General Manager FYI
October 26, 2021
No action needed

OPERATIONS UPDATES

SALES: 2019 data was added as a comparison. The difference reported is between 2020 and 2021. **Reminder** – we opted to not have a big Owners Week sale in September 2021 and instead scheduled the sale for mid-October to coincide with Co-op Month. Pushing this event out of September impacted monthly sales and new ownerships.

September	2019	2020	2021	**Difference**
Total Sales	$1,008,273.22	$ 904,757.00	$ 867,551.86	-4.1%
Grocery	$438,072.95	$ 434,684.14	$ 406,756.73	-6.4%
Wellness	$143,379.98	$ 119,665.38	$ 117,381.79	-1.9%
Prepared Foods	$170,587.85	$ 104,192.49	$ 126,260.95	21.2%
Bakery	$76,191.32	$ 52,151.85	$ 45,295.44	-13.2%
Meat	$73,287.66	$ 86,111.14	$ 71,348.73	-17.1%
Produce	$95,468.68	$ 105,651.80	$ 90,941.10	-13.9%
Campus	$17,662.12	$ 4,125.90	$ 10,731.58	160.1%
Customer Count	45,179	26,860	29,950	11.5%
Basket Size	$21.07	$ 31.89	$ 28.03	-12.1%

- New Ownerships:

	2018	2019	2020	2021
June	76	111	85	65
July	106	106	77	61
August	272	234	123	131
September	184	171	164	104

CUSTOMER SERVICE

- Customer Experience Survey results:

	Sep-20	Sep-21	Difference
Overall Satisfaction	68%	72%	+4
Availability of Staff	63%	65%	+2
Friendliness of Staff	83%	86%	+3
Helpfulness of Staff	75%	80%	+6
Cleanliness of Store	85%	83%	-2
Availability of Products	53%	41%	-12
Greeted by Someone Other Than Cashier	66%	51%	-15

Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet.

Sustainability Committee Meeting Recap – This committee did not meet before this report was compiled.

Operations Information

- Effective 10/17 we implemented a cost of living adjustment and shifted the entire pay scale up $2/hour. The Co-op's starting wage for entry level positions is now $14/hour.
- The Everything Shortage – as you know, we're experiencing supply chain disruptions that are impacting our business. These disruptions go beyond the out-of-stocks on the shelves. For example, Cintas, our linen supply company, recently shorted us on bar towels because of a company-wide shortage caused by issues at the ports (the towels were stuck on a container ship outside of Los Angeles). If you're looking for more information on the state of the grocery industry, here are some links:
    - https://www.theatlantic.com/ideas/archive/2021/10/america-is-choking-under-an-everything-shortage/620322/
    - https://www.wbur.org/hereandnow/2021/10/11/food-prices-increase
    - https://www.reuters.com/business/world-food-prices-hit-10-year-peak-fao-2021-10-07/
    - https://www.cnbc.com/2021/10/12/a-record-4point3-million-workers-quit-their-jobs-in-august-led-by-food-and-retail-industries.html
    - https://progressivegrocer.com/grocery-industry-forecasts-sales-growth-amid-rising-costs-supply-chain-

challenges?utm_source=omeda&utm_medium=email&utm_campaign=NL_PG+Daily+5&utm_keyword=&oly_enc_id=7454A7987123J6L

- At the September Board meeting we discussed sourcing supplemental bakery items while we're hiring and training staff at the Bakehouse, Kerry, Amellia, and I are working with Ken at NCG and an outside local bread/pastry producer on securing an assortment of supplemental items.
- We're gearing up for what we expect to be an interesting holiday season, what with unpredictable supplier out-of-stocks.
    - Frozen turkeys start arriving this week.
    - Fresh birds arrive the week of 11/14.
    - We've already placed holiday pre-orders for all the other usual Thanksgiving and Christmas items.
    - Again this year we'll be offering ready-made meal sides to-go. Customers can preorder holiday side dishes and pies on the website (pies are live, sides are coming).
        - Click here to order Thanksgiving side dishes
        - Click here to order Thanksgiving pies
- Marketing Updates:
    - Please see that attached update document and promotions playbooks.