



HOUSE OF REPRESENTATIVES

2 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0002

(207) 287-1400

TTY: Maine Relay 711

Wayne K. Farrin

85 Rho Ave

Jefferson, ME 04348

Phone: (207) 592-9057

Wayne.Farrin@legislature.maine.gov

May 12, 2025

Testimony of Rep. Wayne Farrin 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 Joint Standing Committee on Housing and Economic Development, my name is Wayne Farrin, and I proudly represent House District 47, which includes the beautiful communities of Alna, Jefferson, Whitefield and Wiscasset. I'm pleased to testify in strong support of **LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain Consumer Goods**.

This legislation addresses an emerging and concerning practice known as dynamic pricing, where major retailers such as Walmart and Target use technology to instantly adjust prices throughout the day based on consumer demand and shopping patterns.

For example: Lots of Mainers stop at the grocery store after work to purchase ingredients for family dinner. Through sophisticated data analytics and, in some states, customer tracking technologies including surveillance systems and facial recognition, retailers can identify peak shopping periods. They can then algorithmically increase prices on high-demand items—such as meat and fresh produce—precisely when shoppers are most likely to need them, like the 5:00 p.m. dinner rush.

This practice fundamentally undermines fair commerce and consumer trust. This technology allows corporations to maximize profits by targeting consumers when they have the least flexibility to comparison shop or wait for better prices. If left unchecked, there's no telling how aggressively retailers might use these tactics in the future.

Fortunately, Maine has an opportunity to take preemptive action, as dynamic pricing has not yet taken hold among our state's retailers. This proactive legislation arrives at a critical time when grocery costs are already placing significant strain on household budgets across our state.

I extend my sincere thanks to Representative Malon for introducing this thoughtful, forward-looking consumer protection measure. I respectfully urge the committee to vote in favor of LD 1597 to safeguard Maine families from predatory pricing practices.

Thank you for your time and consideration of this important issue.

District 47: Jefferson, Alna, Whitefield and Wiscasset