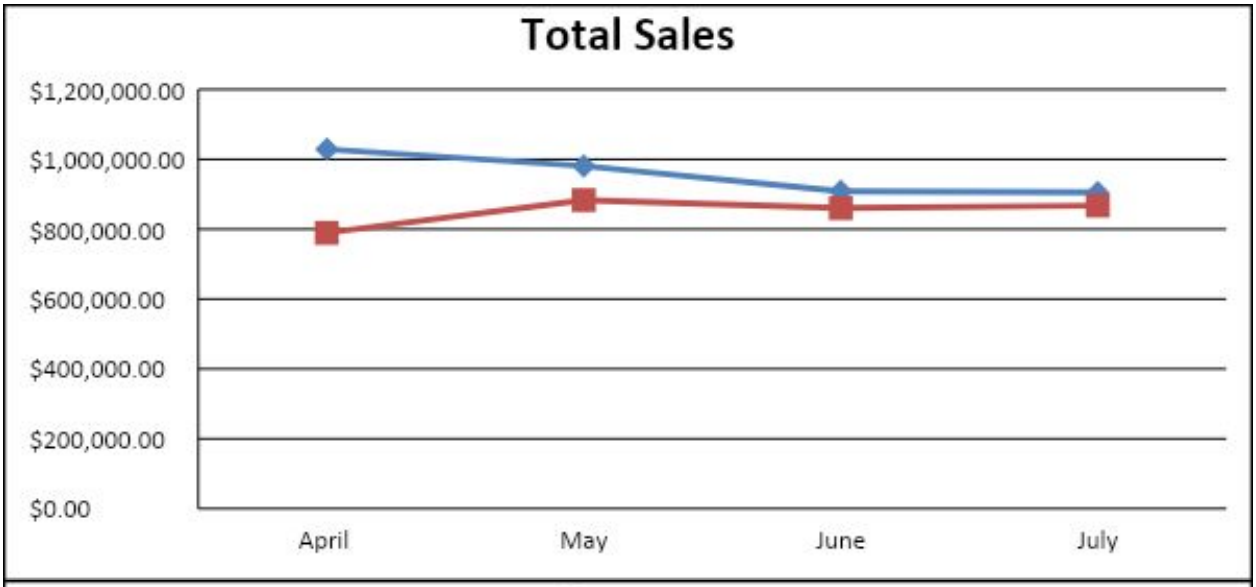
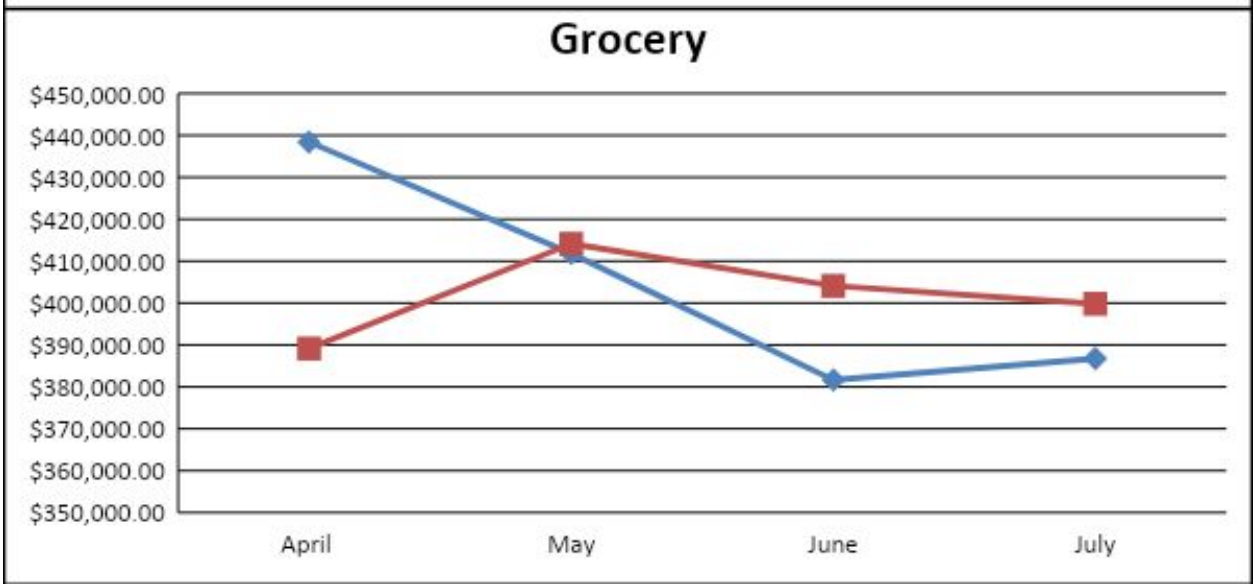
