

THE CALIFORNIA RETAIL GROCERY COALITION



PROJECT OF THE CALIFORNIA RETAILERS ASSOCIATION

As grocery prices climb and the industry faces increasing scrutiny, the California Retailers Association (CRA) stepped in to ensure grocery retailers have a powerful voice. By educating and influencing lawmakers and regulators, CRA tackles the challenges impacting the industry while guiding grocery retailers through California's complex regulatory landscape. Recognizing the need for a united front, CRA proudly launched the **California Retail Grocery Council** - bringing grocery leaders together to protect their interests, shape policy, and drive the future of grocery in the state.

The **California Retail Grocery Coalition** represents a transformative opportunity for grocery retailers across the state to unite in addressing the industry's most pressing challenges while maximizing their influence on policy and regulatory outcomes. The coalition gives grocery retailers an opportunity to be part of the conversation when it comes to matters that will affect their operations.

This new coalition gives grocery retailers a powerful voice in shaping policy. Through exclusive education series for legislators and their staff, coalition members can share firsthand the real challenges and decisions behind running a grocery store. While lawmakers see aisles of neatly stocked shelves, they rarely understand the complex logistics, supply chain coordination, and hard work required to make that happen. The **California Retail Grocery Coalition** ensures policy makers and regulators hear directly from the experts about what it truly takes to keep communities fed and shelves full.



Legislative Success and Political Influence

The California Retailers Association has established unprecedented relationships with key political leaders and achieved remarkable legislative victories that directly benefit grocery retailers. **Governor Gavin Newsom** has consistently collaborated with the association, most notably signing the landmark retail theft reduction package in 2024, which the Governor called *“the most significant legislation to address property crime in modern California history”*.



The association’s close working relationship with **Assembly Speaker Robert Rivas** has been instrumental in advancing retailer interests. Speaker Rivas created the Assembly Select Committee on Retail Theft specifically to address industry concerns, working directly with CRA President Rachel Michelin to develop comprehensive solutions. Similarly, **Senate President pro Tempore Mike McGuire** has partnered with the association to fast-track retail theft legislation and secure critical funding for organized retail crime task forces.

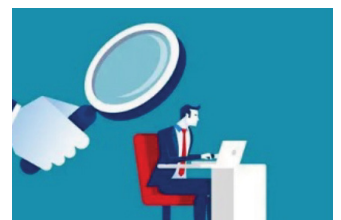
The 2025 legislative year underscored just how vital it is for the grocery community to have a strong voice in the Capitol. From labor mandates to environmental regulations, lawmakers advanced measures that directly impact how the industry operates. In 2026, the California Retail Grocery Coalition will be on the front lines - advocating for fair, practical policies that protect businesses and strengthen California’s grocery sector.

- ✓ **SB 442 (Smallwood-Cuevas)** – For a second year, there has been an effort to regulate staffing ratios at self-checkout. The bill was stalled until the start of the 2026 legislative year. However, this year’s version allowed local governments to implement their own version of staffing ratios at self-checkout.



- ✓ **AB 446 (Ward)** – Tried banning coupons and personalized discounts given through loyalty rewards programs, a ban on protecting. This bill will be debated when the Legislature returns in 2026. CRA will be leading the conversations on what the policy will look like moving forward.

- ✓ **AB 1331 (Elhawary)** – Attempted to ban “workplace surveillance tools,” such as cameras, in areas such as break rooms, designated smoking areas, or any place where workers use for breaks.



Regulatory Challenges Requiring Unified Response

California's grocery industry faces an unprecedented regulatory burden that continues to escalate dramatically. The regulatory landscape encompasses multiple challenging areas requiring coordinated industry response. Food safety and packaging regulations top the impact scale, with new requirements including PFAS bans, standardized date labeling under AB 660, and comprehensive packaging sustainability mandates.

The grocery industry also faces mounting challenges from retail theft prevention requirements, healthcare and benefits mandates, supply chain regulations, data privacy compliance under CCPA, product labeling standardization, anti-trust merger notifications, and workplace safety rules.

Senate Bill 54 (Allen) - Plastic Pollution Prevention and Packaging Producer Responsibility Act

SB 54 is about to change the way the industry operates, and the clock is ticking. Although the regulations are still in the rule-making process, they will take effect at the start of next year (2026), requiring every grocery operator to comply. For grocers with private label brands, this means understanding and preparing for new producer responsibility requirements now. Joining the **California Retail Grocery Coalition** ensures grocers have the resources, guidance, and advocacy they need to navigate SB 54 successfully and protect their business operations.



SB 1383 (Lara) - Short Lived Climate Pollutant Reduction Strategy



The Short-Lived Climate Pollutant Reduction Strategy (SB 1383) is under active review by environmental groups, CalRecycle, and policymakers, with potential changes on the horizon. These discussions could reshape compliance requirements for local governments and organic waste generators, directly impacting grocery operations. Grocery retailers must have a strong presence at the table to protect their interests, prevent additional burdens, and ensure that future regulations are practical and fair for our industry. Joining the **California Retail Grocery Coalition** gives grocers a voice in these critical conversations—and the power to influence the decisions that will shape the grocery business.

AB 660 (Irwin) - Food Date Labeling

Beginning July 1, 2026, all food sold in California for human consumption (except eggs and infant formula) must clearly display standardized date labels - either “best if used by/best if frozen by” for quality, or “use by/use or freeze by” for safety. While this may appear to be a simple transition, it could create real challenges with existing inventory and compliance requirements. By joining the **California Retail Grocery Coalition**, businesses gain access to expert guidance, resources, and industry collaboration to ensure stores remain compliant and fully prepared for this statewide shift.

