

October 3, 2013

**Galen Weston, Jnr.**  
**Executive Chairman**  
Loblaw Companies Ltd.  
1 President's Choice Way  
Brampton, Ontario  
L6Y 5S5

Dear Mr. Weston:

On behalf of the Alberta Federation of Labour and our more than 160,000 members, I am writing to express our hope that your negotiations with workers at Superstore in Alberta can be resolved equitably and without a strike.

I'm also writing to make it clear to you that, in the event of a strike, we will communicate our concerns about your company's labour relations practices to our members and actively encourage them to not shop at Superstore until a fair agreement has been reached.

Asking our members to take their business elsewhere is not something that we want to do, nor is something that we will do lightly. In fact, we would much rather be in a position to actively encourage our members to continue shopping at Superstore.

More specifically, as a leader in Alberta's labour movement, I would like to be able to hold up Superstore up as an more ethical shopping alternative to companies like Walmart which engage in what I would describe as predatory labour relations practices.

My guess is that you and your senior management team have concluded that, in order to maintain your market share and afford moves like your recent purchase of the Shoppers chain, you have no choice but to engage in the race to the bottom being led by companies like Walmart.

We simply don't buy this argument. We understand that the retail market is competitive, but it is also profitable – especially here in booming Alberta. In an economy as vibrant as Alberta's, there is simply no excuse to shortchange the employees whose efforts make your business thrive.

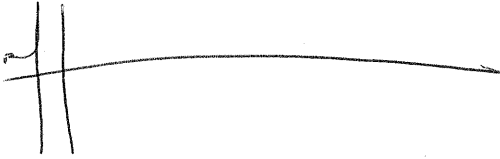
I am also firmly convinced that Walmart's low-wage, low-respect approach is not the only road to success in the retail sector. There is a high-road approach, characterized by fair wages, fair treatment and ethical sourcing of products. Instead of joining the pack in a race to the bottom, you can stand out from the pack by being a good employer and a better corporate citizen.

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If you choose to take the high-road approach and reach a fair agreement with your Alberta employees, I can make two promises to you. First, we will make sure our members across the province know how much better you treat your employees than Walmart treats theirs. And we will encourage them to show support for your high-road approach by shopping at your stores. Second, we will actively lobby Canadian governments at all levels for new rules that restrict the ability of low-wage employers like Walmart from employing predatory business models that exploit working Canadians and put more responsible Canadian employers at a competitive disadvantage.

We'll be following your negotiations over the next few days closely – and we'll be hoping for the best for everyone involved.

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'G' followed by a long horizontal line that curves slightly upwards at the end.

**Gil McGowan**  
**President**  
**Alberta Federation of Labour**

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cc: Doug O'Halloran, President, United Food and Commercial Workers, Local 401