



# Talking About Girl Scout Cookies 2024

## Troop Leader/Troop Product Manager

### Cookie Dates

- Girl Scouts will take pre-orders for cookies January 20 – February 4 (with delivery in March).
- Customers can order online January 16 through March 30 for delivery by a Girl Scout OR pay additional shipping for direct delivery.
- Girl Scouts Cookie Booths begin March 15 and extend through the 30.

These Talking Points are provided to help support Troop Leaders and TPMs with questions throughout the cookie program. You may use this word for word or paraphrase based on the conversation. You may even copy the text for an email or text. Please do not forward the whole document to anyone at any time.

### **Q: Are the cookie prices changing?**

- Girl Scouts of Utah has chosen to **maintain** our cookie prices at \$5 per box.
- The only cookie that is not \$5 is the Gluten-free Caramel Chocolate Chip, which is \$6.
- Girl Scouts of Utah had a gluten-free last year that was \$6 as well.

### **Q: Why is there a change in bakers?**

- Our existing baker contract came to its conclusion at the end of the 2023 cookie season.
- At the end of each contract, we conduct a thorough business evaluation of the two GSUSA-licensed bakers. This has been our practice for many years.
- The chosen baker's presentation and contract were superior and ultimately, we believe their partnership will serve our members best.

### **Q: Why did the cookie names change?**

Girl Scouts of Utah is thrilled to offer three delicious new additions to our lineup of cookies, as well as some name changes that are more descriptive to what the cookies are:

- **NEW!! Caramel Chocolate Chip Cookies**, a gluten-free option, with a chewy texture, rich caramel, semisweet chocolate chips, and a hint of sea salt.
- **NEW!! Lemonades**, reminiscent of last year's Lemon-ups, featuring savory, refreshing shortbread cookies topped with tangy lemon-flavored icing.
- **NEW!! The Toast-Yays**, delightful toast-shaped cookies bursting with French toast flavor and dipped in delicious icing.
- **Thin Mints, Adventurefuls, and Trefoils** are keeping the same names.



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- Three cookies are getting new names! Samoas are now **Caramel deLites**, Do-si-dos have become **Peanut Butter Sandwiches**, and Tagalongs are now **Peanut Butter Patties**.
- The new names are more descriptive to the cookies.
- The cookie packages look similar, with the same art and colors on the packages.

## **Q: How do we explain this is not a fundraiser?**

- The Girl Scout Cookie Program teaches girls financial literacy—and yes, they earn badges.
- The Girl Scout Cookie Program helps develop five essential skills—goal setting, decision making, money management, people skills, and business ethics.
- All of the proceeds from cookie sales, after paying the baker, **stays with the local troops and council**.
- Girls decide how to spend their troop cookie money and reinvest it in their neighborhoods through service projects and learning experiences, including travel.

## **Q: Are there any cookies that are healthy? What about allergies?**

- We have a new Gluten-free cookie this year, the Caramel Chocolate Chip.
- Our Caramel Chocolate Chip is also major allergen free meaning they are free of five major allergens: wheat, peanuts, eggs, tree nuts and soybeans.
- You won't find these delectable treats on the order card, but you can easily order them online for just \$6. You can choose to have them delivered by a Girl Scout or delivered directly to your door via shipping for a small additional cost.
- Please note that these cookies are available in limited quantities. We are using an online system to ensure that we can prevent any sell-out situations and meet the high demand.
- A printable form with the Caramel Chocolate Chip option is available on our website in which girls can add their own QR code to help customers quickly get to their digital site to order. We do not recommend taking money ahead, but only when the cookie is delivered.
- These cookies will be available in cupboards while supplies last.

## **Q: I heard that some of your cookies are made with vegan products**

- That's right! Six of our cookie varieties are made with vegan ingredients.
- Thin Mints, Peanut Butter Patties, Lemonades, Adventurefuls, Caramel Chocolate Chip, and Toast-Yays.

**Q: How are Girl Scouts of Utah ensuring the safety of participating Girl Scouts?**

- Safety is a top priority at both the national and council level. We will continue to use our standard safety procedures when it comes to door-to-door and booth selling. These include practices like using the “buddy system”, going with an adult and being safe when crossing the street.

**Q: What is the cost of shipping cookies?**

- Shipping fees are based on the number of packages purchased.
- There is an additional cost if cookies are being shipped outside of the continental United States.

**Q: Where is the cookie that was so popular and only available online?**

- Oh, that was our Raspberry Rally!
- Last year, Raspberry Rally cookies were introduced as part of a “pilot” online-only sales strategy.
- This was a fun and new way to teach girls omnichannel business skills and expand our cookie portfolio by introducing an exciting new flavor profile to the Girl Scout Cookie Program.
- They are on hold at the moment and not available this year.

**Q: I’ve heard there is palm oil used in Girl Scout Cookies, is that true?**

- Girl Scout Cookies do include Palm Oil.
  - In fact, Palm oil is used in more than 50% of the products on supermarket shelves, from margarine and chocolate to ice cream, soaps, and cosmetics.
  - The concern expressed by some is how palm oil is harvested.
  - Because few alternatives exist and palm oil is used widely in the food industry, we believe promoting proper manufacturing principles is our responsibility. Girl Scout’s licensed bakers have worked to ensure that our ingredients are part of an ethical supply chain.
  - Our bakers are members of the [Roundtable on Sustainable Palm Oil](#) or RSPO to ensure that our suppliers are following safety and ethical standards. The RSPO has banned the use of child labor since its founding, and it established clear standards and protocols, including age verification, to protect children’s rights.
- Girl Scouts of the USA continues to work with its two bakers to increase the transparency, sustainability, and ethical behavior of our production lines and sourcing.

**Q: How can I prepare the girls of my troop for any questions that may come to them during their Cookie Program experience?**

- If you are there at the situation, try to move the adult from the girl's presence and deal with their questions one on one.
- We created these Talking Points for you as well as Talking Points for Families of Girl Scouts/Juliettes (which we have included in your copy). Review the Talking Points during a troop meeting to help them prepare for these issues.
- Encourage your families to work with their girls about why some people may ask questions, and some may even lead to a negative feeling. How could they respond?
- Suggest some appropriate responses to these comments, here is an example:
  - "I'm on a diet, I don't want to buy any cookies for my household." RESPONSE: "We have this great opportunity that you can support us and our community by buying cookies for the Utah Food Bank. We will deliver the cookies for you!"

**Q: I have questions or need extra support.**

- Try contacting your SUPPR first, they are the front line to our Product Program Team and may have the answer you are looking for right at their fingertips.
- Girl Scouts of Utah will be hosting several "Cookie Office Hours" for volunteers to ask questions and have direct support from our council staff and cookie team. These meetings will be hosted on Zoom from 12:00- 1:00 p.m. and 6:00-7:00 p.m.
- TPMs and SUPPRs will receive the links to these meetings in advance.
- Cookie Office Hour Dates:
  - January 24: Initial orders, rewards and booth scheduling.
  - February 7: Signing up for booth sales.
  - February 21: Warehouse pick-up and delivery, cupboard transactions, My Sales booth agreements, Digital Cookie troop site link set-up
  - March 6: Girl Scout/Troop allocations, booth allocations
  - March 20: Q & A, Wrap-up
  - March 27: Q & A, Wrap-up
- Troops are always welcome to contact our Customer Care Team at (801) 265-8472 or [info@gsutah.org](mailto:info@gsutah.org).