



From corner store to city supermarket, our Association proudly supports a grocery industry that nourishes the nation's most populous state. Whether by creating hundreds of thousands of jobs or by providing healthy food options, we believe food creates communities and connects all Californians.



**SUPPLIER  
MEMBERSHIP  
BENEFITS**

Join Today!



# Networking & Events

As a relationship-driven industry, the Association delivers numerous grocery-focused events and opportunities to network, learn and collaborate with fellow colleagues.

## **CGA CONFERENCE**

With renewed energy, new venue, a refocused program, and emphasis on connective experiences, this conference will be a difference-maker for retailers and brands doing business in the nation's largest grocery marketplace.

Introducing **Gather California**, our new brand celebrates the CGA conference's unique role in bringing together California's grocery industry to build new relationships and learn about emerging trends. Attendees will enjoy being together in one location at the new host hotel—The Westin Rancho Mirage Resort & Spa.

Educationally, the conference will focus on unlocking the emerging trends that are driving California's dynamic grocery industry—the very trends that set the pace for the rest of the country. With our new, refreshed model, Gather California will emphasize formal and informal opportunities to connect and build relationships during the conference. CGA will maintain the productive, pre-scheduled meeting format we are known for, but add

inviting spaces and events that are conducive to building lasting connections.

The conference will continue to offer its best-in-class, pre-scheduled business meeting format. Regularly celebrated as the most productive and seamless conference design, CGA will continue to offer its concierge meeting services for attending retailers and sponsors.

## **INDEPENDENT GROCERS BOCCE BALL TOURNAMENT**

Trade in your golf clubs for bocce balls at CGA's fresh take on networking. This tournament promises friendly competition and a chance to connect with independent operators in a relaxed setting. Easy to learn, even more fun to play—no experience necessary.

## **TOP SHOT @ TOPGOLF**

Anyone can play and win at Topgolf, no experience necessary. Score by hitting micro-chipped golf balls at giant, dartboard-like targets on an outfield. Proceeds benefit the CGA Educational Foundation, supporting college scholarships, tuition reimbursement, and industry education programs.



## **HALL OF ACHIEVEMENT**

The CGA Educational Foundation Hall of Achievement is a prestigious award program that honors individuals who have contributed to the benefit and enhancement of California's food industry.

Award recipients are recognized at the annual Hall of Achievement Dinner, which serves as the Foundation's primary fundraiser in support of tuition reimbursement, college scholarships and industry education programs.

## **INDEPENDENT OPERATORS SYMPOSIUM**

The Independent Operators Symposium is specifically designed for independent grocery company owners and their suppliers. It offers a unique opportunity to gather in a relaxed setting, share industry best practices and learn successful new strategies to grow and sustain your business. Join fellow independent operators, wholesalers and suppliers for a week of insightful educational sessions, exclusive networking events and organized group activities.

## **GROCERS DAY AT THE CAPITOL**

Grocers Day at the Capitol is our signature member advocacy event of the year. Grocery retailers from throughout California participate in this one-day lobbying event that includes presentations from key lawmakers and regulatory officials along with customized meetings with state legislators and staff in the Capitol.

## **BOARD OF DIRECTORS MEETINGS**

The CGA Board consists of 54 leaders from grocery retail, supplier and wholesale companies. Sponsoring one of these meetings is a great opportunity to forge lasting business relationships with industry executives that comprise CGA's Board of Directors.

CGA holds three Board of Directors meetings annually. Sponsorships include up to four company representatives' attendance at breakfast, luncheon and the open session of the board meeting. Recognition in board meeting materials and signage is included.





# Communications

Members are kept well-informed and up-to-date on industry and Association information including the latest legislative and regulatory changes, market trends, emerging issues and new innovations via the following publications:

- *California Grocer* — our award-winning, quarterly magazine
- *Checkout* — CGA's weekly e-newsletter
- "CGA News in Two Minutes" — twice-monthly quick-hitting breaking news and industry issues video series
- COVID-19 Alerts — email covering the latest California and grocery-focused coronavirus updates

## NEW MEMBER SPOTLIGHT

New members are broadcasted to the CGA membership via the New Member Spotlight. Announcements include your company name, logo and complete contact information via the following mediums:

- *California Grocer* magazine
- *Checkout* e-newsletter
- CGA homepage with link to your website

## CGA WEBSITE

Visit us online at [cagrocers.com](http://cagrocers.com). Use the website as your first source for Association information, to register for CGA events and to read *California Grocer* online. Logging in with your credentials will provide you access to the

"members-only" resources. You can also access the CGA Strategic Conference and the CGA Educational Foundation websites via this site.

