

Proposal to the Annual Member-Owners Meeting of Calgary Co-operative Association Limited

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PROPOSAL

Proposal for Calgary Co-op to offer 'price matching' for its Member-Owners similar to how many other grocery and liquor stores do

WHEREAS:

The cost of food purchased from grocery stores in Canada continues to increase. According to Statistics Canada's *Consumer Price Index: Annual review, 2024*, "prices for groceries remained elevated," and price growth for food purchased from stores increased by +7.8% in 2023, and +2.2% in 2024.

Calgary Co-op grocery and liquor stores appear to charge premium prices for the vast majority of their products available in-store. Their products are sometimes discounted by nominal 'app offers' (such as: "Buy 4 Fresh gourmet 142g croutons get the 5th free, available until Mar 26, 2025), whereas other stores' grocery pricing strategies such as Walmart's appears to revolve around an "everyday low price" approach.

Online users express frustration with Calgary Co-op's apparent premium pricing strategy, asking, "Is there a reason Calgary Co-op is more expensive for groceries?" and further stating:

I needed to go in for some gluten-free flour, Kraft peanut butter, and toothpaste.

The flour was \$10.99 (\$8.50 at Walmart and on Amazon)

The 2kg peanut butter was \$12.99 (8.89 at Walmart and \$8.99 on Amazon)

The toothpaste is \$5.99 for 65ml (3 pack of 110ml tubes for \$10.99 at Walmart)

Unfortunately, Calgary Co-op does not currently offer price matching at its grocery or liquor stores, whereas many other stores across Canada do.

WHEREAS:

Save-On-Foods goes the extra mile and states “We Match flyer prices if a competitor within our geographical trade area offers a lower advertised flyer price than our current in-store price on any identical grocery item”.

(<https://www.saveonfoods.com/sm/planning/rsid/1982/price-match>)

Real Canadian Superstore states “Ad Match: We’ll match prices when you show us a lower advertised price.” (<https://www.realcanadiansuperstore.ca/en/save-for-real#ad-match>)

IGA grocery stores have an “Unbeatable Price Guarantee” where “If a major supermarket competitor within this store's geographic trade area offers a lower price on any item we post in a flyer with an "Unbeatable Price" tag, we will sell you that item for 1¢ less than the competitor's price upon presentation of the competitor's flyer”.

(https://www.iga.net/en/utilities/unbeatable_price_guarantee)

Sobeys grocery stores have a “Verified Prices promotion” where “if a product in [their] flyer with the Verified Prices icon is available at a lower price at a selected competing supermarket, you will automatically get the difference in Scene+ points.” (<https://www.sobeys.com/en/verified-prices/>)

WHEREAS:

Liquor Depot liquor stores in Alberta offers a “Price Match Guarantee” where “If a competitor has a lower price ... simply show an advertisement for that price and we will sell you that item at the same price as that store.”

(<https://liquordepot.ca/pages/price-match-guarantee>)

Real Canadian Liquorstore liquor stores in Alberta say, “See a lower price? We’ll match it.” where “if you happen to find a competitor with a lower price on the identical item, show us and we'll match it”.

(<https://www.realcanadianliquorstore.ca/about-us/>)

WHEREAS:

One of Calgary Co-op’s values is “Service: our customers’ needs drive us to deliver exceptional shopping experiences.” As part of delivering an exceptional shopping experience, Calgary Co-op should offer price matching.

Price matching can be a great strategy for retailers as it can lead to increased sales, enhance customer trust, and help maintain a competitive edge in the market by ensuring customers feel they are getting the best possible price.

BE IT RESOLVED:

That similar to how many other stores offer, Calgary Co-op grocery and liquor stores should offer price matching for its Member-Owners.