Our Commitment

Ensuring product safety for our customers is a top priority for Kroger. We will always meet Federal, State and Local regulatory requirements for chemical limits in our products. We require our suppliers to report all relevant hazardous chemicals to us through our Hazardous Products Compliance System that is linked to a third-party retail supply chain compliance program to ensure safe and proper management, transport and disposal of products in our distribution network.

We recognize that there may be some chemicals that customers, non-governmental organizations and other stakeholders are still concerned about. As part of our commitment to protect human health and our planet, we evaluate the potential impacts of chemicals deemed undesirable by our stakeholders and seek to reduce chemicals of concern by moving to safer alternatives in Our Brands products, where feasible.

To date, Kroger has gone beyond regulatory requirements to remove several chemicals of concern to our customers from our products. We will continue to evaluate impacts of chemicals of concern in our products and operations as we continue on our sustainability journey.

Our Approach

Kroger manages chemical safety through a cross-functional and risk-based approach with leadership from the company’s Our Brands, Responsible Sourcing, Compliance, and Corporate Affairs teams and oversight by the Public Responsibilities Committee of Kroger’s Board of Directors.

Our management approach to safer chemicals includes three areas of focus:

- Chemical Management
- Collaboration & Innovation
- Customer Insights & Assortment

CHEMICAL MANAGEMENT

Chemical management is the first and primary focus area, reflecting our commitment to improve the safety of products we offer while meeting our customers’ wide-ranging demands for efficacy and affordability.

Kroger will continue to improve the health and safety of Our Brands items in food, baby care, beauty, personal care, household cleaning and apparel categories by restricting chemicals of concern through restricted substances lists (RSL) and/or specific substance phaseouts.
Goal:

Simple Truth® and Simple Truth Organic®
The Our Brands portfolio of Simple Truth® and Simple Truth Organic® products offers our customers select product that are free-from more than 101 artificial preservatives and ingredients. Kroger maintains two Simple Truth® Free-From lists: one for food and one for non-food products. These lists have been in place since 2012, are shared directly with suppliers and are reviewed regularly to maintain our commitment and assess opportunities to expand it. Our non-food Free-From list for formulated products includes chemicals such as phthalates, parabens, sodium laureth sulfate, triclosan and triclocarban.

Comforts® Baby Care
Kroger’s Our Brands line of Comforts® baby products does not contain phthalates, parabens, triclosan, triclocarban, and formaldehyde donors. We continue to monitor ongoing developments in product safety to help protect our youngest customers.

Personal Care & Beauty
Our Brands also removed several chemicals of concern from Kroger brand personal care and beauty products over time to help protect and promote health and safety for customers and their families. The substances removed include phthalates, triclosan, triclocarban and formaldehyde donors. We will expand this list over time to include additional chemicals that may be of concern to customers and other stakeholders.

Household Cleaning
Kroger continues to refine our product assortment in this category to meet our customers’ preferences for safe and effective household cleaning items. In 2020, the demand for cleaning products increased dramatically as our customers sought effective cleaning and disinfecting products to help protect their homes and families during the COVID-19 pandemic. Kroger will continue to monitor and test consumer demand for and sales of alternative household cleaners within the category and expand effective alternatives in our assortment where possible.

Dip® Apparel
In 2020, Kroger developed and introduced a Restricted Substances Policy for our own Dip® apparel. Our industry-aligned Restricted Substances List (RSL)—shared directly with suppliers—includes more than 300 hazardous chemicals across a variety of chemical classes regulated by countries around the world as well as un-regulated chemicals that leading brands, consumers and non-governmental organizations have identified as potentially hazardous to people and our planet.

Dip® children’s apparel suppliers are required to comply with the new RSL by the end of 2022. Suppliers for all remaining Dip® apparel categories are required to comply by the end of 2023. Kroger will employ testing and direct supplier engagement to ensure compliance with the apparel RSL. We will continually review this RSL and consider updates as appropriate in the future.

Bisphenol-A (BPA): Kroger’s commitment to remove BPA liners from Our Brands canned products has been in progress for many years and is nearly complete. To date, we have transitioned 100% of our canned food products away from BPA-lined cans, and more than 90% of all products—including beverage cans—have transitioned to BPA alternatives. We will continue to expand this number as supply becomes available.
Neonicotinoids: Kroger achieved its goal to eliminate the sourcing of outdoor live plants for our stores and garden centers that have been treated with pesticides containing neonicotinoids by the end of 2020. We continue to engage our suppliers to ensure ongoing compliance with this commitment.

COLLABORATION & INNOVATION

Kroger will continue to meet or exceed federal, state and local regulatory requirements for chemicals in Our Brands products and packaging. Where there may be additional chemicals of concern, we will engage and seek input from external stakeholders, subject matter experts and industry associations as part of our process to continually review product assortment and formulations. Our suppliers are important stakeholders in this work, and we will engage them as relevant. As appropriate, we will continue to shape this commitment to safer chemicals and management approach over time.

Kroger will engage in multi-stakeholder discussions and internal cross-functional category management to help advance health and safety for future generations by identifying safer alternatives to chemicals of concern.

Goal:

More specifically, we strive to:

- Evaluate alternatives to chemicals of concern where they exist while aiming to avoid regrettable substitutions.
- Pursue product labels and certifications that identify safer products, such as the U.S. Environmental Protection Agency’s Safer Choice certification, to build consumer confidence and third-party credibility.
- Include in our retail assortment and promote national brand products that have removed chemicals of concern and transitioned to safer alternatives.

We also recognize the need for innovation to develop safer alternatives that offer customers the same or nearly the same efficacy as chemicals that may be of concern now and in the future. We will explore potential funding mechanisms to support and accelerate green chemistry and product development in the future.

CUSTOMER INSIGHTS & BEHAVIORS

One of Kroger’s unique strengths is our connection to the nearly 11 million customers who shop with us every day. We will continue to work closely with the 84.51° customer insights team to understand our customers’ preferences and shopping behaviors and offer items they want and can afford.
Through our Zero Hunger | Zero Waste social impact plan, Kroger will offer our customers easy ways to live a more sustainable lifestyle and reward changes in buying behaviors that align with our mission by 2025.

Goal:

We commit to:

- Continuously monitor our customers’ expectations related to key product categories and chemicals of concern. This commitment acknowledges the unique generational and demographic differences among our customers and among all consumers.

- Learn from our collective experience and our customers’ insights during the COVID-19 outbreak to better understand and predict future demand for product efficacy in the household cleaning category in the years ahead.