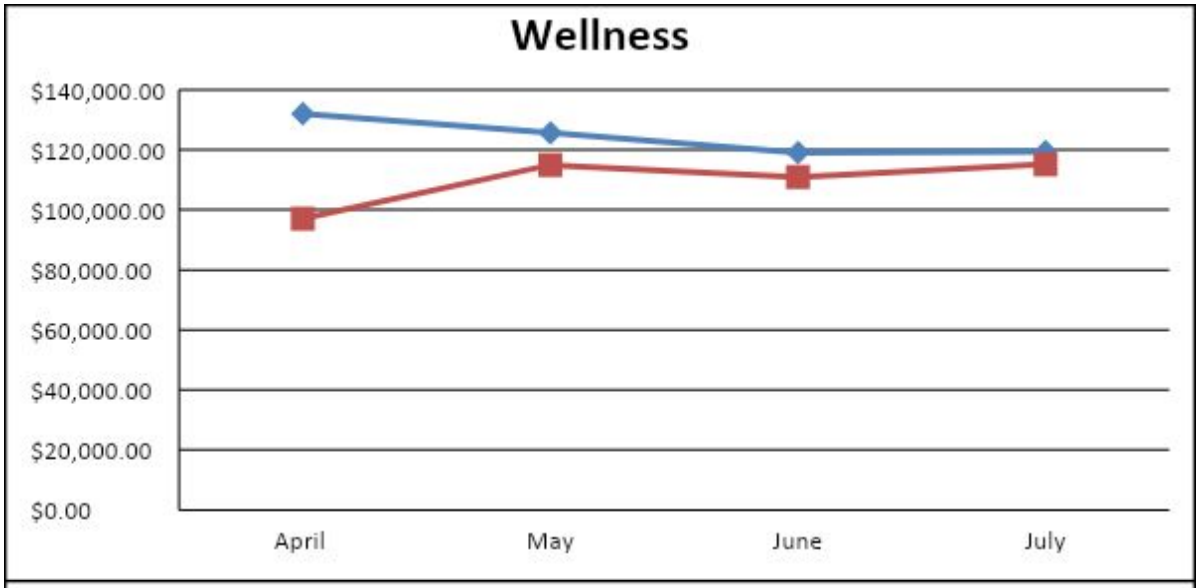
General Manager FYI
August 9, 2020
No action needed

