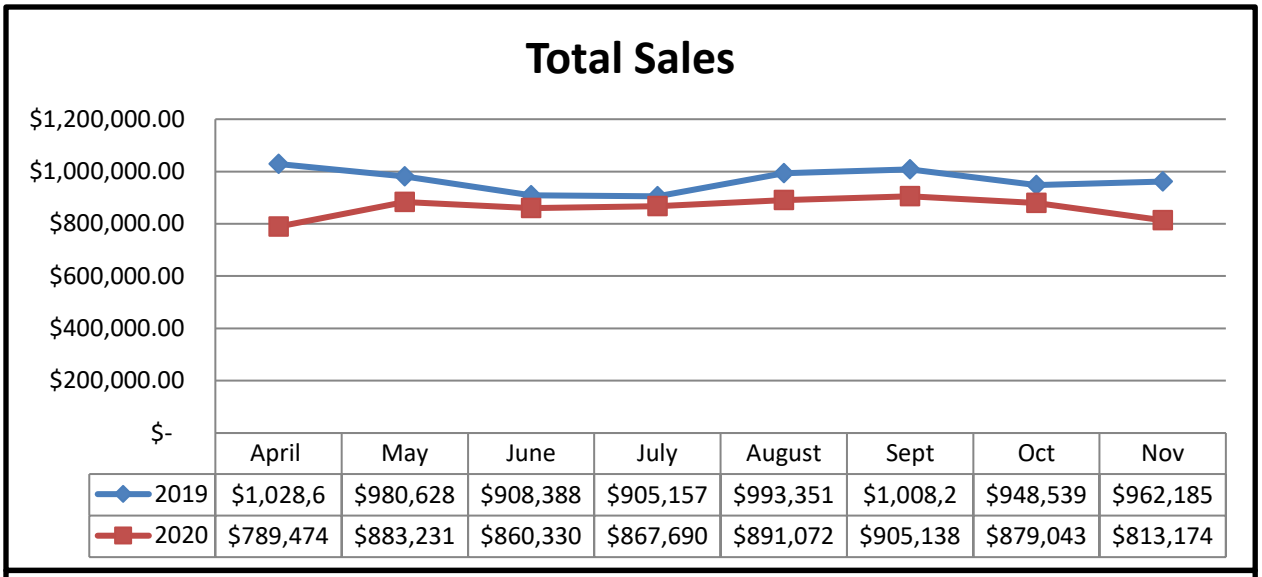
MOSCOW FOOD CO+OP

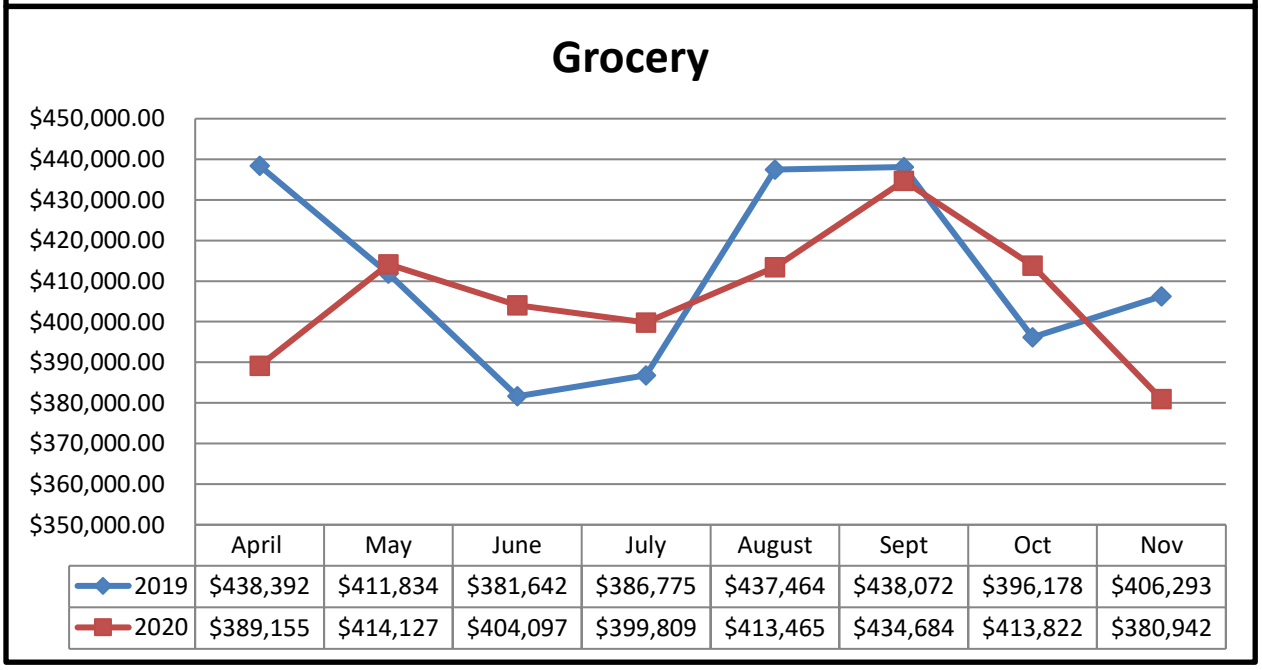
General Manager FYI
December 17, 2020
No action needed

