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NEWS RELEASE

PRICE CHOPPER'S MARKET 32 IN BRATTLEBORO, VT. TAKES A STAND TO DIMINISH THE NUMBER OF DISPOSABLE BAGS IN THE WASTE STREAM AND ENCOURAGE CONVERSION TO HEAVY DUTY REUSABLES

(SCHENECTADY, NY) Driven by the recognition that retailers enable the reliance on disposable bags which end up in the waste stream after one or two uses, the Brattleboro, VT Market 32 store, located at 499 Canal Street, has begun charging five cents for paper bags in an effort to discourage their use and further encourage the conversion to heavy duty reusable alternatives.

“The Town of Brattleboro’s legislation, which banned thin film single use plastic bags as of July 1, made no mention of paper bags, which are just as disposable and detrimental to the environment as thin film plastic ones. At the time, we erected signage in our store announcing our intent to stop handing out free disposable paper bags on October 1. As we continued to discount heavy duty reusable bags in an effort to help the community transition forward, we hoped that the noble intent of the law would encourage conversion to heavy duty reusables. In actuality, most customers converted to paper bags while fewer than 15% invested in long term reusable alternatives. Our follow through is intended to drive results toward non-disposable solutions,” said Mona Golub, Price Chopper’s vice president of public relations and consumer services.

Paper bags are more costly to recycle than plastic bags and don’t biodegrade easily in landfills, given their inherent lack of oxygen. Additionally, they are less likely than plastic bags to be reused and have a higher cost and larger carbon footprint associated with their production and distribution.

"Behavioral change is a challenge in this convenience-driven era, but the prospect of retail, government, consumers and environmental advocates working together to diminish the production, distribution and disposal of bag waste has great merit, now and into the future. Price Chopper/Market 32 fully supports this effort and is committed to investing our resources in changing the way we purchase, stock, distribute, promote, sign and pack reusables in an effort to help our customers transition to whichever long term solution best suits them," said Golub.

Brattleboro Market 32 customers will pay \$.05 for each disposable (handle-less) paper bag used or \$.10 for each handled paper bag - a transitional low cost reusable alternative - and receive a \$.03 rebate for every bag, box or tote brought back to the store for reuse. Heavy duty reusables will continue to be promoted on a regular basis.

"Billions of plastic bags are used in the US each year, with less than 5% being recycled and more and large amounts being swept into rivers and streams and ultimately the ocean. While stopping the use of plastic bags is key, it is imperative that consumers shift to reusable bags. Price Chopper has come up with an innovative and effective approach that continues the ban on plastic bags, while adding a modest fee on paper bags. This will encourage consumers to shift to reusable bags. It is easy for consumers, once they start getting in the habit of bringing their own bags. Hats off to Price Chopper for taking this major step that I hope other supermarkets around the country will follow," said Judith Enck, former EPA Regional Administrator and Visiting Professor at Bennington College.

"With patchwork legislation being discussed all around us, though seldom passed, we decided to take a stand and exercise prudence in moving the issue forward, ourselves," said Golub.

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About The Golub Corporation:

Based in Schenectady, NY, the Golub Corporation owns and operates 133 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 44% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com