



## Recommendations to Retailers on Cloth Diaper Co-ops

Retailers tell us they are affected by cloth diaper co-ops in several ways:

- Their customers develop unrealistic pricing expectations for quality reusable cloth diapers, either because
  - the specific diapers they retail are sold in co-ops below MSRP, or
  - competing co-op brands externalize costs to achieve a low price point.
- They spend a lot of time supporting people with poor quality cloth diapers that they bought in co-ops.

"If I see a product in a coop, I drop the line. If I see it in a bargain site more than once, I drop the line. Can't afford to have it take space and sit on the shelf." – Sara Moore, 9/13

Here are some recommendations for protecting your business:

- Report illegal co-ops to the appropriate government agency or customs.
- Report unsanctioned co-ops to the manufacturer.
- If you're unhappy that your vendors are allowing legal co-ops for their products, talk to them about it.
- Be firm about supporting only the diapers you sell.
- Educate your customers about the impacts of their buying decisions.



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