OPERATIONS UPDATES

SALES: COVID-19 Department sales recap

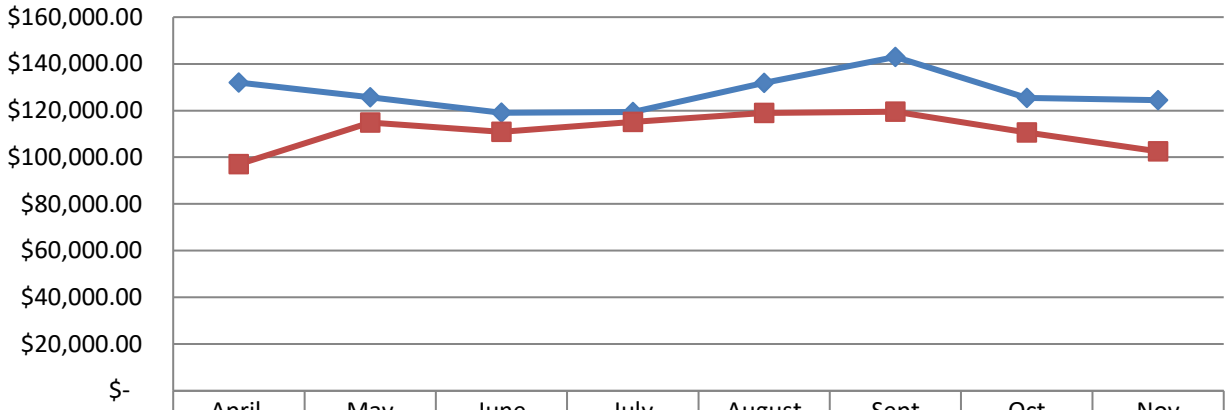


	April	May	June	July	August	Sept	Oct	Nov
2019	$1,028,6	$980,628	$908,388	$905,157	$993,351	$1,008,2	$948,539	$962,185
2020	$789,474	$883,231	$860,330	$867,690	$891,072	$905,138	$879,043	$813,174



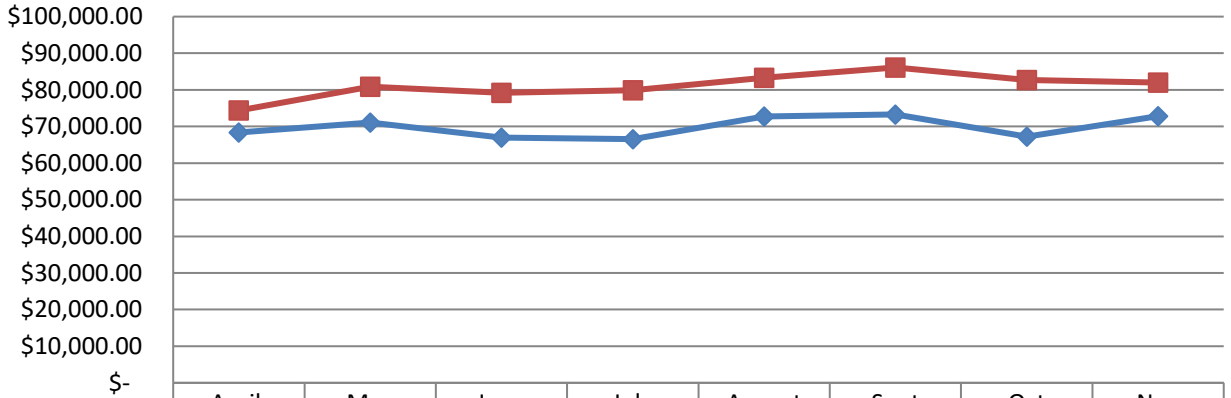
	April	May	June	July	August	Sept	Oct	Nov
2019	$438,392	$411,834	$381,642	$386,775	$437,464	$438,072	$396,178	$406,293
2020	$389,155	$414,127	$404,097	$399,809	$413,465	$434,684	$413,822	$380,942

