MOSCOW FOOD CO+OP

General Manager FYI
January 19, 2021
No action needed

OPERATIONS UPDATES

SALES: COVID-19 Department sales recap

January	2020	2021	**Difference**
Total Sales	$869,903.79	$834,376.76	-4.1%
Grocery	$380,349.27	$392,355.25	3.2%
Wellness	$116,845.83	$108,368.71	-7.3%
Prepared Foods	$143,242.67	$99,799.11	-30.3%
Bakery	$58,169.34	$46,399.18	-20.2%
Meat	$64,045.68	$73,535.03	14.8%
Produce	$101,262.69	$111,683.92	10.3%
Campus	$9,871.60	$2,255.56	-77.2%
Customer Count	38,153	24,865	-34.8%
Basket Size	$30.02	$32.71	9.0%

- New Ownerships:

	2018	2019	2020	2021
October	103	105	91	
November	87	61	63	
December	71	56	49	
January	113	116	82	106

- February Owner's Appreciation Month Celebration - Mid-month Updates
    - Goal for new ownerships: 150. Currently we have 122.
    - Goal for transitions for lifetime ownership status: 20. Currently we have 18.
    - Pay-it-Forward gift ownership goal: $500. Currently we have $310.
    - Quite a few owners have completed a "what I love about my Co-op" message to be displayed with the Co-op Kids hearts. You can see them in the front window.

CUSTOMER SERVICE

- Customer Experience Survey results:

	Jan-20	Jan-21
Overall Satisfaction	81%	72%
Availability of Staff	74%	78%
Friendliness of Staff	80%	77%
Helpfulness of Staff	80%	78%
Cleanliness of Store	70%	69%
Availability of Products	49%	46%
Greeted by Someone Other Than Cashier	65%	57%

Customer Experience Survey Comments:

Customer Experience Survey comments are copied directly and are not edited for grammar.

- We only had to wait a couple of minutes to check out. Checkout was fast. The cashier gave us the senior discount without our asking. I was able to find my supplements for a lower price than before. The local carrots were plentiful and are very crisp and tasty!
- We were not highly satisfied due to the lack of fresh baked bread. Only bread available was days old (store was closed yesterday)
- Glad to have found a new-to-us product that is high quality & convenient. Thank you for stocking the food we love! We appreciate the attention to details such as seasonal treats from the bakery as well as on the shelves and the type of produce offered.
- Atmosphere and congeniality of staff. Availability of products that are organic. Food that tastes good.
- The staff were really nice and busy restocking the shelves. My checkout experience was efficient and nice. The store was very clean and smelled nice.
- I appreciate the staff and that they care about my health by enforcing the mask mandate.
- The staff were very friendly. The layout of the store made it easy to get around. The availability of high quality food was great, though there were a few items out of stock. Checkout was smooth and didn't take long.
- Staff is always friendly. They carry the eggs I like. Bulk selection is vast. Lots of dairy free alternatives. The tofu I want is never in though.
- The products were there and easy to find. The checker was quick and very friendly. The store was clean and the baskets sanitized.
- Love the atmosphere. Amazing fresh produce. Love the oils and nutrient supplement selection. My family loves your pizza dough!!!
- I prefer to shop without a mask so that colors my shopping experience there somewhat.
- Great food, clean store, friendly and helpful staff. Keep up the good work!
- The Coop is great, hands down the best place to shop in town. However, I would love to have Acme Baking bread loaves like the Boise Coop.
- I have food allergies and the Coop carries lots of things that I can't find at other stores.
- The staff was helpful, knew where things were. Produce was beautiful.
- I like the home feel of the store. Access to staff when I have a question about the products. I really appreciate the staff in the meat department. They help me pick just the right products.
- The coop is my main trusted source for organic and local food. Also, the baked goods are awesome.
- Being satisfied is good enough for me.
- I purchased celery stalks but was charged for celery root.
- It was clean, friendly, and I found the products I needed. The cashiers are always nice. Staff know where to find things, and they help out if you ask for assistance.
- The Co-op has begun to feel like a familiar part of my weekly routine. The convenient location and my ability to quickly find items within the store make it easy to stop by even when I don't really need any groceries. This time, for instance, I went primarily to learn

about a supplement I had read up on, and ended up buying a few small grocery items for lunch.