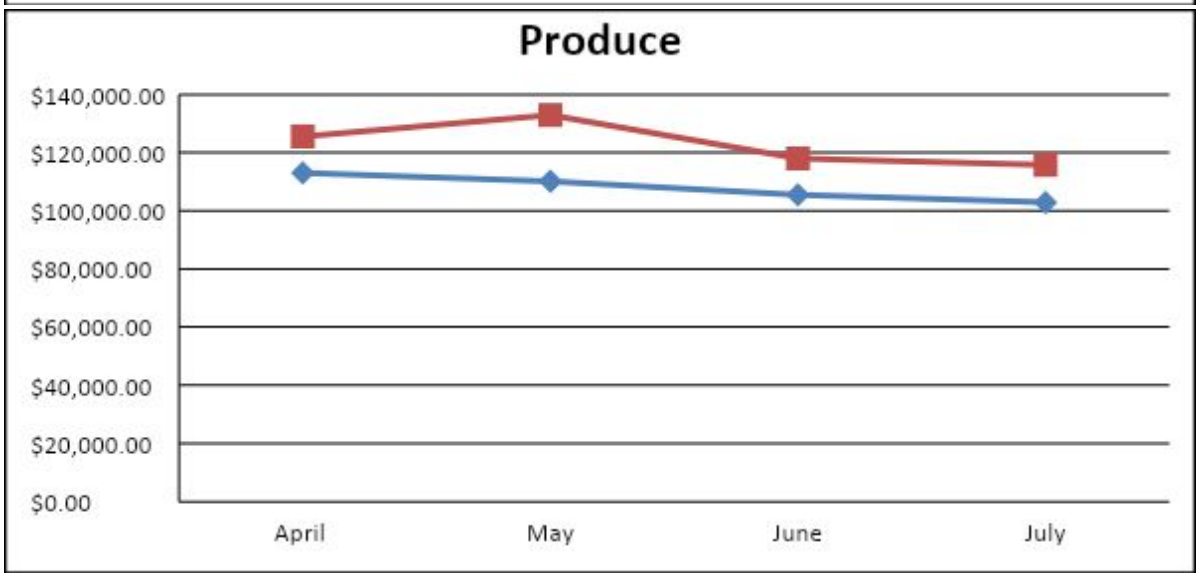
SALES: COVID-19 Department sales recap

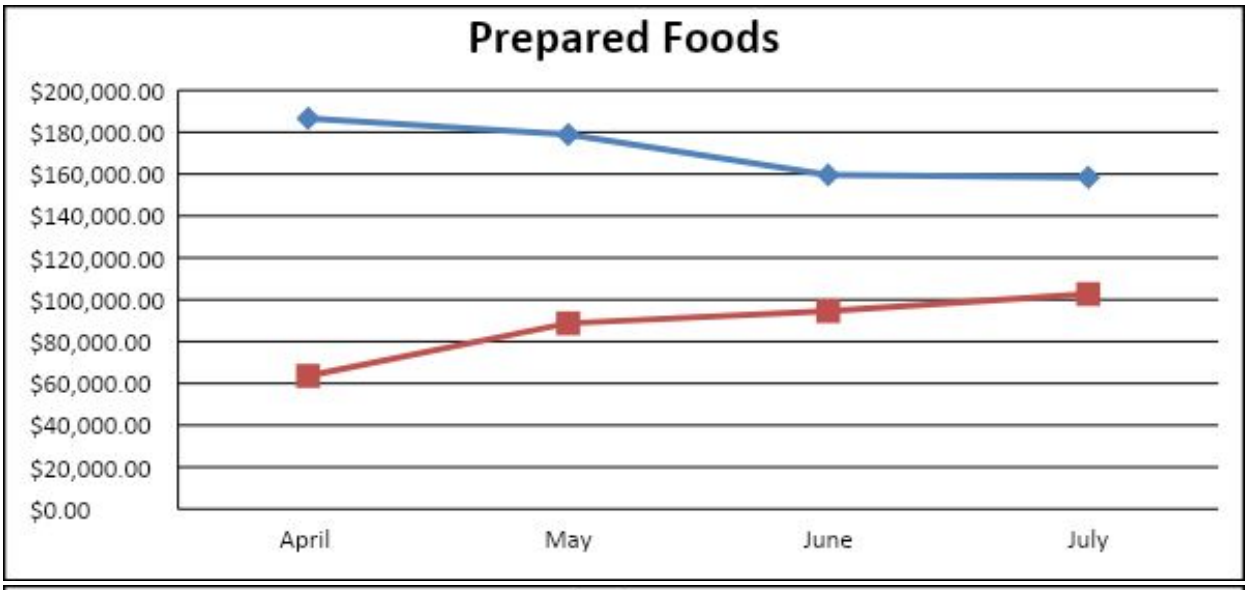


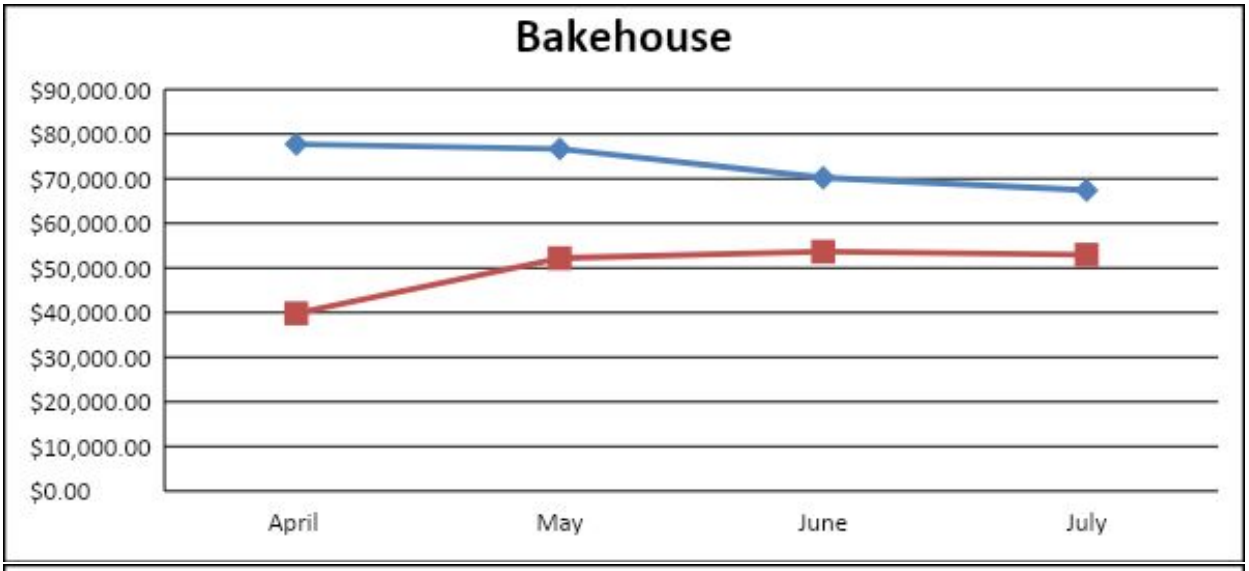


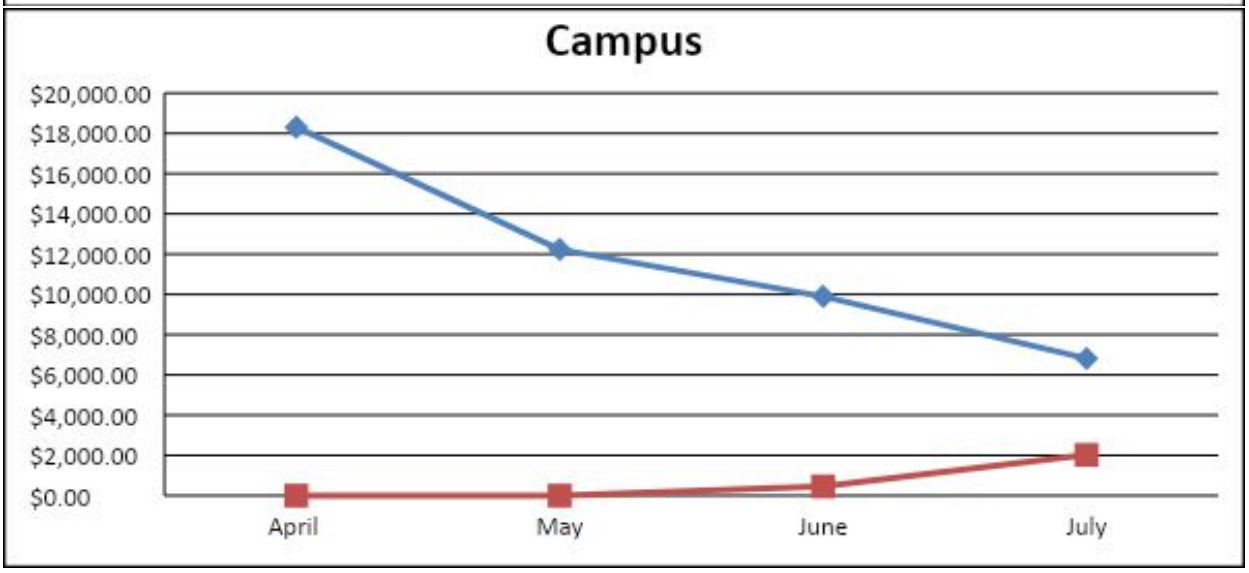

Wellness
$140,000.00
$120,000.00
$100,000.00
$80,000.00
$60,000.00
$40,000.00
$20,000.00
$0.00
April
May
June
July

Meat
$90,000.00
$80,000.00
$70,000.00
$60,000.00
$50,000.00
$40,000.00
$30,000.00
$20,000.00
$10,000.00
$0.00
April
May
June
July

