

Groceries from The SEED Discount Changes

Frequently Asked Questions

Sept 21, 2021

Q: How are the Groceries from The SEED discounts changing?

A: Our discounts are getting smaller, and their names are changing. Here are the changes:

Old Membership Name/ Discount	New Membership Name	New Discount Range
Retail	Retail	Weekly Specials starting soon
25% Off	Discount	10-17% off
50% Off	Deep Discount	17-33% off
75% Off	Deepest Discount	33-50% off

We are committed to always providing the biggest possible discount to community members who struggle to access enough nutritious food. The SEED's goal is to make nutritious food available to everyone in Guelph-Wellington.

Q: Why are the discounts getting smaller?

A: We don't yet have enough income from Retail paying customers to sustain the current discount levels. We are working hard to increase Retail sales.

Q: What does this mean for me?

A: We will automatically change your membership discount level on Tuesday Sept 21 at 3pm. Your discount will get smaller, so your minimum price for each item will go up.

Q: What does this mean for Groceries from The SEED and its long-term success?

A: We have done a lot of research, and we believe that this change will make Groceries sustainable for years to come. We don't think we will need to need to make discounts smaller again.

Please contact Customer Service if you have more questions about the details- we want to be as transparent as possible.

Q: How was this decision made?

A: We consulted with many different Groceries from The SEED customers, Community Health Centre staff and clients, and financial professionals. We are confident that it is the best decision for the community. We are always interested in your feedback by email and by phone. Please reach out to Customer Service any time.

Q. What does it mean that now my membership has a “discount range”?

A:

- Each Membership’s discount now has a maximum-minimum range
- With discount ranges, we will be able to adjust discount levels if needed (instead of changing the Membership names every time we need to make a change)
- Each discount can move up or down within the range, depending on our sales to Retail Members.

Q: So my discount level might change again next week?

A: No. We guarantee that until December 7, discounts will be frozen at the maximum (50%, 33%, 17%)

- After December 7, your lowest price will move up and down depending on the amount of Retail purchases.
- After December 7, you will still be protected from drastic price changes. There will be a cap on how much your lowest price can increase in one week.
- **Our Promise to You: We will always offer the deepest discounts possible to community members who are struggling to access enough nutritious food.**

Q: Will the maximum discount ever go up again?

A: Yes, in the future, when we have more income from Retail Members. Before this happens, we will prioritize getting Discount Memberships to the households on our waiting list.

Q. When will people on the waitlist be given access to Discount Memberships?

A: When existing Discount Members are consistently getting the maximum discount from week to week, then we will open up more Discount Memberships to people on our wait list, starting with those who have been on the Waitlist the longest.

Q: This means I can’t afford all the food I need. Where can I get free/ more affordable food?

A: We are adding free, high-quality donated items to our online store.

There is also a list of local food access resources here: <https://www.gwpoverity.ca/wp-content/uploads/2020/08/Sept-2020-Food-Access-Guide.pdf>. This guide is one year old, so some entries may be a bit out of date. You can reach out to Customer Service for support using the guide.

Q: Can I change my membership to a different Discount category?

A: Yes, to change your Membership you can reach out to Customer Service.

Q: I am a Fresh Food Rx program participant. What do these changes mean for me?

A: Your FFRx prescription will purchase the same amount of fresh fruits and vegetables as before.

For non-fruit/vegetables grocery items, your discount will get smaller. See the table above to see your new discount range.

Questions? Please contact Customer Service!

We want to hear from you! Please reach out by email or telephone any time.

Our hours are Monday-Friday, 10am-4pm. Please leave a voicemail message if we don't answer the phone and we will get back to you soon.

groceries@theseedguelph.ca

519 821 6638 ext 396