

LOG OF MEETING

CPSA 6 (b)(1) Cleared

No Mfrs/Prvt. Bfrs of  
Products Identified

Exempted

Firms Mfrs

Comments Provided

SUBJECT: Shopping Cart Safety

DATE OF MEETING: January 25, 1996

TIME: 3:00 PM

PLACE: U.S. Consumer Product Safety Commission, Bethesda, MD.

LOG ENTRY SOURCE: Barbara Jacobson, Project Manager, EPHS  
Walt A. Sanders, COAB

COMMISSION REPRESENTATIVES: Walt A. Sanders, COAB, Jacqueline Elder, EXHR, Harleigh Ewell, GCRA, Barbara Jacobson, EPHS, William Zamula, EC, Patsy Semple, COMG, Pamela L. Weller, COTM, Michael Gougisha, COTM

NON-COMMISSION REPRESENTATIVES: Dagmar T. Farr, Vice President, Consumer Affairs, Food Marketing Institute (FMI); George R. Green, Vice President and Assistant General Counsel, FMI; MaryAnn House, Director, Loss Prevention Services, FMI; Bruce C. Navarro, Bruce C. Navarro, Legislative and Regulatory Affairs; Meg Farrage, International Mass Retailers Association.

SUMMARY OF MEETING:

Ms. Farr (FMI) distributed and reviewed a packet of draft FMI materials developed to promote shopping cart safety awareness to shoppers in the FMI member grocery stores. FMI developed the materials with input from various committees, including loss prevention, safety, government relations, public affairs, and consumer affairs. Ms. Farr said that the materials were suitable for use by all FMI members, including large multi-store chains, small regional firms, and independent supermarkets.

The packet of materials includes:

1. An 8 1/2 x 11 inch "camera ready" poster mockup with the messages "Someone Special Is Riding Safely In Our Carts" and "Don't Leave Your Child Unattended." The poster depicts a child riding in the cart seat with a safety strap and warns against children riding in, on, or under, the cart basket. The poster is to be provided in camera-ready form for members to produce in the sizes and quantities to suit their individual needs. The poster would have space at the bottom for each member to have their name and logo, next to the names and logos of FMI and CPSC.
2. Design for a button to be worn by cashiers with the message, "HELP US Protect Your Child." The button depicts a child riding in the seat of a shopping cart.

3. A brochure for shoppers about shopping cart safety and use of safety straps. The brochure includes a place for young children to "Draw a picture of yourself riding in this shopping cart the *safe* way! Hint: Don't forget to fasten the safety strap!" The back page of the draft brochure states that it was developed as a cooperative effort by CPSC and FMI.
4. A one-page sheet with seven ways individual members can enhance the shopping cart safety awareness program in their stores.

**The FMI Plan:**

- o Ms. Farr stated that it would be possible to have the materials reviewed by a consumer board established by Odonna Matthews of Giant Food. Once the materials are finalized, a sample press release will be developed and included for members to promote the program in their local media.
- o FMI would mail a packet of materials to all members with either (a) a cover letter signed jointly by the President of FMI and the Chairman of CPSC describing the safety package and urging implementation; or (b) separate letters from FMI and Chairman Brown, if Chairman Ann Brown would like to promote a stronger message.
- o FMI representatives stated that FMI at this time does not have a specific timetable for distributing the safety program materials. Member stores would decide the level of participation and how to carry out the safety program. In addition, FMI stated it does not plan to adopt a policy to encourage member stores to make safety straps available on specified percentages of shopping carts.
- o Ms. Farr requested that CPSC provide input on the materials prior to a meeting of the major FMI committees scheduled for March.