

Natural Products Marketplace 2011



Wendy McLain

Health & Beauty Aids Merchandiser

PCC Natural Markets

- Founded in 1953
- 45,000 member households
- Largest community owned and operated natural foods retailer in the U.S.



PCC Natural Markets

- Nine locations
- Almost 1,000 full and part-time employees
- \$148 million in annual sales
- Certified organic retailer



PCC Food Product Standards

- All products free of artificial preservatives, colorings, sweeteners, high fructose corn syrup and artificial trans fats.
- All ingredients from cloned animals and their offspring banned.



PCC HABA Product Standards

- Manufacturers of the natural skin and hair products sold at PCC must comply with the Natural Products Association (NPA) Natural Standard.
- Preference given to locally-produced and responsibly packaged products.



Natural Standard Compliance

Manufacturer/industry communications:

(dated January 7, 2009):

- Press release
- Letter to manufacturers

Excerpt from letter:

The Natural Products Association (NPA) has provided clear direction by issuing a standard for what ingredients are acceptable or not in "natural" personal care products.

I'm writing to ask you to join us in supporting the NPA natural standard by signing the Health & Body Care PCC Supplier Agreement verifying that the products you supply to PCC are in full compliance.

The deadline for signing and returning the agreement is January 1, 2010. After that date, products not covered by an agreement may be discontinued.



Natural Standard Compliance

Manufacturer communications:

- Supplier agreement

By signing this document, you agree that your company:

- will not supply PCC Natural Markets with any products not in compliance with the Natural Products Association (NPA) Natural Standard for personal care products,
- will notify PCC Natural Markets immediately if future formulations or reformulations sold to PCC result in products not fully in compliance, and
- will take responsibility for staying up-to-date on any enhancements or revisions to the NPA Natural Standard.



Natural Standard Compliance

Employee communications:

- All Staff Announcement

Excerpt:

In the coming year PCC will be endorsing the New Natural Standard put out by the Natural Products Association. All new products will be screened using the ingredient criteria used in the standard and all current products will be reviewed.

The Standard covers 3,000 of our products, and by working with our manufacturers and endorsing this Standard, we are providing our customers added assurance that the body care products they buy at PCC are the purest available.



Natural Standard Compliance

Shopper communications:

- PCC newspaper article– *Sound Consumer*
- PCC web site: PCC Health And Body Care

PCC requires manufacturers of the natural skin and hair products sold in its stores to comply with the Natural Products Association (NPA) Natural Standard, a set of guidelines that determine whether or not a product is truly “natural.”