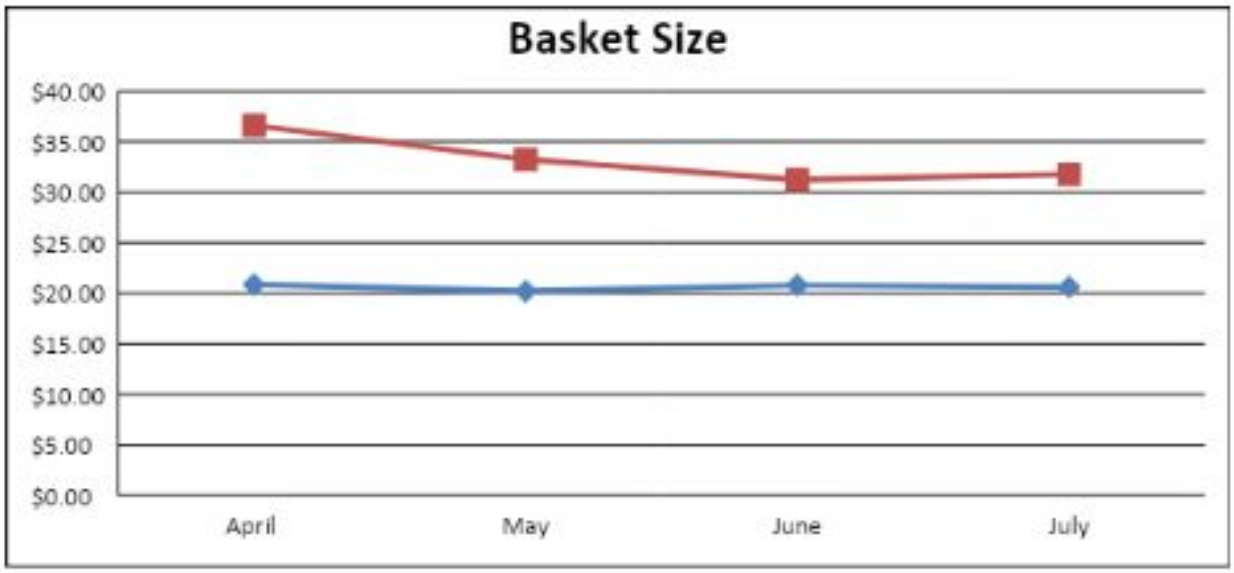

Produce
$140,000.00
$120,000.00
$100,000.00
$80,000.00
$60,000.00
$40,000.00
$20,000.00
$0.00
April
May
June
July


Prepared Foods
$200,000.00
$180,000.00
$160,000.00
$140,000.00
$120,000.00
$100,000.00
$80,000.00
$60,000.00
$40,000.00
$20,000.00
$0.00
April
May
June
July

