

BATTLING BIGNESS

HOW FEDERAL AND STATE OFFICIALS CAN FIGHT FOR FAIRNESS IN THE GROCERY INDUSTRY

PANELISTS



Justin Stofferahn
MN Farmers Union



Ron Knox
Institute for Local Self
Reliance



Claire Kelloway
Open Markets Institute



Wayne Isaacson
A Clean Plate Local &
Organic Grocery



Corey Christianson
KC's Country Market



KC's Country Market in Badger, MN

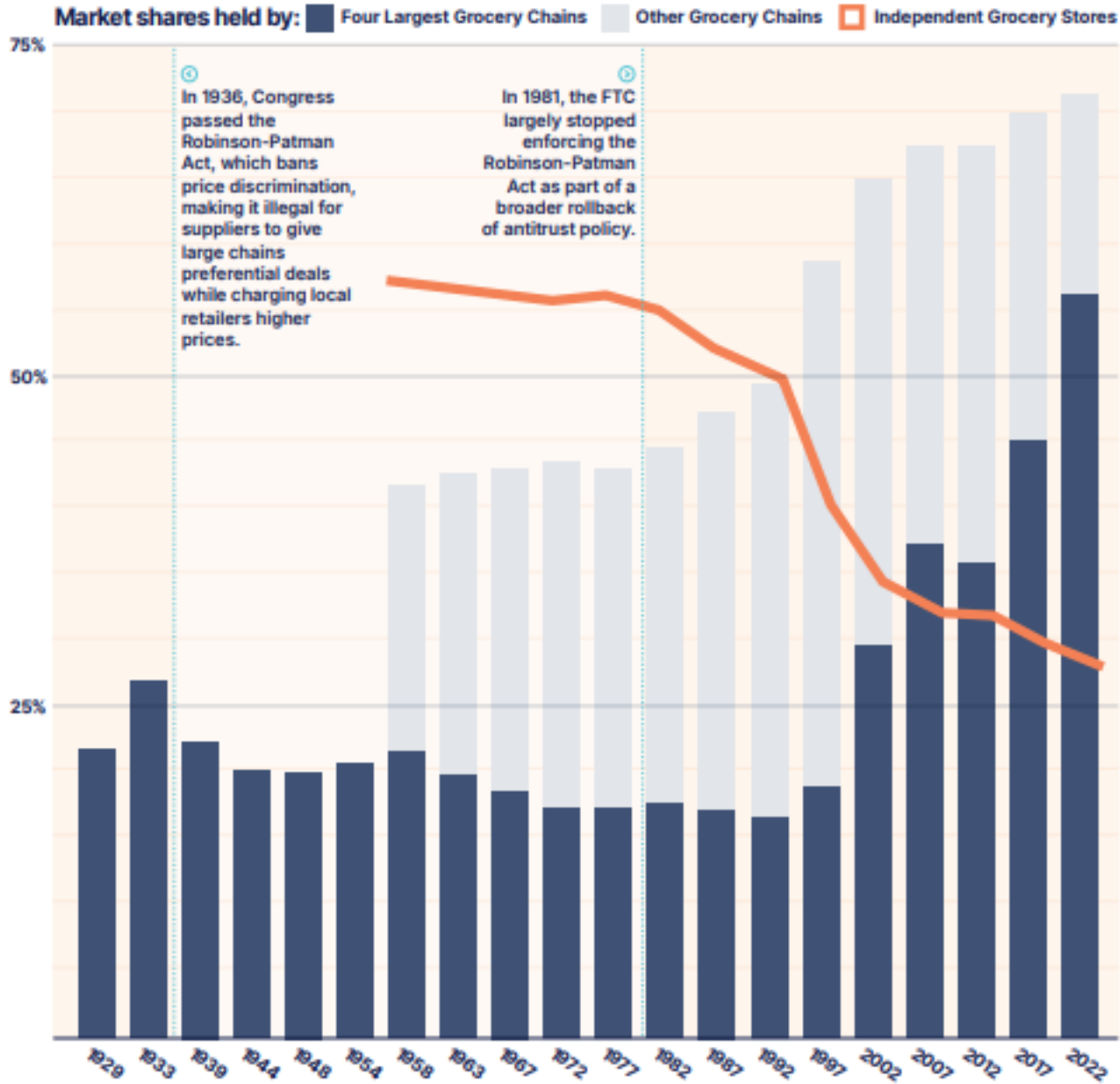


A Clean Plate Local & Organic Grocery in Menahga, MN

THE ROBINSON PATMAN ACT



Source: A Robinson-Patman Primer, Second Edition by Earl Kitner



DECLINE OF RPA ENFORCEMENT

RPA RENAISSANCE

40. Walmart's price gap is an important metric that is regularly discussed within Pepsi. One Pepsi executive noted in an email that if the monthly or quarterly retail price gaps are "out of balance," Walmart "will pressure [Pepsi] for actions." Pepsi tracks two primary metrics

59. As a result of Food Lion threatening Walmart's price gap, Pepsi created a plan to nudge Food Lion's retail prices on Pepsi products upward by reducing promotional payments and allowances to Food Lion and raising other costs for Food Lion. The plan advised that Pepsi "must commit to raising rate [on Food Lion] faster than market by minimum █ annually." The plan included a multi-year roadmap that recommended a combination of (1) reductions in promotional payments and allowances and (2) wholesale price hikes to raise Food Lion's dead net price, or price including all discounts, allowances, and other charges:



MINNESOTA LEGISLATION



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Source: New London Food Co-Op

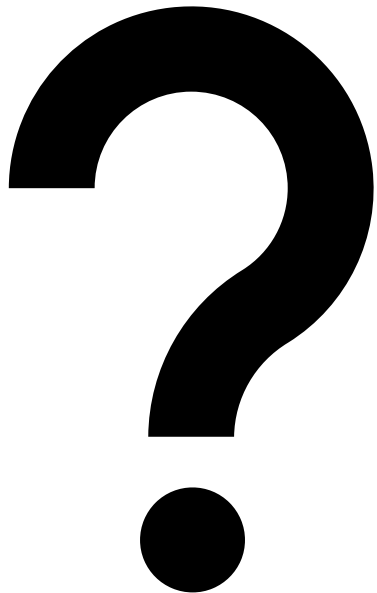
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UNIVERSITY OF MINNESOTA
EXTENSION

HOW GROCERS CAN ADVOCATE FOR THEMSELVES

QUESTIONS?



- Corey Christianson (corey567chr@rocketmail.com)
- Wayne Isaacson (wayne_isaacson@hotmail.com)
- Claire Kelloway (Kelloway@openmarketsinstitute.org)
- Ron Knox (rknox@ilsr.org)
- Justin Stofferahn (justin@mfu.org)