

## FAQ - Cookie Price Increase

**Why is the cookie price increasing?** Just as in other areas of the economy, Girl Scouts are being impacted by increasing costs and must make adjustments accordingly.

**Will the price of Gluten-free Cookies increase also?** No. All Girl Scout cookie varieties, including Gluten-free, will retail for \$6.00 in Orange County for 2023.

**Who determines the price of Girl Scout cookies?** We do. Each of the 111 Girl Scout councils sets its own price based on its needs and knowledge of the local market. Today's prices reflect both the current cost of cookies and the realities of providing Girl Scout programming in an ever-changing economic environment. Remember, the proceeds stay with our local council and troops to power amazing experiences for girls.

**Do Girl Scout cookies cost the same in every council?** No. Each of the 111 Girl Scout councils sets its own price based on its needs and knowledge of the local market.

**Are other Council's increasing the cost for their cookies?** Yes. At print time, we had heard that several neighboring Girl Scout Councils in California were increasing to \$6 including Girl Scouts of San Diego, Girl Scouts of California Central Coast, Girl Scouts of California Central Coast South, and others. Girl Scouts of Northern California increased their price to \$6 in 2022.

**Will troops earn more proceeds due to the price increase?** We are planning on it! Our cookie proceeds plan is based upon a sliding scale where all troops earn more proceeds as more cookies are sold. This year's proceeds plan has been structured to make it easier and faster to achieve the \$1.00 proceeds level. For example, we are beginning the proceeds plan at .80 cents instead of last year's .71 cents and a lower total of cookies sold are required to reach the \$1.00 level this year. With these changes to the proceeds plan, we fully expect troops to reach the \$1.00 proceeds level. Troops earned 80 cents per package in 2022 and 71 cents per package in 2021.

**Should troops order fewer cookies at initial order?** Troops should order 80% or more of the cookies they plan to sell at initial order to ensure they have a good supply at the start of the cookie program. Girls will again have two weeks of online orders prior to the cookies' arrival to GSOC.

**When was the last time GSOC increased the cost of cookies?** GSOC increased the price of cookies in 2015 to \$5.00 and increased our price for the Gluten-free variety only in 2020 to \$6.

**Will shipping costs be lowered to offset the price increase?** Yes. GSOC is subsidizing 50% of shipping costs for all online, direct-ship orders. This is paid by our council, not the baker nor GSUSA.

**Who can participate in the opt-out option?** Cadette, Senior and Ambassador troops are eligible to participate. Eligible troops must meet the per girl average of 250 packages and all girls in the troop must agree to opt-out of their individual rewards.