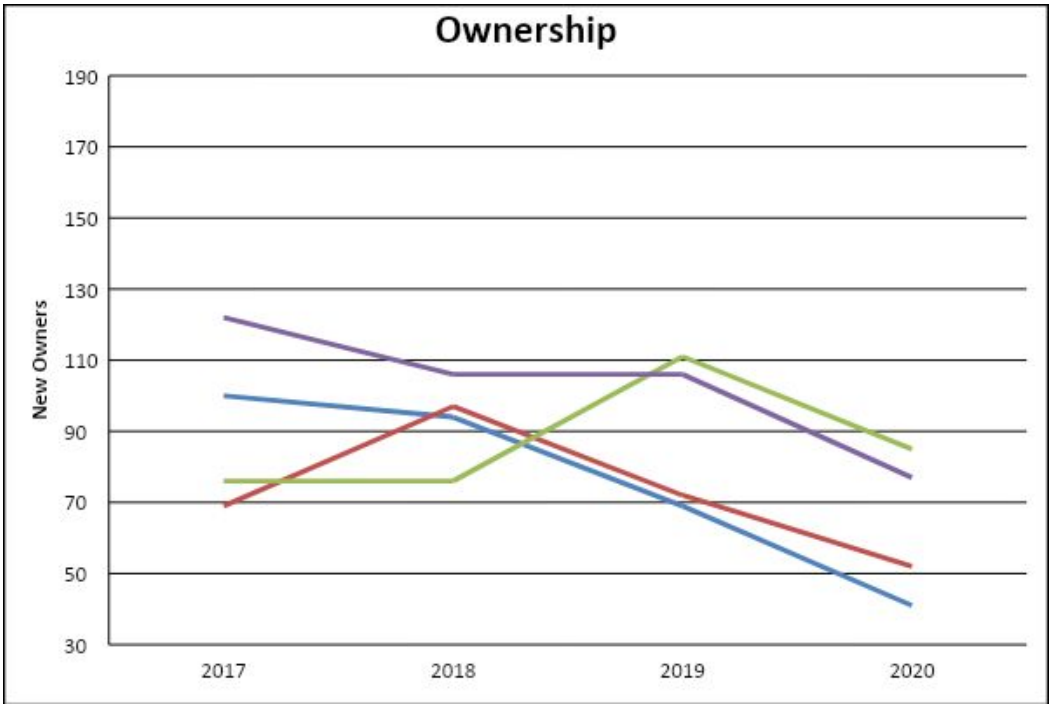

Bakehouse
$90,000.00
$80,000.00
$70,000.00
$60,000.00
$50,000.00
$40,000.00
$30,000.00
$20,000.00
$10,000.00
$0.00
April
May
June
July


Campus
$20,000.00
$18,000.00
$16,000.00
$14,000.00
$12,000.00
$10,000.00
$8,000.00
$6,000.00
$4,000.00
$2,000.00
$0.00
April
May
June
July

- Customer Counts & Basket Sizes:



- New Ownerships:



Customer Service:

- Customer Experience Survey results:

	Jul-19	Jul-20
Overall Satisfaction	75%	79%
Availability of Staff	77%	70%
Friendliness of Staff	85%	84%
Helpfulness of Staff	82%	79%
Cleanliness of Store	84%	77%
Availability of Products	54%	35%
Greeted by Someone Other Than Cashier	74%	70%

Customer Experience Survey Comments:

Customer Experience Survey Comments are copied word for word and are not edited for grammar.

- They are very conscious about the face mask mandate by the city. There is a wide variety of inventory. It is always fresh!
- There were three things I tried to buy at Safeway in Pullman that I couldn't get, but I felt certain that the co-op would have all three of them and I was right, you did. I had expected to buy a small jar of Vegenaise at the Pullman Safeway and they were out of stock, buy by going to the co-op I was able to get a large jar which is what I would have preferred any way. I also discovered that you carry a product I didn't think existed that I had discussed with my mother who I co-habitate with, earlier this same day. She is wanting to try non-dairy yogurt and would prefer to buy it in a large container (with more than just one serving) and I didn't remember ever seeing such a thing locally—buy you carry it! I only bought three things this time, but usually I buy more items than I did today. The reason I won't be shopping at the Moscow Co-op on my next grocery shopping trip is because a) I live in Pullman, b) I can get a lot of the things I need at the Pullman Safeway for a lower price, c) I only visit your store periodically, perhaps once a month and I usually stock up.
- I am new to the area and fairly newly vegan. The idea that the coop is here in Moscow is such a relief. There were so many options available to me without having to really scour the ingredient lists.
- MFC is walking distance from where I live. The bulk foods section is great. The bulk foods section is REALLY great.
- As always, it was a super easy trip. I picked up some unique beer/treats. I had a fantastic interaction with the cashier.
- I appreciate the variety of greens they offer in produce. The ripeness and freshness of the produce is best. Everyone is always helpful and friendly if questions.
- Had a busy day and it's really hot out. Went in looking for something easy to pop in the microwave and a cold bottle of wine. MFC has the best wine selection in Moscow. I found one of my favorites in the grab and go (black bean and chicken burritos). AND my very favorite cashier rang up my order.
- The Co-op has been a staple during my time in Moscow. I love the emphasis on local and fresh produce as well as the bulk section. There are also some really great prepared foods (garlic hummus!), although not always in stock (could also be due to COVID). Really appreciate the friendliness of the staff and the commitment to safety during the pandemic – everywhere else pales in comparison. Thank you!
- We love coming to Moscow on Tuesday each week to get our Senior discount and getting bread. Everyone is always cheery. We are glad you implemented the mask rule too. The bread is super! We also like to eat our lunch from there too – love the vegan pad Thai and barbecue tofu. Produce is always fresh. Too bad we will leave the area for the winter. Would love to have a Moscow coop in every town we stay in.
- Friendly, homey store, everyone is helpful, lots of staff on cashiers, never any wait time. Like the produces offered, prices are a tad high but that's to be expected from organic,

