

General Manager FYI
October 21, 2022
No action needed

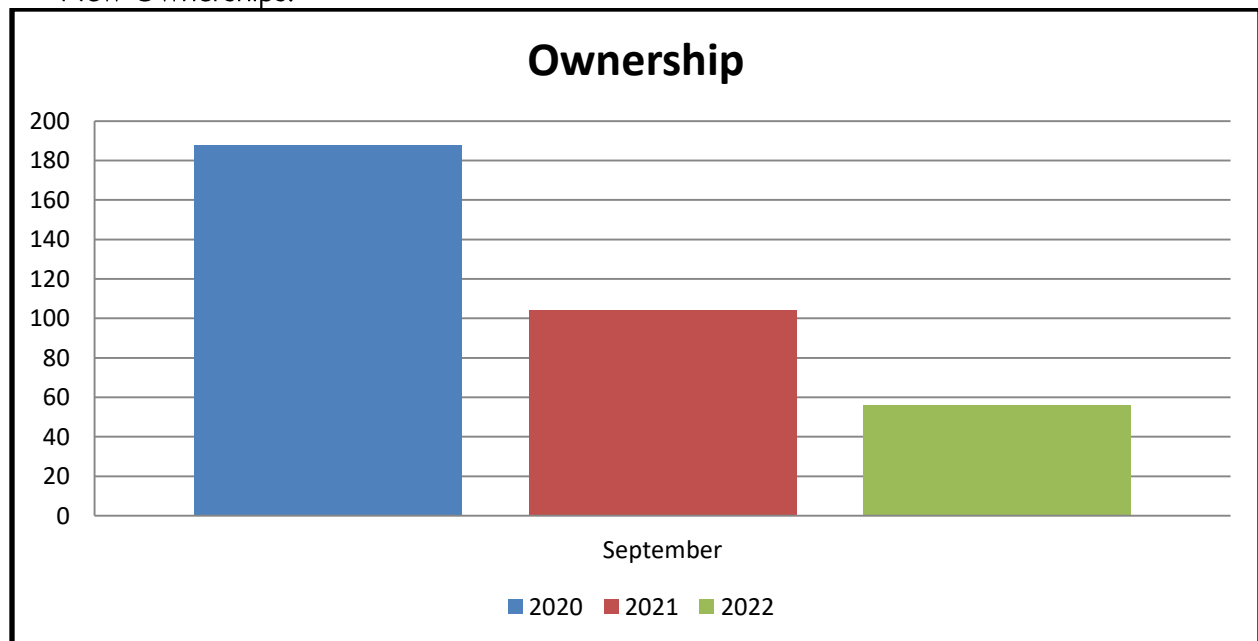


OPERATIONS UPDATES

SALES: Department sales recap. The difference reported is between the current year and the prior year.

September	2020	2021	2022	Difference
Total Sales	\$ 904,757.00	\$ 867,551.86	\$ 959,935.32	10.6%
Grocery	\$ 434,684.14	\$ 406,756.73	\$ 434,281.00	6.8%
Wellness	\$ 119,665.38	\$ 117,381.79	\$ 104,696.11	-10.8%
Prepared Foods	\$ 104,192.49	\$ 126,260.95	\$ 169,138.54	31.8%
Bakery	\$ 52,151.85	\$ 45,295.44	\$ 50,924.49	11.9%
Meat	\$ 86,111.14	\$ 71,348.73	\$ 75,771.19	6.2%
Produce	\$ 105,651.80	\$ 90,941.10	\$ 109,499.24	20.4%
Campus	\$ 4,125.90	\$ 10,731.58	\$ 15,624.75	45.6%
Customer Count	26,860	29,950	33,707	12.5%
Basket Size	\$ 31.89	\$ 28.03	\$ 27.38	-2.3%

- New Ownerships:



CUSTOMER SERVICE

- Customer Experience Survey results:

	Sep-20	Sep-21	Sep-22
Overall Satisfaction	68%	72%	77%
Availability of Staff	63%	65%	67%
Friendliness of Staff	83%	86%	83%
Helpfulness of Staff	75%	80%	78%
Cleanliness of Store	85%	83%	77%
Availability of Products	53%	41%	50%
Greeted by Someone Other Than Cashier	66%	51%	40%

Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet.