- As someone with a lot of food restrictions, the co-op is pretty vital for me. I also appreciate the greater variety in the produce compared to general grocery stores.
- Well, Aramis was very friendly and always good chatting with him. He's a good cashier, top notch IMO. I also just kind like the co-op in general, the FLOWER thing makes it a plus. I like that you guys are doing that whole food drive thing too, that's sweet. I like that the local donation thing is easier to see than it used to be, as well.
- I enjoy the ability to get high quality food that is also gluten-free. I like being able to bring my own bag. I appreciate the cleanliness the store has taken in response to COVID.
- Hoping for more affordable organic produce, on sale or better-priced bulk items, cuts of beef or whole chickens that were affordable, and a type of shampoo that was on sale but was out.
- I had trouble finding a few products, and couldn't' find anyone to ask! I was also surprised to learn that we still aren't supposed to bring refillable containers from home! (the cashier was very kind though, and let me use it anyway since I'd already brought it in) I love the Moscow food coop, but I think their reaction to Covid has been too extreme, and caused them to lose some of their friendliness/inclusiveness.
- Since I moved into the Palouse area, I have been shopping at your coop. I like that you support a lot of local businesses and that you have such a nice selection of organic/fair trade/sustainable things. I will continue shopping with you as long as I'm in the area
- Had what I wanted; okay prices; easy checkout and parking.
- I am a curbside pickup customer. I order all of my groceries online, so I'm not walking through the store nowadays. I loved being in the co-op, and I miss it. The curbside folks are fantastic, and are very helpful. Thanks for cheering me up!
- We need a few items and had no trouble locating them and checking out quickly. The staff is always friendly and asking about your day!
- Just the best produce offerings! Always friendly staff and a clean shopping experience!
- The coop is a great place to get local and organic produce and I always enjoy doing my grocery shopping here because it is never too crowded and the checkers are always so friendly.
- We shop the coop every day, and rarely have we had a poor experience, much less a negative one. We always enjoy how our coop has discount programs for food benefits members and very pleasant staff.
- People very friendly, Good quality of products.
- Great selection I can't find in other stores nearby. The prices are fair. When you have deals, like coupons, they are usually really good.
- I bought some Sesame Chicken Noodles, a salad I have had many times before. This day, it was just not well made. Primarily, the noodles were not thoroughly cooked and clumped together. The chicken was also not prepped correctly, there was one large piece, requiring cutting, which was tough since I didn't have a knife with me, and about three minuscule bits. Whoever made it, clearly rushed the preparation. It just wasn't up to usual standards.
- The biggest thing for me is how well the employees are doing at enforcing masking. In other stores around the area I often find that there are several individuals in store not

wearing a mask or not wearing it properly. In the Co-op I witnessed the cashier remind a customer politely to put their mask back on, which I really appreciated as it makes it a lot more comfortable for me to shop there. Aside from that, the bread from the bakery is always delicious and the staff is very friendly!