Wellness



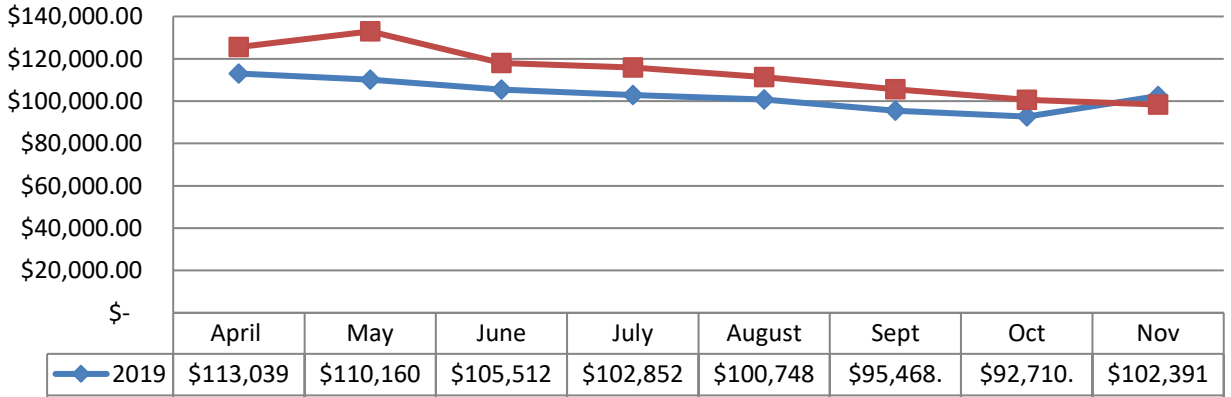
	April	May	June	July	August	Sept	Oct	Nov
2019	$132,043	$125,633	$119,049	$119,330	$131,787	$142,939	$125,477	$124,512
2020	$97,029.	$114,913	$110,898	$115,111	$118,994	$119,507	$110,552	$102,561

Meat



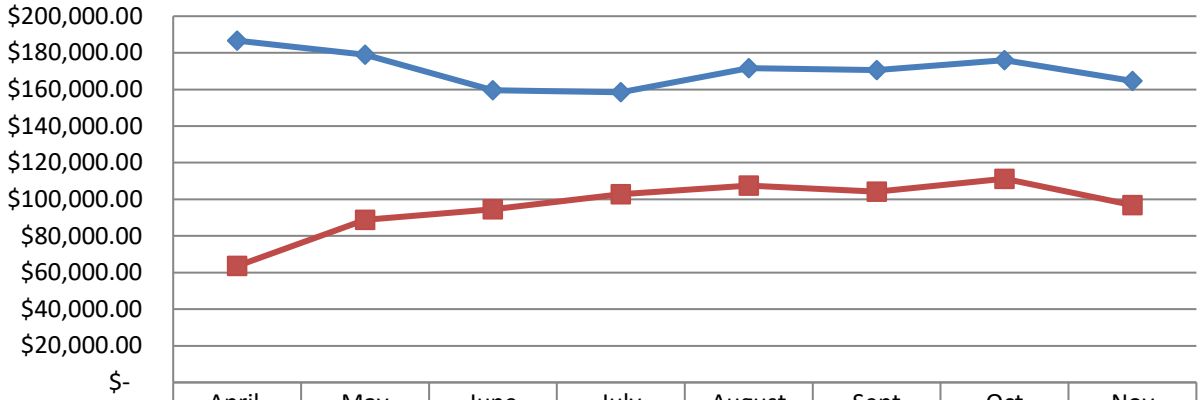
	April	May	June	July	August	Sept	Oct	Nov
2019	$68,341.	$71,079.	$66,981.	$66,544.	$72,772.	$73,287.	$67,228.	$72,833.
2020	$74,369.	$80,848.	$79,190.	$79,856.	$83,338.	$86,111.	$82,692.	$81,961.

Produce



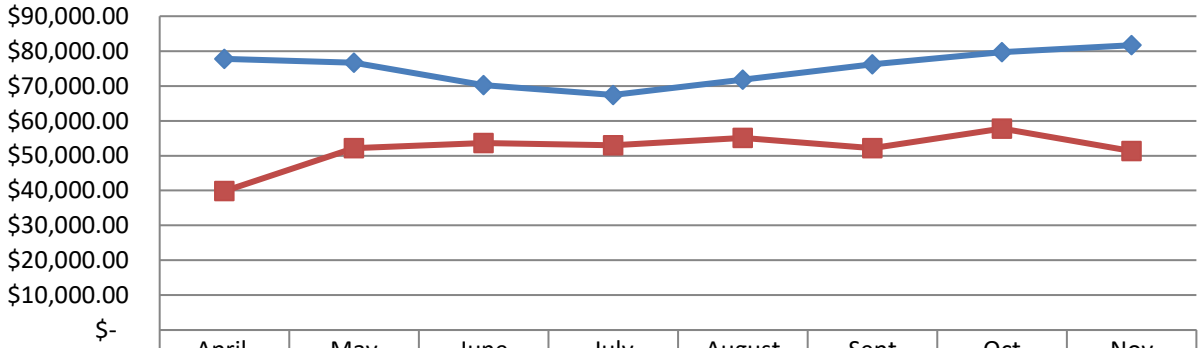
	April	May	June	July	August	Sept	Oct	Nov
2019	$113,039	$110,160	$105,512	$102,852	$100,748	$95,468.	$92,710.	$102,391
2020	$125,589	$132,951	$118,017	$115,810	$111,404	$105,651	$100,594	$98,402.

