

Kroger Action Toolkit

Tell **Kroger** to stop selling food grown with toxic pesticides to protect pollinators, people and the planet!

First, do you live near one of the many stores Kroger owns across the country?



If not, you can always take action in your own home or backyard!

There are **three ways** you can take action below.
Choose one, two, or all of them!

If you have any questions or need help,
please send us an email at beeaction@foe.org.

If you decide to take an action outside of your home, please abide by the following to keep you and others healthy and safe.



- Don't go if you are sick
- Wear a mask
- Socially distance
- Bring and use hand sanitizer



Action #1

Take a picture of yourself with a message telling Kroger to say NO to bee-killing pesticides and email it to us!

- 1. Create your own sign on a piece of paper OR download and print the sign found [here](#).**
If you create your own sign, be sure to include Kroger and the message “#SaveTheBees”
- 2. Take a picture of yourself with the sign.**
You can take the picture in front of your local Kroger-owned store with the store sign in the photo (this will make the biggest impact), in your backyard, or even in your home!
- 3. Send your photo(s) to beeaction@foe.org.**
We'll post the photos we receive on our social media pages to send a strong message to Kroger that people all over the country want the company to eliminate bee-killing pesticides from its food supply. If you'd like to post on social media, check out action #3 below!



Action #2

Mail or deliver a letter to Kroger!

- 1. Print and sign this [letter](#).**
- 2. Mail it to Kroger using the address provided in the letter, AND/OR deliver it in person to any Kroger-owned store.**
- 3. Please email us at beeaction@foe.org to let us know when you do!**

Tips for talking with the store manager if you deliver your letter in person:

- Be polite! Thank the manager for taking time to talk with you.
- Ask if they have heard about the campaign and direct them to www.BeeAction.org if they haven't.
- Tell your story! Explain why protecting bees matters to you as a customer and as a concerned citizen.

Sample Conversation:

“Hi, my name is . I’m shopping here today to urge Kroger-owned stores to help protect the bees, butterflies and other pollinators that our food supply depends on. I am urging the company to reduce use of pollinator-toxic pesticides to grow the food it sells and to support farmers to use safer methods, like organic farming.”



Action #3

Post on social media!



On Twitter, please post one or more of the tweets below, or make up your own.

- Be sure to include **@Kroger** so the company sees your message.
- Be sure to use this hashtag in your message: **#SavetheBees**
- If you did action #1 above, include the picture of you with your [sign](#).
 - It’s time for @Kroger to step up to #SaveTheBees! @Kroger, say NO to bee-killing pesticides in your food supply and expand organic offerings!
 - 40% of insect pollinators like bees are facing extinction. @Kroger must help stop this “insect apocalypse” by saying NO to toxic pesticides in its food supply! #SaveTheBees
 - The world is in the midst of an “insect apocalypse” - yet @Kroger is still selling food grown with bee-killing pesticides. @Kroger must help #SavetheBees by eliminating bee-toxic pesticides in its food supply and helping to make #OrganicForAll!
 - If @Kroger really wants to keep its fresh food promise, it should say NO to toxic pesticides in its supply chain and make #OrganicForAll!



On Facebook, please post one of the statements below, or make up your own.

- If you did action #1 above, include the picture of you with your [sign](#).

Post on Kroger’s Facebook wall

- Pollinators are responsible for every 1 in 3 bites of food we eat - yet @Kroger is still selling food grown with bee-toxic pesticides. It’s time for Kroger to help save the bees and our food system by saying NO to bee-killing pesticides!
- Our bees and butterflies are in big trouble. We are in the midst of an “insect apocalypse” with 40% of insect pollinators facing extinction. We need to save them! @Kroger CEO Rodney McMullen, it’s time to eliminate toxic pesticides from Kroger’s food supply chain and increase organic offerings!