2023 Changes to discounts and owner benefits (sales)

- As everyone knows, we've been discussing the equity and fairness of the senior discount for quite some time. We're ready to announce changes coming in January 2023 that will alter all discount programs except for the FLOWER program. The management team has come up with a plan to change the discount programs in order to make them more equitable and fair to all owners, not just seniors and students.
- These specific program changes (below) we put together after researching what other Co-op's are offering to their owners and how successful their programs are. Making these changes means that we are better able to offer more sales to all Co-op owners. This is especially important considering that inflation is impacting everyone across the board.
- Attached to this report you will find a *first draft* flyer that outlines owner sales, discounts and benefits. The **Daily Discounts**, **Monthly Wellness**, **Owners Love Local**, and **Save Quarterly** sales will all work together to replace the senior and student discounts while rewarding all owners for their loyalty and patronage.
- The Co-op will continue to offer a case discount of 10% to all owners, as well as our loyalty rewards programs (coffee and bread cards, for example).
- The communication plan is as follows:
 - 11/2 – management team approves final draft, begins communicating upcoming changes to all Co-op employees.
 - 11/8 – begin communicating upcoming changes to seniors (in particular) and other owners. All feedback, concerns, complaints will be directed to the GM.
 - Mid-November – begin advertising upcoming changes across all channels

Sustainability Committee Meeting Notes

- The Sustainability Committee meeting scheduled for September was cancelled due to low attendance
- The next meeting is scheduled for Wednesday, October 26th

Operations Information

Human Resources

- In the last 30 days we've added several new staff to our prepared foods teams in order to keep up production. Hot bar sales continue to trend up (by about 30% so far this month), as do sandwich bar and bakery sales. Campus prepared food sales are also continuing to grow.

Training & Development

- Heather and I are working together with the Management Team to streamline all our trainings for new hires, cross-departmental training, and more
- Instead of big group trainings (which are expensive in terms of labor and also negatively impact the customer experience) we're utilizing the features of our internal communication platform (Beekeeper). Managers and staff can record short welcome videos, how-to videos, and videos about co-ops and natural foods.

Moscowberfest

- Again this year the Co-op participated in Moscowberfest (10/8). We sold pretzels, housemade brats, and non-alcoholic beverages. Our booth was incredibly busy for the duration of the event.

NCG Visit

- William Deal came to visit our Co-op on 10/11, his first visit since before COVID-19. He had a lot of positive feedback for us about the work we're doing.

Lightcast (formerly Emsi Burning Glass)

- I was invited to and attended the Fall 2022 Leaders Reception at Lightcast on 10/13. I had the opportunity to meet Lightcast's CEO (who is a big fan of the Co-op) and to visit with other community leaders

University of Idaho

- I was invited to and attended the UI Unstoppable Celebration on 10/20 at the ICCU Arena.

Moscow Chamber of Commerce & Visitors Center

- The Co-op hosted the MCOC+VC October Board meeting in our Deli seating area, followed by a store tour.

NCG Fall meeting – follow-up

- I had a call with Prasanna Regmi, NCG's Western Corridor Resource Manager for Co-op's our size. Some of the programs we discussed are:
 - The Promo Liaison Program
 - The SMG Platform (how to make the most out of the Customer Experience Survey results)
 - The Member CRM Program – follow-up call scheduled with Rhiannon

- Digital Invoicing Platform (which would allow us to further streamline work done by the finance team)
- UNFI CC Payment Processing options (which would save us some money on credit card processing fees)
- Inventory Services
- ERC (employee retention credit, a tax credit)
- UNFI's fill rate challenges, soup program, cheese program
- SPINS refresh
- I also had a call with the Center Store Specialist, Daniel, about UNFI fill rate and out-of-stocks, as well as Wellness and trends in the NW.

Selkirk-Pend Oreille Food Summit

- The Sandpoint area is having their first ever food summit on November 4th. Chloe and I are attending/co-facilitating.

Holiday Hours

- November:
 - Downtown - closed 11/24 and 11/25
 - Campus – closed for the week 11/21 – 11/25
- December
 - Downtown – closed at 6pm on 12/24, closed 12/25 and 12/26, closed at 6p, on 12/31, closed 1/1, open at 1pm on 1/2 after inventory
 - Campus – closed 12/17 for the duration of the holiday break

Promotions Planning

- Please see the attached Promo Playbooks.

Marketing Updates:

- Please see that attached update document.