Prepared Foods



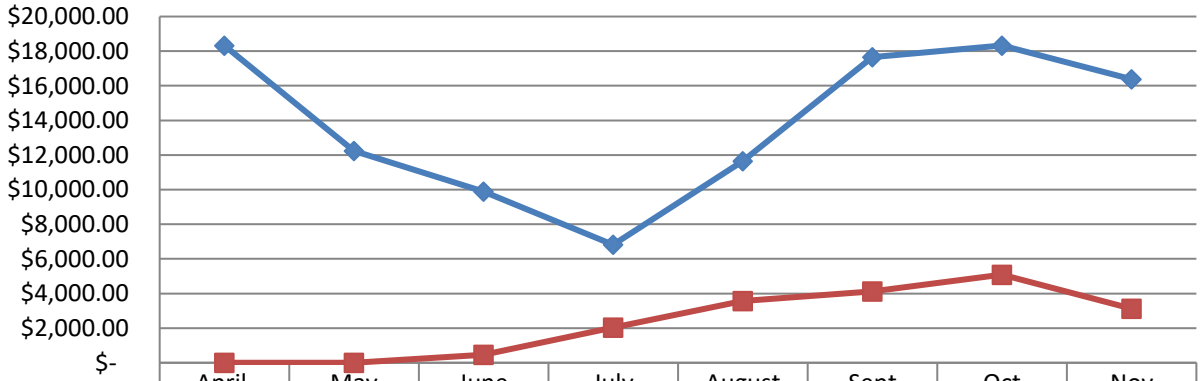
	April	May	June	July	August	Sept	Oct	Nov
2019	$186,654	$178,881	$159,648	$158,448	$171,671	$170,587	$176,067	$164,605
2020	$63,578.	$88,707.	$94,550.	$102,686	$107,556	$104,192	$111,240	$96,811.

Bakehouse



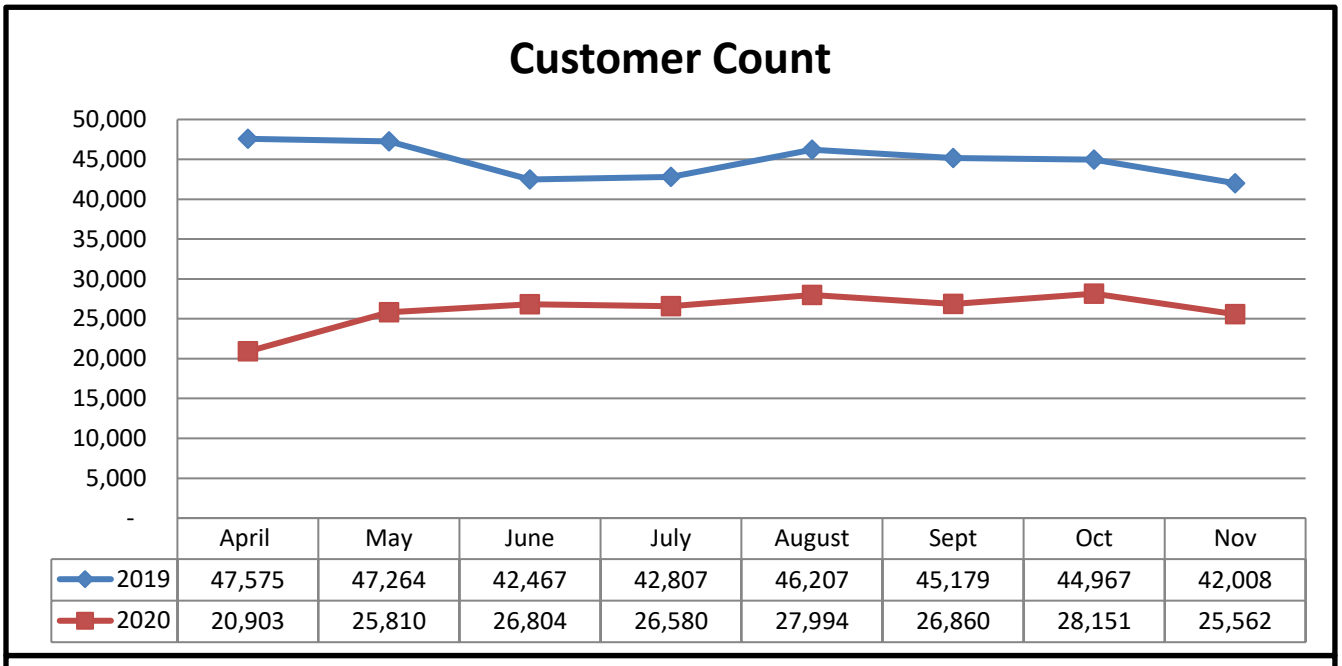
	April	May	June	July	August	Sept	Oct	Nov
2019	$77,731.	$76,665.	$70,223.	$67,414.	$71,821.	$76,191.	$79,685.	$81,678.
2020	$39,829.	$52,178.	$53,646.	$52,956.	$55,116.	$52,151.	$57,769.	$51,320.