- I felt there was a good selection within the store and food items I typically buy were on sale. You have a wonderful wine selection. The store was extremely clean.
- The prices are too high given the quality of the products.
- I love the product quality, buying local, and the friendliness of staff. I can walk to the CoOp and am "rewarded" for my efforts to help the environment. There are also member benefits.
- Lots of options in the bulk department. Bakery makes vegan treats that are clearly labeled. High quality and high variety of beer and wine. I like that you also sell port and sake. Always ample staff to get help and check out quickly.
- I found everything I was looking for and it was all easy to find. All the staff were very friendly and cheerful. The quality of the produce was very high.
- We found everything we were looking for, the store was well stocked today. The prepared foods were freshly made. We never need to work about staff or customers not wearing masks – the Coop is very conscientious about this and we appreciate it.
- I really have loved the recent Instagram posts from the employees sending the message that the Co-op is a place where everyone is welcome. I already knew this of course, but seeing these messages on social media really reinforces the feeling that the Co-op is a welcoming, friendly, safe, & happy place. There is so much negative energy in the air lately, so it is very nice to feel like you're going into a business where that energy does not exist at all. Plus, you always have the freshest produce and my favorite products – so thank you!
- Everything I need was stocked in the store. The quality of the prepared food is excellent. The quality of the baked bread is excellent. I appreciate that I am able to grind my bulk coffee.
- The staff is friendly and helpful, the food is fresh and healthy, and the location is convenient to my office.
- This is our favorite store in our area. We value high quality, organic products. We also can avoid plastic packaging best at this store.
- Friendly staff and healthy food. I'm also comfortable shopping here during COVID. We can't shop here for everything, due to price, but we visit 1-3 times/week.
- The location of the co-op is great. If I miss the lunch rush as I did at 3pm I can often get in and out sooner, though there is less of a selection of the sizes of the to-go foods.
- Nothing to complain about on this particular trip to the coop. I am a frequenter of the coop and generally enjoy the experience that said price is definitely an issue here. My partner and I make above median income and in no way could afford to do 100% of our shopping here. Not sure if there's anything to be done about that, but just thought I'd throw it out there.
- No tomato sauce!
- The quality of goods is high. The staff is exceptional. I have trouble with one of the bulk items and Kelsi came to my rescue.

- There is a bottle neck where people are waiting for sandwiches and standing around the bread. It occurred to me that there are no categories for the beer and they could label these like they do with the wine.
- We are always highly satisfied and are repeat customers. The only suggestion we have for curbside pickup is that there is a notification of unavailable items prior to pick up.
- Love the atmosphere
- Good quality food

Sustainability Committee Meeting Recap

January 27, 2021

Palm Oil

- Guest Kate, creator of Orchard Farm Soaps, joined the committee meeting to share more information on sourcing palm oil and which oils she uses in her products.
- Kate mentioned nearly no mass-produced oil is made in the US. The most sustainable thing you can use for soap locally is tallow, which has a strong scent and a short shelf life. Most oils one can use as a replacement for palm oil are very costly.
- Rufus shared the US has banned the import of palm oil from Malaysia and may soon ban import from Indonesia.
- Kate said she could formulate a palm-free soap if the store or group is interested in this. Palm-free soaps are often more expensive than other soaps.
- The committee will continue gathering information and discussing palm oil use in Co-op products.

Review BINGO card entries

The committee has received 2 BINGO card entries. Chloe will select a winner on February 1, 2021.

Earth Month BINGO card (April)

This topic was postponed to the February committee meeting.

Update on in-store COVID policies

- Melinda shared the store is able to accept reusable coffee mugs, produce bags, bulk containers, etc.
- Diana discussed the need for uncontaminated collection of plastics for TREX. She would like to spread the message on getting plastics from the Mezzanine and kitchen, as produce and grocery are already contributing. Community members can take plastics to the recycling center on the first Saturday of every month.
- Diana said she would collect plastics from the Co-op alley if folks wanted to leave their plastics there.
- The committee discussed raffling off TREX benches to support a program, like FLOWER or to offset costs of battery recycling.

Glass-to-sand machine

Susan provided a brief update on the glass-to-sand machine. The companies she has contacted have not returned her email. She'll check the company's social media channels to see if they're more active there.

Master Recycler Program

Russ provided a brief update on the Master Recycler Program.

Battery recycling:

- The committee discussed working with the Co-op to send a shipment of alkaline batteries to TerraCycle. The cost of sending a small shipping box to TerraCycle is $186.
- The committee discussed other metropolitan recycling systems, like Seattle, to see if they accept batteries.

