



Price Comparison



In 2023, the Community Food Co-op compared our top 25 most popular products in each department to that same item at **Haggen**, **Fred Meyer**, and **Whole Foods**. We used Universal Product Codes (UPC) to ensure the items we were comparing were the same. Our private label brand, Field Day was compared to the Haggen, Fred Meyer, and Whole Foods, organic private label brand products.



Overall, the Co-op is lower than Whole Foods (5.07%) and Haggen (9.11%) and higher than Fred Meyer by 7%.

Some of the areas where the Co-op is much less than other stores are staples like bread, dairy, and body care.



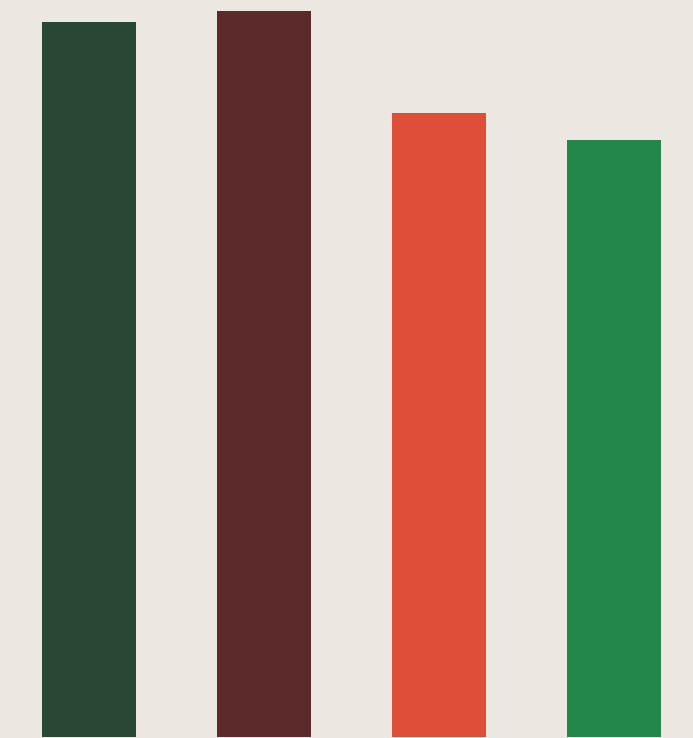
BREAD DEPARTMENT

- 11.88% lower than Haggen
- 2.41% lower than Whole Foods
- 5.58% lower than Fred Meyer



DAIRY DEPARTMENT

- 10.9% lower than Haggen
- 7.69% lower than Whole Foods
- 9.16% lower than Fred Meyer



BODY CARE

- 17.25% lower than Haggen
- 17.79% lower than Whole Foods
- 6.70% lower than Fred Meyer

We dug deep into departments and areas where our shoppers buy the most products.

Meat & Seafood Department

We compared organic, natural (hormone-free), and grass-fed items like ground beef and chicken breasts.

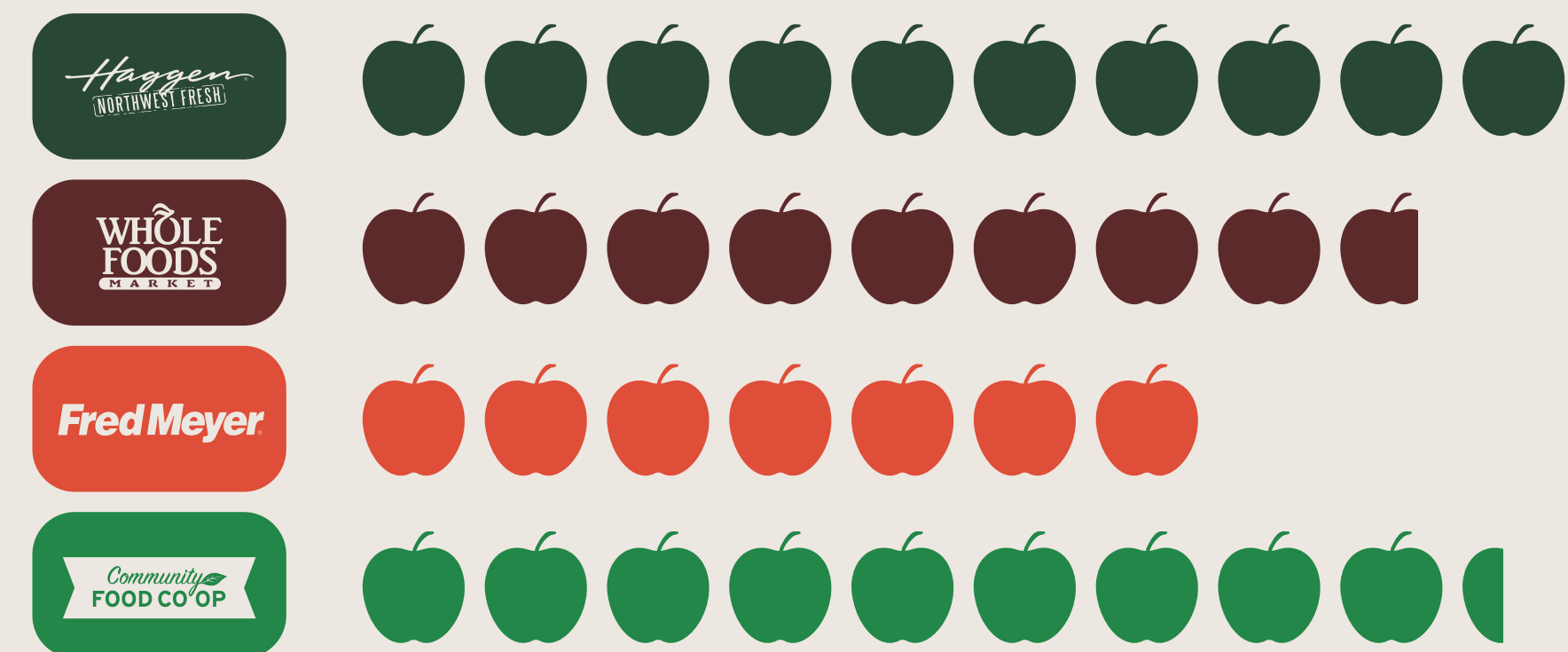
- 10.35% lower than Haggen
- 6.65% lower than Whole Foods
- 8.98% higher than Fred Meyer