Campus

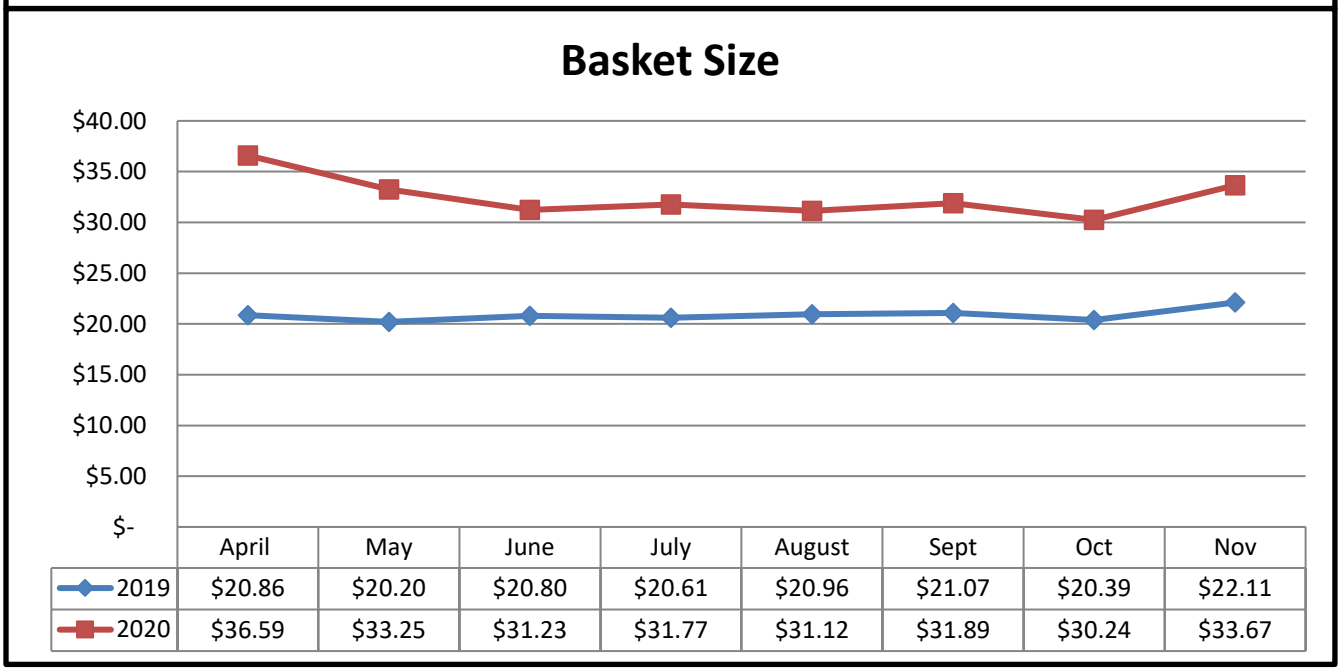


	April	May	June	July	August	Sept	Oct	Nov
2019	$18,311.	$12,234.	$9,898.6	$6,816.4	$11,653.	$17,662.	$18,326.	$16,368.
2020	$-	$-	$458.10	$2,025.0	$3,574.1	$4,124.6	$5,090.5	$3,119.8

- Customer Counts & Average Basket Sizes:

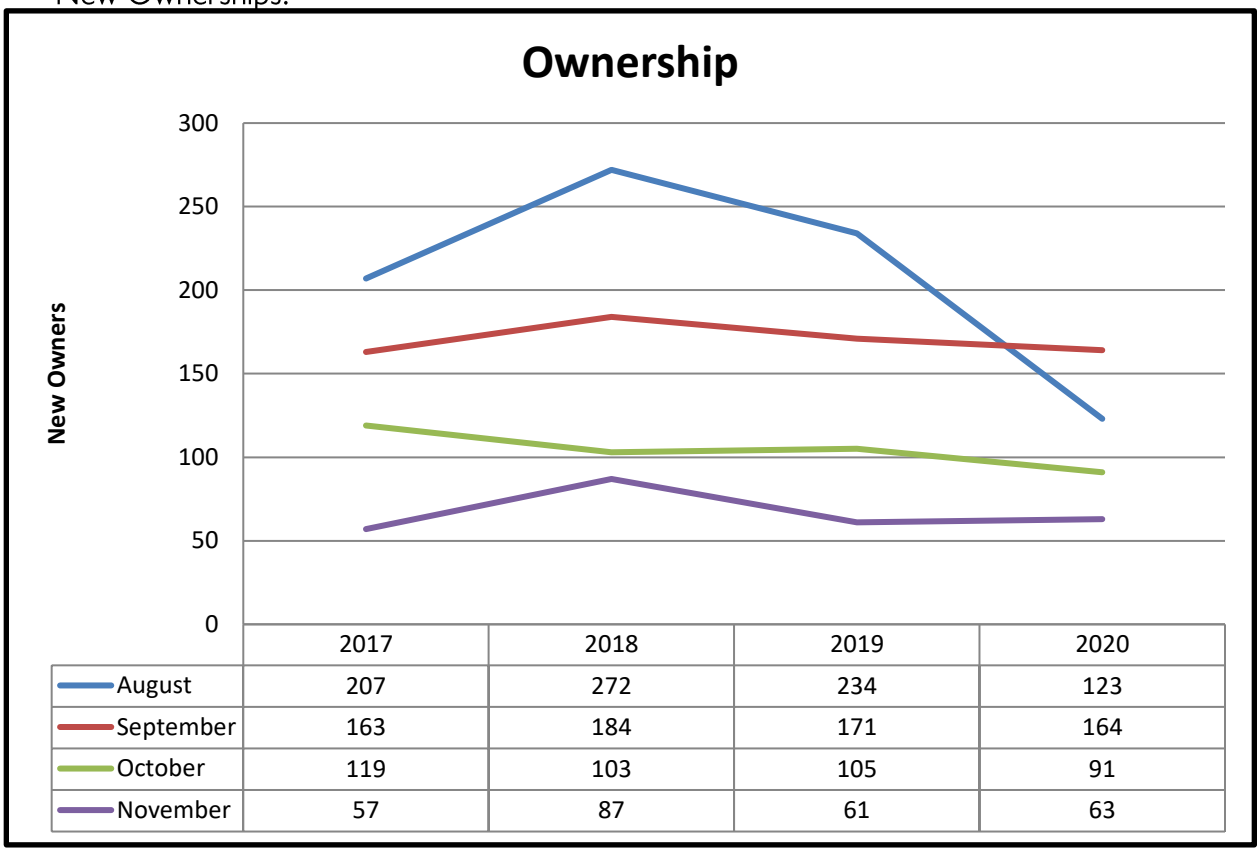


	April	May	June	July	August	Sept	Oct	Nov
2019	47,575	47,264	42,467	42,807	46,207	45,179	44,967	42,008
2020	20,903	25,810	26,804	26,580	27,994	26,860	28,151	25,562



	April	May	June	July	August	Sept	Oct	Nov
2019	$20.86	$20.20	$20.80	$20.61	$20.96	$21.07	$20.39	$22.11
2020	$36.59	$33.25	$31.23	$31.77	$31.12	$31.89	$30.24	$33.67

- New Ownerships:



- **February OW Celebration** - In light of the ongoing COVID situation, our usual February Owners event will look a little different this year. We will be increasing the length of the Owners Week but haven't finalized our plan.

CUSTOMER SERVICE

- Customer Experience Survey results:

	Oct-19	Oct-20	Nov-19	Nov-20
Overall Satisfaction	73%	79%	77%	86%
Availability of Staff	60%	62%	53%	77%
Friendliness of Staff	73%	92%	90%	95%
Helpfulness of Staff	69%	81%	90%	95%
Cleanliness of Store	69%	79%	70%	89%
Availability of Products	48%	34%	37%	68%
Greeted by Someone Other Than Cashier	54%	70%	77%	80%

Customer Experience Survey Comments:

[Customer Experience Survey Comments are copied word-for-word and are not edited for grammar]

