

The Consumer Council

What is the Consumer Council and what does it do?

- It works for customers rights to be informed and supports them when they have problems with consumerism. They want to help the customers for example when they are going to change the product.

How did this council start?

- This phenomenon started with John F. Kennedy in 1950. He represented the idea of consumers rights and then United Nations formed a classification for equals rights for all consumers.

What kind of information do you bring to the consumers?

- People, who work in the Consumer Council, give some advice about their rights when they have bought a product. They also tell them about the history of the product and its background.

How do you pursue a case?

- They usually give advice to consumers and they inform them about their rights.

Results of the questions asked at ICA MAXI

1. What kind of checking do you subject the fresh food?
 - The durability to each product is sent with the product and we can read it on the product.
2. Considering the fresh foods that perish easily how do you make to sell them as soon as possible and what happens to the unsold goods?
 - The prices on the unsold products are decreased so they can get them sold, if they turn bad they throw them away.
3. When goods are near best before date how do you decide to operate?
 - They decrease the price of the product.
4. How do check goods in expiry?
 - They use their eyes to see if the date they've put is good or bad.
5. At what temperature are goods kept?

- The products stay in a minimum temperature of -1 and maximum at 4 degrees.

6. Do you have to respect some national rules about writing labelling?
Are they obliged to follow?

- They're a little bit controlled by Oslo, because they are responsible for the magazines with all the offers.

7. What is your "motto"?

- "Big bags pays off", they want the consumer to find what he or she needs.

8. What is the product that you sell most?

- Their most sold product is the minced meat.

9. How do you think a good service affect the customers?

- They care a lot about service because they want a good reputation.