Produce Department

We compared organic produce only. We were not able to compare local AND organic, which reflects our priority to buy from local farms and farmers whenever possible.

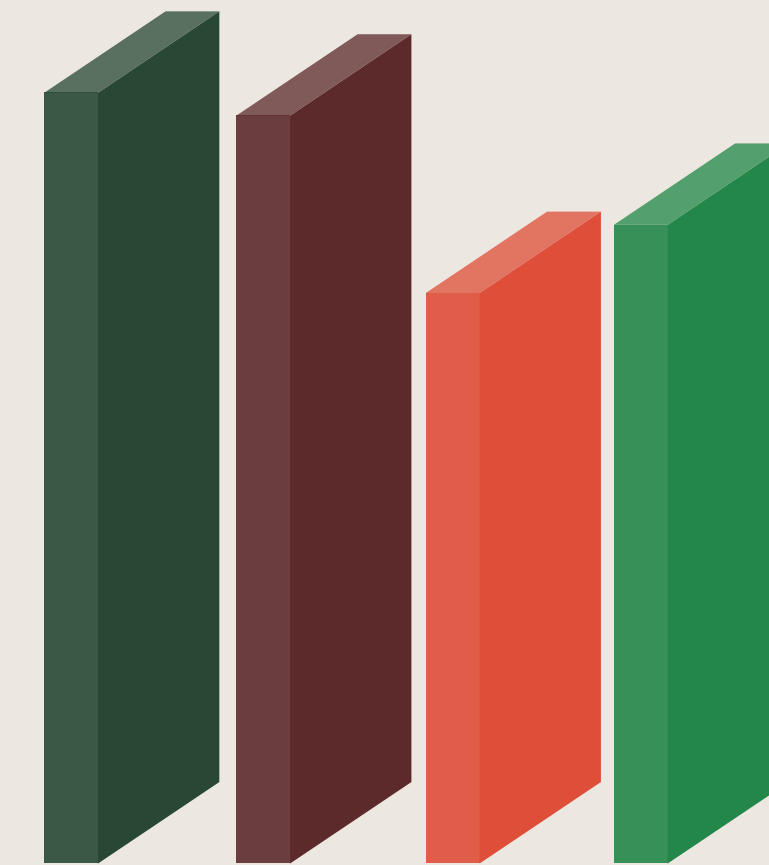
- 5.67% lower than Haggen
- 6.09% higher than Whole Foods
- 23% higher than Fred Meyer





Cheese

- 12.86% higher than Haggen
- Equal (0.00%) to Whole Foods
- 15.16% higher than Fred Meyer



Cereal

- 18.21% lower than Haggen
- 15.34% lower than Whole Foods
- 11.28% higher than Fred Meyer

Convenience Foods and Entrees

For example macaroni and cheese or heat-and-eat grocery items.

- 21.58% lower than Haggen
- 11.28% lower than Whole Foods
- 17.71% higher than Fred Meyer



Frozen Foods

- 17.10% lower than Haggen
- 5.10% higher than Whole Foods
- 5.40% higher than Fred Meyer



Private Label

We compared our private label, Field Day, to 365 by Whole Foods, Fred Meyer's Simply Truth, and the O Organics from Haggen.

- 30.41% lower than Haggen
- 2.89% lower than Whole Foods
- 24.62% higher than Fred Meyer



Health & Beauty Supplements

- 2.54% lower than Haggen
- 0.12% higher than Whole Foods
- 5.79% higher than Fred Meyer