## BUYERS' GUIDE

The CGA Annual Buyers' Guide is California's only reference book of grocery retailers, suppliers, brokers and wholesalers. It connects grocery vendors and suppliers with thousands of grocery executives and buyers from the largest marketplace in the nation – California.

When you need to quickly target accounts, determine a company's structure or find a product's manufacturer, this up-to-date and easy-to-use reference is your key to eliminating the guesswork.

This valuable trade source is available via print publication and web. The web version is a real-time searchable database.

## SOCIAL MEDIA

CGA maintains a robust social media presence to support the Association's advocacy efforts and to promote industry activities.

- Facebook: [facebook.com/CAGrocers](https://facebook.com/CAGrocers)
- LinkedIn: [linkedin.com/company/california-grocers-association](https://linkedin.com/company/california-grocers-association)
- Twitter: [twitter.com/CalGrocers](https://twitter.com/CalGrocers)



# Supplier Executive Council

## LEARN FROM RETAIL EXECUTIVES ON THEIR TURF

A unique offering for supplier companies, this elevated membership level gives suppliers increased access to California retailers through one-of-a-kind networking events and exclusive SEC-only events.

## STORE TOUR SERIES

Supplier Executive Council (SEC) members participate in quarterly, executive-led tours of select California grocery retail operations. These tours offer an opportunity to learn how these California retailers approach their operational strategies, obtain insights on their customers and experience their business where it actually happens.

Past store tours included Adam Caldecott, Chief Executive Officer of Bristol Farms; Rob McDougall, President/CEO of Gelson's Market; Bryan Kaltenbach, President of The Kroger Company's Food 4 Less Division; and Eric Stover, Chief Merchandising Officer, and Adam Salgado, Chief Marketing Officer of Cardenas Markets.

## CGA ANNUAL BOARD OF DIRECTORS MEETING & BANQUET

SEC members receive a special invitation to attend the CGA Board of Directors annual end-of-the-year meeting, reception and banquet. Additionally, during this event, CGA offers a separate educational program for SEC members.

Past SEC educational programs have featured notable experts like:

- Michael Klein, Adobe's Head of Industry Strategy for Retail, Travel & CPG, who discussed the future of retail.
- Adrian Newson, dunnhumby's Head of Client Management, Western U.S. Region, who demonstrated how using customer data science can make grocery retailers thrive in the retail revolution.
- Jerry Nickelsburg, UCLA Anderson Forecast's Senior Economist, who provided an update on the national and California economic outlook on the potential impact from the recent election.
- Lynn Dornblaser, Mintel's Director of Innovation and Insights, who revealed the trends in wellness.





# CGA Educational Foundation

California employers are committed to their associates and families, which is why CGA created an educational foundation to provide financial opportunities to member-company employees and their dependents alongside other educational programs and resources.

## **COLLEGE SCHOLARSHIPS**

The College Scholarship Program is a powerful tool designed to support your employees and their dependents across the state. By offering financial assistance for higher education and professional training, this exclusive member benefit helps companies attract top talent and demonstrate a strong commitment to employee growth and development. With an impressive \$900,000 available in 2025 and over \$10 million disbursed since the program's inception, this initiative has made a lasting impact—building a more skilled, loyal, and engaged workforce while reinforcing your company's reputation as an employer of choice.

## **TUITION REIMBURSEMENT**

Help advance your team's career aspirations with CGAEF's Tuition Reimbursement Program, designed to support professional growth in the industry through education.

Whether associates are pursuing studies in business, marketing, accounting, web design, HR, communications, food safety, or even cake decorating, the program offers reimbursement support across a wide range of fields. Now with increased annual reimbursement—up to \$2,400 per employee—the program makes continuing education more accessible than ever, helping you invest in your employee's future while offsetting rising tuition costs.

## **WORKPLACE HARASSMENT PREVENTION TRAINING**

The Foundation offers a first-of-its-kind Workplace Harassment Prevention Training program tailored specifically for the grocery industry, making it easy, convenient, and affordable to meet mandated training requirements. Designed to be compliant with state law and to address real-world scenarios, this online training helps prepare employees to recognize and prevent harassment in the workplace.

