

MARKET WATCH

## Greening the Grocery List

Consumers are increasingly getting the message that green is the way to go when it comes to groceries.

According to a recently released online survey by Chicago-based market research company Mintel, approximately one-third (36 per cent) of American consumers claim to regularly buy green products. That's a dramatic jump, considering that just 16 months ago only 12 per cent of respondents said they regularly purchased green products. In addition, the number of people who never purchase green products has been cut in half over the past 16 months – in August 2006, one in five American consumers (20 per cent) claimed to never buy green products, whereas today only 10 per cent do not.

That fact isn't lost on Toronto-based Green Rewards Inc., a new national provider of a "green consumer loyalty program." The company offers online access to stores, and donates 51 per cent of earned affiliate referral fees to environmental non-profit partners. The company recently acquired ClickGreener Inc., which will allow Canadians to access retailers across North America.

In terms of brick and mortar stores, according to the latest Food Marketing Institute (FMI) *Facts About Store Development 2007* report, more grocers are building new stores with sustainability in mind. As many as 34 per cent of respondents to an FMI survey said they are pursuing sustainability initiatives related to new buildings or remodels, while another 40 per cent plan to do so in the next five years.



IN BRIEF:

- Brampton, Ont.-based **Loblaw Companies Limited** has rolled out its new Great Food format with three stores in Ontario.
- In January online wine seller **WineOnline.ca** formed an agreement with Vancouver-based Trialto Wine Group Ltd. to offer premium wines to consumers across Canada. The wines offered through Toronto's WineOnline.ca are from both large and small wineries, and most are not sold in other retail outlets. Currently the only multi-provincial online wine retailer in Canada, WineOnline.ca will expand its distribution market through the agreement to include Alberta, B.C. and Quebec.
- Calgary-based Canyon Creek Food Company Ltd. will begin testing three entrée-style products at a select group of **Mac's Convenience Stores** in Northern Alberta. The three products will be branded under the Big Joe label.
- Laval, Que.-based **Alimentation Couche-Tard Inc.** has acquired, through its subsidiary Mac's Convenience Store LLC, 15 stores in central Illinois from Speedway SuperAmerica LLC.
- **Cousins Market** in Mississauga, Ont. has launched a new website, [www.cousinsmarket.com](http://www.cousinsmarket.com). The site includes information about the store's history, store departments and offerings, catering services and weekly store specials.

- The Systemedia Division of Mississauga, Ont.-based **NCR Corporation** has added two new security inks to the NCR Security Point-of-Sale (POS) Paper Roll portfolio. NCR Systemedia is the first company to develop a comprehensive paper roll inking solution designed to help retailers track, deter and catch POS receipt fraud, specifically return fraud.
- Last month the **LCBO** celebrated its first in-store environmental promotion. The Envirochic campaign was designed to inform consumers about organic products, recycling efforts, "carbon-neutral wines," and other eco-friendly alternatives and initiatives.
- According to Vertis Communications' **Customer Focus 2008** study, almost half of chief female shoppers look for price-related offerings, such as lowest everyday prices, best-advertised specials and store coupons, when deciding where to shop. Forty-eight per cent of women age 35 to 49 who do more than 60 per cent of the grocery shopping value these offerings, as do 47 per cent of chief female shoppers age 50 and older, and 46 per cent of chief women shoppers age 18 to 34. When it comes to chief male shoppers, price-related offerings are important to approximately 30 per cent, while 41 per cent of male shoppers age 18 to 34 value convenience, such as proximity to home and work, more than any other supermarket factor.