- Easy to shop there. Friendly staff. Decent prices. Fresh produce, Good variety of bulk items. Easy to part. Curbside availability for when I don't want to go in the store due to pandemic.
- The Moscow coop strives to maintain a high quality of produce and goods. They also have a good variety, especially for a small town. The staff are always terrific! I have never been disappointed by any of the staff and I have shopped there over a decade.
- The store has taken serious measures to address the pandemic. They have hand sanitizers all over the store. They do their best to keep stocked with the essentials, and the staff is helpful with a good sense of humor.
- Happy with the variety of items, especially vegan/dairy-free items that this store carries. Also really appreciate the options for local fruit and vegetables, and that they are still making fresh bakery items, prepared deli, and offering bulk items. I also shop here for locally-roasted coffee beans and local brands like Orchard Farms. The staff are kind and helpful and the environment is inviting – both make the shopping experience very pleasant. Also, shout out for the FLOWER program making quality, healthy food more affordable to those that need it.
- The coop is taking measures to keep us safe during the pandemic. The availability of some items is outside their control at this time, but I have been able to provide for our home weekly. I like how you've pivoted the deli to prepackaged.
- Perhaps concerns not your fault, such as discontinuation of products or limited selection.
- I love the availability of in store made bread. The bulk sausage is a favorite and always well stocked. I appreciate being able to buy local produce even when I miss out on the farmers market.
- The aisles are way too small for traffic during these COVID items. They have a VERY limited availability of fresh made foods (to go foods). They are quite often out of many items that I am there for (especially in the frozen foods).
- I have shopped here since the beginning (1973?), and have been very happy with the selection and helpfulness of the staff.
- Easy to shop. Good products sourced with care. Organic produce.
- The co-op has had a good response to the risks with COVID-19 and I appreciate both the changes that have been made in the store and the transparency. I love having access to local, vegan, bulk, and organic options. The staff makes the now stressful experience of shopping an enjoyable one.
- Love shopping locally for produce and wellness items. I love the bulk options and the friendly staff make my day.
- We shop regularly at the Coop and know our way around the store, so it's easy to shop efficiently and during the pandemic limit our time in the store. The shelves were well-stocked and the store was, as always, spotless. Staff is always friendly and helpful when asked.
- You have a good selection of local/regional/national beer and wine. Also, a fair amount of gluten-free beer. Plus the co-op is just a comfortable place to be ☺

- The Moscow Food Co-op is simply the gold standard for coops. We have traveled extensively across the western United States and in every town we find the coop. We have yet to find one that has the overall quality that matches "Our" coop. We shop at the coop every week and it is truly on of the highlights of our weekend. The staff is always helpful, courteous and attentive.
- I was very satisfied with my experience at the co-op. The staff is always friendly and helpful. I also enjoy that it's a staple of our vibrant downtown.
- Clean store and COVID practices. Friendly, helpful staff, lots of choice. My favorite place to shop.
- I appreciate the Co-op's commitment to the health and safety of the community, by requiring masks of staff and customers – an enforcing that requirement, even when a customer is resistant. The staff is always friendly and helpful.
- Everyone is always very helpful. Great product selection. Fresh dairy, baked goods. Overall good vibes!
- As always, the Co-op carries a nice variety of healthy food choices. This is especially important (and well fulfilled) by its selections of Gluten Free products. While a bit more expensive than other grocery stores in the area, the overall high quality of foods is worth it.
- Shelves are stocked. Everyone is wearing masks and taking COVID precautions seriously. Staff is friendly and helpful.
- We love the coop and shop there frequently. A few people every so often aren't wearing masks but the store managers handle it well. Overall we are satisfied.
- The coop is always a friendly place to shop. The store feels homey and comfortable. And the workers go out of their way to smile and be helpful.
- It's a store with such positive energy, very friendly and efficient.
- Clean store, helpful staff. Coffee I wanted was in stock. Out of one item, but was told it will be restocked soon.
- Moscow Food Co-op is our major store for most of our purchases. It focuses on sustainability and supporting our farmers. It is very convenience so that we almost never have to take our car. It is one of the primary anchors for downtown. The staff is friendly and not forced to be sincere.

Sustainability Committee Meeting Recap

October 28, 2020

1. Review planning for future BINGO cards/activities
    a. Ideas put forward in the chat:
        i. Obtained and used a water conservation device, toilet leak detection tablets, faucet aerator
        ii. Use public waterless urinals and low-flush toilets
        iii. Use the stairs instead of riding in elevators
        iv. Buy local vs. distant (food and crafts)
        v. Buy used vs. new
        vi. Encourage pollinators, native plants
        vii. Attended or watch Palouse Basin Water Summit online

viii. Drive electric vs. gasoline
ix. Walk/Bike over driving
x. Reduce food waste

b. A committee member suggested that we could have local small businesses table and the store to share information about activities that are timely for January, especially HyperSpud and NIAC

2. Blog topics
   a. The committee revisited the topic of creating a blog as a way to connect with customers, owners, and the community
   b. The committee brainstormed other topics
      i. Paper bag shortage
         1. Ability to bring in your reusable bags, but shoppers must bag their own groceries
      ii. Sustainable holidays
         1. Wrapping paper, gift-giving
         2. Buying local items that aren't shipped, buying toys second hand
3. Melinda updated the committee on the Bring Back Bags – specifically that the minim order for custom bags is 150,000 bags
4. Municipal composting program
   a. A committee member provided contact info for Latah Sanitation in the chat. So that we can follow up and try to get an update
5. Next Meeting
   a. Wednesday, November 25 at 1p.m.

