



Will Hild
8300 Boone Boulevard Suite 500
Vienna, VA 22182
P: (202) 898 - 0542
info@consumersresearch.org

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Board of Directors

Kroger

1014 Vine Street

Cincinnati, Ohio 45202-1100

To the Board of Directors,

Consumers' Research is an independent educational 501(c)(3) nonprofit organization whose mission is to educate consumers about issues impacting their welfare and to amplify their voice in the marketplace. We have spent the last five years in particular pushing back against the abandonment of consumer focus by companies who have decided instead to prioritize extremist politics and politicians.

Over the last decade and a half, Corporate America has increasingly become a political utility for the most extreme parts of the progressive left. Often to distract from serious misdeeds, corporations have engaged on a myriad of bizarre issues unrelated to producing profits or serving their customers.

Regardless of this obnoxious trend, as a publicly traded company, Kroger directors have a fiduciary responsibility to shareholders to avoid associating the company with plainly vile activities that can destroy the business's goodwill and market share.

With this in mind, we write to highlight that your Chief Marketing Officer Stuart Aiken currently serves as a member of the Board of Advisors for Cincinnati Children's Hospital. Under his supervision, Cincinnati Children's Hospital conducted 399 so called "sex reassignment procedures" on minors, according to a public database released by medical nonprofit watchdog Do No Harm. As there is no known procedure to change one's sex, these procedures amount to little more than the bodily and chemical mutilation of children. This is an abhorrent act widely reviled by the public and supported only by a small group of radicals who put ideology before basic science and the welfare of children.

According to the database, Cincinnati Children's Hospital is one of the 12 leading hospitals in gender reassignments for minors. In addition, both hospitals engage in "sex change" interventions, have dedicated gender clinics that advertise "sex change" treatments and offer "sex changes," promote "sex change" treatments in the local community, and are heavily involved in activism and public support for radical gender ideology. The debate over gender in American society is divisive, but the actions of Cincinnati Children's Hospital mutilating the bodies of minors are reprehensible to the vast majority of Americans.

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While Consumers' Research believes that the betrayal of the values of the vast majority of Kroger's customers should be enough to result in action from Kroger leadership, we remind you that in the past few years, companies have severely damaged their goodwill associating themselves with the radical gender ideology and other extremist social issues, leading to a dramatic collapse in their market share.

Bud Light, formerly the number one beer brand in the country by sales, saw its sales collapse after insulting their customer base by hiring a transgender activist to market their beer. Tractor Supply Co. suffered reputational damage when investigators discovered the company actively participated in controversial diversity, equity, and inclusion (DEI) initiatives that alienated its rural customer base. Deere & Company faced a similar firestorm of controversy when its DEI policies were publicized on social media, harming its brand with its primary consumer base and forcing a panicked and publicly embarrassing course correction. Every day, more consumers are voting with their wallets on issues that matter to them.

Let's be clear, Kroger's executive's participation overseeing the genital mutilation of children and minors calls into question why consumers would ever trust them with their money. Under the watch of Cincinnati Children's Hospital and the other twelve hospitals promoting gender surgeries, 13,994 minors underwent "sex change treatments," 5,747 minors had surgeries mutilating their bodies, 8,579 minors received harmful and dangerous hormones and puberty blockers, and 62,682 "sex change" prescriptions were written for minors from 2019-2023. This is an egregious breach of trust by Kroger of their customers, who overwhelmingly opposes the surgical mutilation of children. Stuart Aiken's continued participation on these hospitals' boards makes Kroger complicit.

Consumers' Research recommends that you immediately disassociate your company from Stuart Aiken's participation in these activities by publicly calling for their resignation from the boards of Cincinnati Children's Hospital or separating them from the company. American consumers have options on where to spend their hard-earned dollars. There is no reason why they should give them to a company whose executives are involved in child abuse.

Sincerely,

Will Hild

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Executive Director

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