WIC/SNAP

The **California Retail Grocery Coalition** means having a powerful advocate by your side. Coalition members gain expert support to simplify WIC and SNAP compliance - saving time, reducing stress, and setting stores up for long-term growth. Whether seeking approval, renewing authorization, or responding to a citation, the CRA team guides every step of the way so businesses can focus on serving customers.



Coalition members gain exclusive, early access to critical program updates and best practices - often before official changes are announced. This insider knowledge ensures stores are always a step ahead, preventing disruptions and safeguarding sales. Plus, our direct partnerships with SNAP and WIC leadership mean the Coalition voice is heard at the highest levels, and retail grocery issues get the attention and advocacy it deserves.

Perfluoroalkyl or Polyfluoroalkyl Substances (PFAS)



California is leading the nation with some of the toughest restrictions on PFAS in consumer products and the impact on grocery retailers is significant. While most states focus only on banning “intentionally added” PFAS for functional purposes like water or grease resistance, California goes further, setting strict numerical limits on PFAS levels (measured as total organic fluorine) allowed in products. This means common grocery-related items like cookware, food packaging, apparel, juvenile products, and cosmetics must now meet rigorous

compliance standards. By joining the **California Retail Grocery Coalition**, members gain a powerful voice and the resources needed to navigate these complex rules, protect their business, and stay ahead of costly regulatory challenges.

The California Consumer Privacy Act (CCPA)

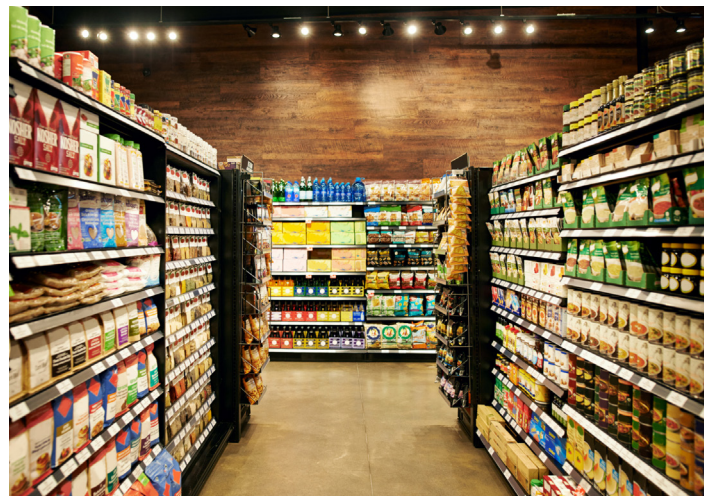
The California Consumer Privacy Act (CCPA) sets strict rules for how personal information is collected, stored, and shared - covering everything from customers and households to employees, job applicants, and business partners. It gives California residents powerful rights: to know what data is collected, request deletion, opt out of sales, and be protected from discrimination when exercising these rights. For grocery businesses, compliance means more than just following the law - it requires constant vigilance, clear communication, and strong security measures.



With the CCPA evolving at a rapid pace, the **California Retail Grocery Coalition** is your front-line defense. We track every legislative change, advocate against burdensome or overreaching rules, and deliver real-time updates so coalition members can protect their business and customers. Joining the coalition means staying informed, staying compliant, and having a unified voice in shaping privacy legislation that impacts the grocery industry.

Future-Focused Industry Leadership

The **California Retail Grocery Coalition** positions its members as influential leaders in shaping the future of grocery retail. Through proactive engagement with policymakers and regulatory agencies, the coalition ensures members anticipate and influence changes, rather than react to them, providing a sustained competitive advantage in a complex marketplace.



Membership offers access to high-level collaborative forums that convert individual business challenges into strategic, industry-wide solutions backed by regulatory expertise. Our partnerships with agricultural associations, environmental organizations, public health agencies, and community development groups deliver exceptional value that extends beyond traditional trade association benefits. Together, we are setting California's grocery sector apart as the national standard for innovation, sustainability, and community leadership - while safeguarding profitability and operational excellence.

Membership Benefits

Join the California Retail Grocery Coalition and gain collective strength, expertise, and advocacy grocery businesses need to thrive. Coalition membership equips grocers with resources, representation, and relationships that make a real impact on your bottom line and community.



Governors thank you gift for CRA's work on PAGA and Retail Theft Package

- ✓ Powerful advocacy at the local and state levels - your voice represented before the Legislature, Governor's Office, and key regulatory agencies.
- ✓ A seat at the table through committee participation and hands-on involvement in shaping industry policy and strategy.
- ✓ Early intelligence on new laws, regulations, and compliance changes to keep your business ahead of the curve.
- ✓ Expert regulatory support in critical areas such as food safety, packaging, WIC/SNAP, environmental compliance, recycling, and workplace safety.
- ✓ Exclusive member communications, including timely briefings, policy analysis, and legislative alerts that keep you informed and prepared.
- ✓ Networking access to California's leading retail grocers, industry partners, and policymakers - both in person and online.
- ✓ Support for independent operators, with dedicated committees, shared best practices, and tailored resources.
- ✓ Employee growth programs, including leadership training, tuition reimbursement, and scholarship opportunities for staff and their families.
- ✓ Compliance and education tools designed to simplify California's most complex regulatory requirements.
- ✓ Annual events and summits that inspire connection, innovation, and continuous improvement across the grocery sector.