December 2, 2020

1. Review planning for future BINGO cards/activities
   a. Depending on COVID, there is potential to have an outdoor space/tabling area for Earth Month
   b. New BINGO suggestions
      i. Buy a subscription instead of a toy
      ii. Send snail mail to someone you love
      iii. Buy a postcard and forever stamps to encourage sending mail
      iv. Start a compost bin at home
      v. Plan a garden, start buying seeds in January
      vi. Contribute to an online charity
      vii. Recycle old electronics
      viii. Recycle plastic film
      ix. Use recyclable/rechargeable batteries (battery recycling center at WSU)
2. Blog topics
   a. The committee discussed assignments for the blog to be published in the future.
      i. Starting a compost bin, 3 simple ways to start composting (due 12/28)
      ii. The Committee will review recent editions of Community News to see if there is anything to repurpose.
      iii. Other ideas/topics
         1. Paper bag shortage

2. Sustainable holidays
3. Ideas on how to be involved in web-based or digital social interaction through quarantine/social distancing
4. Ideas for staying sane through the holidays

3. Committee mission statement
    a. The committee reviewed a draft of the mission statement discussed at the September meeting: *The two roles of the Sustainability Committee of the Moscow Food Co-op are: 1) to educate and give guidance to the General Manager regarding sustainable products and operations and for implementing important changes to achieve the highest standards to preserve and regenerate the planet; and 2) to educate Moscow Food Co-op owners about environmental sustainability issues and encourage a sustainable lifestyle.*
    b. The committee agreed to move forward with the mission statement above
4. Palm Oil
    a. The committee briefly reviewed the use of palm oil. Russ has done some research and will look for good information to share at the next committee meeting
    b. The committee members will all do a bit of research on *sustainable* palm oil
5. Municipal composting
    a. Committee members were unable to find out much by way of a program update.
    b. The committee discussed the potential to collaborate with other local small businesses in effort to lobby the city for the composting program rollout
6. Paper bags
    a. The committee discussed how to advertise the store-s collection of used paper bags, as well as some frustrations about cashiers not offering used paper bags instead of new ones
7. Next Meeting
    a. Wednesday, December 30 at 1 p.m.

Operations Updates

- Campus will reopen on January 13th for the spring semester
- Inventory is scheduled for January 2nd – this is an all-store (all business units) count and is an all-hands-on-deck event
- Finance Updates
    - We've completed the process of applying for PPP loan forgiveness
- Marketing Updates
    - In mid-November, we partnered with American Insurance on their Hometown Business Food Drive, which featured pre-bagged groceries ($10, $20, and $50 bags) displayed on the salad bar. Thanks to generous shoppers, it was incredibly successful, with over 822 pounds of food donated to Palouse Cares in just one week!
    - Because it was evident that shoppers really wanted a way to give back, and we felt like we could help make a difference in the community, we decided to continue the food drive through the holidays. We transitioned it into our own Co-op Community Food Drive, and the success has continued. Since November 23, over

$4,500 worth of $10, $20, and $50 food bags have been donated to local food banks, thanks again to our generous customers!

- Marketing helped get the word out about the pre-ordering and availability of Thanksgiving sides and Bakehouse pies. Online ordering and in-store pick-up went smoothly. Pies and sides are available for pre-order for Christmas as well.
- Tasteful Thursdays:
    - This year, we weren't able to hold our traditional "Tasteful Thursday" events, which brought local vendors into the store to interact with customers and offer samples of their products. Instead, we have featured two local vendors each Thursday in December by highlighting them on social media and in our eNewsletter. It hopefully helped remind people to shop local!
- Marketing put out a holiday gift guide. It has been shared on social media, on our website, and hard copies are available in-store.
- Since Co-op Kids hasn't been able to meet in person since March 2020, we're offering a new way to connect: Co-op Kids To Go! Each Tuesday, Co-op Kids families can stop by the store to pick up and are/activity kit to complete at home. Activities will be planned and bags filled by our Co-op Kids facilitators, and many will also include information for parents, similar to what would be shared at in-person Mamas & Papas meetings. We're looking forward to the day these groups can meet again, but until then, we can be creative together…separately!
- FLOWER program:
    - There are currently 198 participants on the program. We've received lots of feedback recently from participants who are thankful that we offer this program because it makes such a difference for them.
- We're looking forward to partnering with the Center for Civic Engagement at WSU for their Martin Luther King Food Drive. We will be hosting the online portion of the food drive through our curbside program.