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BILL SUMMARY

S.F. No. 4711 – Prohibiting Predatory Pricing

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Date: March 26, 2026

Senate File 4711 prohibits predatory pricing.

Section 1 [325D.141; Food Retail Establishments; Prohibition on Surveillance Pricing]

Subdivision 1 defines several terms related to predatory pricing in food retail establishments.

Subdivision 2 prohibits a food retail establishment must not:

(1) Use electronic shelving labels;
(2) Engage in personalized algorithmic pricing or surveillance pricing;
(3) Collect data on individuals under 17 years of age; or
(4) Use protected class data to set a price for, offer, market, or sell a good.

Subdivision 3 states that this section does not apply to providing consumers a discount, promotional price, or loyalty program based on purchase history, financial services, and insurers licensed or authorized to do business in Minnesota.

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