

# Cost of Groceries Report 2024

Prepared by

QUEST NON-PROFIT GROCERY MARKETS

## QUEST non-profit grocery markets

Quest Non-Profit Grocery Markets Store #2  
2020 Dundas Street  
Vancouver, BC  
604-602-0186

CHK 872517

2024/09/01 03:11 PM

026 Drawer: 1 REG: 2

1	Russet Potatoes 3.631b	\$ 2.54
1	Turkey Breast 150g	\$ 2.00
1	Bread	\$ 1.00
1	Almond Milk 946ml	\$ 1.40
1	Baby sunscreen 89ml	\$ 3.50
	Subtotal	\$ 10.44
	CASH	\$ 11.00
	Tax	\$ 0.00
	Total	\$ 10.44
	Change Due	\$ 0.56

# What can a grocery receipt tell us?

At Quest Non-Profit Grocery Markets, we issue hundreds of grocery receipts each day that reflect the healthy and affordable foods we carry. Between these receipts, survey results and direct feedback, we know exactly what grocery products our clients need and want most:

- ✓ *Chicken & Animal Protein*
- ✓ *Dairy & Eggs*
- ✓ *Fruits & Vegetables*
- ✓ *Bread & Baked Goods*
- ✓ *Baby Products*
- ✓ *Household Items & Cleaning Products*

For many British Columbians, this list of go-to grocery items is a familiar site that's part of a weekly routine. What changes on a grocery list like the one above isn't the food, it's the prices associated with each item.

**In BC the price of food and rising cost of groceries remains a major issue impacting all corners of the province.**

Using our own grocery and food data, Quest Non-Profit Grocery Markets is working to better understand how Metro Vancouver households living paycheque to paycheque are impacted by the cost of groceries. In this inaugural report, we look at how our market clients, including households with families and children, are hit hardest when it comes to the cost of food.

Drawing from our annual Community Referring Partner and Client Engagement Survey results, as well as annual operations across five non-profit grocery markets serving 10,000+ unique individuals, we have assembled the evidence, identified the issues and considered solutions that elected, policy, non-profit and community leaders alike can use and share in building strategies that meet the needs of families across BC. We hope this report is a source of insight and support.



**Theodora Lamb,**  
*Executive Director, Quest*



# Fact Sheet:

## What we know about the rising cost of groceries

**4.5%** INCREASE IN COST OF GROCERIES

According to Canada's Annual Food Price Report\*, the cost of groceries in 2024 was projected to increase between 2.5% and 4.5% with a household of four spending just above \$16,000 annually on food.

**40%** TOTAL INCOME SPENT ON GROCERIES

In British Columbia, a family of four with a household income of \$40,000 is considered living at the poverty line\*\*. In 2024 families living on or below the poverty line can expect to spend 40% of their total income on groceries.



In 2024, the food categories predicted to rise the most in cost (between 5% and 7%) were meat, vegetables and baked goods including bread. **These are the grocery categories Quest clients need and want the most on a day-to-day basis.**

\*Released by Dalhousie University and other partners

\*\*Living Wage for Families Campaign



# Fact Sheet: Who depends on Quest for groceries?

**74%** *RELY ON  
QUEST*

Three quarters of our clients rely on Quest for most of their groceries in addition to what they receive from Foodbanks and other food programs.



**85%** *SHOP  
AT QUEST  
ONCE A  
WEEK*

More than three quarters of our clients shop at Quest at least once a week or more.

**79%** *MAKE LESS  
THAN \$34K  
PER YEAR*

More than three quarters of our clients make less than \$34,000 per year (59% make less than \$25,000).

**91%** *USE  
GOVERNMENT  
ASSISTANCE  
SUPPORTS*

The majority of Quest Referring Partners support and refer clients who access government assistance programs.

**64%** *SHOP FOR  
THEIR  
FAMILIES &  
CHILDREN*

Almost three quarters of the clients we surveyed identify as a parent or guardian supporting their family.



## What are the biggest barriers facing Quest clients and their families?

- 96%** *Identified cost of living*
- 95%** *Identified rising cost of food*
- 93%** *Identified cost of housing*
- 89%** *Identified barriers to employment or underemployed*
- 68%** *Identified access to social assistance (stigma or overwhelming)*
- 61%** *Identified inadequate transportation*
- 59%** *Structural inequities and racism*

Cultural barriers and childcare along with diet restrictions, language and mobility barriers, and the stigma connected to asking for help were also identified by referring partners as barriers that Quest clients face.

## What can you do to help families in need?

### **Go Big for BC** →

Advocate for a Province-wide Food Security Strategy that includes both the Ministry of Agriculture and Ministry of Poverty Reduction. A strategy needs to include targets, goals and opportunities for learning, feedback and accountability.

### **Think City-Wide** →

Ask your city council and staff to dedicate a percentage of your annual city budget toward food security initiatives and program funding.

### **Quick Wins Right Now** →

Quest Non-Profit Grocery Markets knows how to source food and move it quickly through our five markets serving 10,000+ active clients who rely on us for healthy and affordable groceries. **Become a supporter by donating at [Questoutreach.org](https://questoutreach.org)**

# Thank you for being a part of our story

## About the Data in this Report

In April, 2024, Quest conducted its annual Client and Referring Partner Survey campaigns. Surveys were distributed across Quest's market network to our 10,000+ active clients using online, paper and in-market survey boards. 814 unique surveys were submitted. Quest's 600+ Referring Partners were also invited to participate. 434 partner surveys were submitted in response.

## About Quest

Quest Non-Profit Grocery Markets exists to disrupt cycles of food insecurity through access to healthy and affordable food. By bridging the gap between food banks and grocery stores, Quest provides a shopping experience for those in need based on principles of dignity, access and sustainability.

## Donate to Quest

By donating to Quest, you help ensure British Columbians are able to shop for groceries they need and want at prices they can afford, all within a safe and dignity-filled environment. Visit [Questoutreach.org](https://questoutreach.org) and make your donation today.

**Want to know more?** Reach out at [info@questoutreach.org](mailto:info@questoutreach.org) with the subject line "2024 Cost of Groceries Report"



@QUESTMARKETS



INFO@QUESTOUTREACH.ORG

