register screen before completing the transaction. Pay attention as items are scanned. If you notice an overcharge, inform the cashier and ask for the advertised price.
- **Examine your receipt:** Always check your receipt before leaving the store. If you've been overcharged, contact the store manager and inquire about their policy for overcharges. Many stores offer discounts or may even provide overcharged items for free.

The San Luis Obispo County Department of Agriculture/Weights and Measures regularly conducts price verification inspections at retail stores throughout the county to ensure prices are accurately reflected at the register. These inspections help ensure that consumers are charged correctly and in accordance with advertised prices. The Department is committed to ensuring fairness in the marketplace by regulating and verifying accurate weights, measures, and pricing for consumers. The Department's ongoing efforts help ensure that businesses comply with laws and regulations to protect both consumers and the integrity of the marketplace.

If you suspect you have been overcharged or notice any discrepancies in pricing, contact the Department at (805) 781-5910 to file a complaint. Consumers can also visit the Department's website at [www.slocounty.ca.gov/agcomm](http://www.slocounty.ca.gov/agcomm) for more information on consumer protection.

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