



HOUSE OF REPRESENTATIVES

2 STATE HOUSE STATION

AUGUSTA, MAINE 04333-0002

(207) 287-1400

TTY: Maine Relay 711

Holly Rae Eaton

P.O Box 277

Deer Isle, ME 04627

Phone: (207) 610-9281

Holly.Eaton@legislature.maine.gov

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Testimony of Representative Holly Eaton in support of
**LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain
Consumer Goods**

Before the Joint Standing Committee on Housing and Economic Development

Senator Curry, Representative Gere and members of the Housing and Economic Development Committee, my name is Representative Holly Eaton, and I represent House District 15, which includes the working waterfronts and island communities of Deer Isle, Stonington, Brooklin, Tremont, Southwest Harbor, Frenchboro, Swan's Island, Isle au Haut and Vinalhaven.

I want to start by making one thing very clear for my constituents: **this bill does not affect seafood pricing.** Traditional market pricing—like what we use for lobster—is protected in the bill. That's something I looked at carefully before agreeing to cosponsor.

That said, I'm supporting LD 1597 because I believe Mainers deserve fair and honest prices when they walk into a grocery store or order a meal. People should be able to see a price and trust that it's the same price for the next customer. Unfortunately, we're seeing new technology being used in ways that quietly adjust prices based on factors the average person doesn't even see—things like time of day, weather or shopping habits.

That doesn't sit right with me.

We're all trying to stretch our dollars, and the last thing folks need is to feel like they're being taken advantage of at the register. This bill keeps things simple: it says prices should be clear, consistent and visible for at least one business day. That's just good practice.

As someone who represents small towns and island communities where trust still matters, I think we need to keep a close eye on where technology meets everyday life. It's not about resisting change—it's about making sure it serves the people, not just the corporations.

I appreciate the committee's work on this issue and encourage you to support LD 1597.

District 15: Brooklin, Deer Isle, Eagle Island Township, Frenchboro, Southwest Harbor,
Stonington, Swan's Island, Tremont, Isle au Haut, Vinalhaven