Two course options are available in English and Spanish: a two-hour module for supervisory employees and a one-hour module for non-supervisory staff—both providing practical, industry-relevant guidance to support a safer, more respectful work environment.



# California Grocers Association Supplier Membership Application

Available Online: <https://www.cagrocers.com/membership-payment/>

## Company Information

Parent Company/Corporate Headquarters

COMPANY NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

COMPANY PHONE NUMBER

COMPANY FAX NUMBER

COMPANY E-MAIL ADDRESS

WEBSITE

Mailing Address (if different than street address)

STREET ADDRESS

CITY

STATE

ZIP CODE

Company Classification:

UP TO A TOTAL OF FIVE (5) PRODUCT CATEGORIES/CODES (SEE ATTACHED)

Product Description (Less than 300 characters including spaces)

## Contact Information

Main Contact Information

☐ ADDRESS SAME AS CORPORATE LOCATION

MAIN CONTACT NAME

TITLE

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

Billing Contact Information

☐ ADDRESS SAME AS CORPORATE LOCATION

BILLING CONTACT NAME

TITLE

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

## Referral

How did you hear about CGA?

## Dues Investment

California Grocery Sales Volume: \$ \_\_\_\_\_

Operations Included in Sales Volume \_\_\_\_\_

CALIFORNIA GROCERY SALES VOLUME	FIXED FEE	SUPPLIER EXECUTIVE COUNCIL (SEC) FEE (OPTIONAL)
Up To \$4.9 Million	\$850	+ \$650
\$5 - \$19.9 Million	\$1,700	+ \$950
\$20 - \$49.9 Million	\$3,400	+ \$1,350
\$50 Million and Over	\$6,750	+ \$1,800

Total Membership:

\$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
FIXED FEE SUPPLIER EXECUTIVE COUNCIL (OPTIONAL) TOTAL MEMBERSHIP

Membership dues are based on total grocery sales in California from the most recently completed fiscal year. Include the sales of any operation in which you hold more than a 50% interest. Holding companies: do not include the sales of subsidiaries/ associated companies with separate dues-paying CGA memberships.

Dues are based on annual California sales from the most recent fiscal year. Only California operations receive membership benefits. The sales volume of stores operating outside of California must be included in dues calculation for those stores to receive benefits.

The **Supplier Executive Council** upgrade provides increased access to California retailers through one-of-a-kind event networking events and exclusive events such as executive-led store tours and the CGA Board of Directors annual end of the year meeting, reception and banquet.

Contributions or gifts to CGA are not tax deductible as charitable contributions for income tax purposes, but may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. CGA estimates the nondeductible portion of your dues allocatable to lobbying is 50%. CGA Tax ID# 94-0361110.

Membership dues are non-refundable.

## Contributions & Donations

Pursuant to the Political Reform Act, contributions are not tax deductible for any purpose and are voluntary (CGA GROPAC FPPC ID #760914 & IEC #1276215). CGA Educational Foundation is a 501(c)3 non-profit organization (tax ID: #68-0264745). All donations are tax deductible.

GROPAC Contribution (Maximum: \$9,100) \$ \_\_\_\_\_

Independent Expenditure Committee (IEC) Contribution (Unlimited) \$ \_\_\_\_\_

CGA Educational Foundation Donation (Recommended \$1,000) \$ \_\_\_\_\_

## Total Investment Calculation

\$ \_\_\_\_\_ + \$ \_\_\_\_\_ + \$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
TOTAL MEMBERSHIP GROPAC CONTRIBUTION IEC CONTRIBUTION CGAEF DONATION TOTAL INVESTMENT

## Payment Information

Total Payment Amount: \$ \_\_\_\_\_ AVAILABLE ONLINE: [HTTPS://WWW.CAGROCERS.COM/MEMBERSHIP-PAYMENT/](https://www.cagrocers.com/membership-payment/)

Payment Type: ☐ CHECK PAYABLE TO CALIFORNIA GROCERS ASSOCIATION ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER  
☐ ELECTRONIC FUNDS-TRANSFER/ACH PAYMENT (CONTACT CGA FOR ACCOUNT INFORMATION)

PREPARED BY	TITLE		
EMAIL ADDRESS	PHONE NUMBER		
CARD NUMBER	EXPIRATION DATE	SECURITY CODE	
BILLING ADDRESS ASSOCIATED WITH CARD	CITY	STATE	ZIP CODE
NAME ON CARD	SIGNATURE		