Electric Vehicle

David shared information from Idaho's SBDC on how small businesses can participate in a program to gain electric vehicle parking/charging spots. David shared this may not be a great fit for the Co-op's current parking lot layout.

David's Blog Ideas:

- Food waste reduction
    - Food preservation, freezing and food preparation
- Challenge to generate less trash (David to write an article about how he challenges himself to minimize waste)
- David shared the link to the Sustainability Blog in Community News

Topics to add to the February agenda:

- Review April Earth Month bingo card
- Continued discussion on blog topics
- Continued discussion on palm oil and development
- Glass-to-sand update from Susan
- Big picture - the Co-op and international imports and reviewing local items
- Ryan: Battery recycling program at University of Idaho, we could do a drop box at the store
- Update from PCEI on the compost bins - are they still supplying reports?
- Update on annual grant to support composting programs (prior email to the committee)

Next Meeting: Wednesday, February 27 at 1pm

Operations Updates

- General Updates
    - We completed data entry on our FY 2020 sustainability metrics through the Co+efficient program.
    - The electrical updates were completed over the holiday weekend and the new warming oven has been installed behind the service line in the deli. We'll be rolling out pizza by the slice daily and heated sandwiches.
    - Sushi will be back in the grab-and-go beginning in March!
    - We're looking forward to working with our new supplier KeHe. Our new account manager has reached out to get the ball rolling. Having a back-up supplier will be a huge game-changer for us.
    - After a long break, we've reinstated monthly promotions meetings. The team began planning for an awesome Earth Month celebration.
    - We're in the process of getting new pin pads for all the cash registers.
- Marketing Updates
    - Alice and Willow held a virtual class for WSU's Pi Beta Phi sorority on healthy eating on a budget and the Co-op/Co-op ownership, and we have another class scheduled next month with WSU's Tri Delta sorority. Additionally, Marketing has been planning a 4-part self-care class with Isabel for April. It is nice to be getting back into giving community classes again, even if they are virtual!
    - The Period Drive (a partnership with Moscow High School) was a successful event benefiting Alternatives to Violence of the Palouse and Family Promise. Pre-packaged bags of $10 and $20 donations totaled $590 for the 3-week drive. Additionally, many menstrual products were deposited directly into the bins (and thus not counted in the $590 total). All in all, MHS donated over 4,000 menstrual items to ATVP and Family Promise.
    - We are excited about a new partnership with a local nonprofit, Grace and Cakes. They work with local bakeries to provide a free birthday cake to foster children, so they reached out to our Bakehouse. In addition to our selection of regular cakes, we have the unique ability to offer gluten free and vegan cakes.
    - In addition to donating food bags from our Co-op Community Food Drive to food banks around the county, we are now donating to food pantries at several local schools (Moscow High School, Lena Whitmore Elementary, West Park Elementary, and Russell Elementary). We are working with counselors at the schools to provide a mix of meal prep items for students' homes as well as ready-to-eat lunch foods. The Co-op Community Food Drive has donated over $11,500 worth of food since November 24.
    - We are now taking back gently used paper bags, which we are donating to the Vandal Food Pantry for their food pick-up program (after the bags have been quarantined for 72 hours). There has been tremendous support of this effort, with more than two full carts of bags already heading their way!
    - Our Trex boxes are back out! Customers can once again drop off their clean plastic in the bins at the front end. Our volunteer keeps track of the weight we donate to Trex through the Moscow Recycling Center. For every 500 pounds of

plastic donated, we earn a bench made from recycled plastic! We have earned three benches so far. One is in our alley for staff to use on break, one is in front of the Co-op near the east doors, and one will be at the Co-op on Campus.

- In February, our long-standing Dime in Time option changed from the Co-op Community Fund to our FLOWER program, so we can ensure support of our low-income shoppers.
- Melinda and Willow participated in and presented at this year's Food Summit on behalf of the Co-op.
- Owner's Month continues through the month of February. All owners get one 15% off shopping trip, and there are several owner-only flash sales throughout the month.