healthy products. Prices are comparable if not better than other stores in town offering some of the same products.
- Staff are always friendly and helpful. Store is clean which makes me feel confident shopping during this time. The Coop always has what I need ☺
- I can find organic items across the board. Staff is very helpful, refilling bulk if they can, directing me to where I can find items in the store. Most of the hot food is super tasty.
- More items were in stock, good selection of products. Coffee on sale!
- The person in the meat department was very friendly and knowledgeable. He recommended a cut of beef ribs I have never tried before, and we loved it.
- Our checker Tracy was so friendly, welcoming and helpful. She waited while we retrieved our debit card from the car even. Right now the mask required policy makes me feel safer in the tore.
- Love the local food.
- Still shopping at Rosauers for meat wrapped in paper instead of plastic, and for Hog Heaven sausages made with red pepper instead of black pepper, which is a common food allergen. We are boycotting your plastic-wrapped meats (throw-away/non-recyclable hard plastic trays, especially). Also boycotting yogurts and kefirs in plastic containers, most also non-recyclable. Nancy's whole-milk kefir would be an excellent addition, since in paper cartons and excellent value & quality (same as the low-fat versions you already carry). Otherwise, we feel co-op staff are doing an outstanding job keeping things gong during the COVID pandemic, especially positive & friendly customer rapport. Excellent new hiring too, both cahiers and floor staff, and produce section continues to get better & better! Very glad to be members, as versus 10 years or so ago. Consider raising entry-level pay (Bernie's $15/hr. is a good target), to ensure strong retention and as a way to build institutional memory & deep familiarity among all staff, both with products & services and customers/members, and also structure & operation of the business.

Operations Updates

- Department Manager staffing updates:
    - Deena Ramburg was hired as the new Deli Service Manager (internal hire)
    - Andrew Rose was hired as the new Meat Department Manager (internal hire)
    - Dillon Heath, former Meat Department Manager, was hired as the new Center Store (Grocery & Wellness) Manager
    - The Bakehouse is currently looking to hire a new manager. Jessi is leaving Co-op employment at the end of August.

- E-commerce
    - We're working with Kate Nelson to create an online ownership sales option.
    - We're also working on developing the tools to offer online case ordering.

- 2020 Holiday Closures
    - The Co-op is usually closed for business on Thanksgiving Day and Christmas Day.
    - In addition, after reviewing several years or historic sales data, we've decided to be closed on both the day after Thanksgiving and the day after Christmas. Neither of these days are big days for grocery sales – plus, being closed two days in a row guarantees that all employees who would like to have a holiday break can at least have two days off.

<u>Sustainability Committee</u>

June 24, 2020 meeting summary

<u>Discussion of "local" and the sustainability advantage of purchasing local products</u>

The committee discussed the carbon footprint of importing/shipping in items, with the goal to question what "local" means, and if the Co-op's current definition of "local" is possibly too broad to be environmentally sustainable.

<u>Review/refinement of committee's mission statement</u>

The committee reviewed the mission statement suggested by Miriam at the May agenda.

The committee discussed the committee's role, which is to offer support, research, education and generate ideas to help the store lead with sustainability as a core value and offer outside input.

Melinda shared that the committee helps advise her (the GM) and could potentially help offer education opportunities for the public and member-owners.

The committee discussed creating a survey to gain public/member-owner feedback on the store's current efforts for sustainability. Ryan shared that a survey (and gaining more information from the public) would be a powerful education tool (for store leadership, the Board, and the committee) in light of the many changes of economy and environment.

The committee discussed the survey could be a tool to help the committee prioritize work and goals, but now isn't the best time to deploy it.

Russ described a process to help prioritize work and sustainability efforts - a "dot survey" and potentially collaborating with the WSU psychology class. This data could be used by the Co-op marketing team.

<u>Other Meeting Updates:</u>

- Melinda shared her goal of bringing reusable clamshell containers for the deli. She has ordered a set of trial containers and the kitchen has tested them for reuse and washing in the commercial dishwasher. Melinda shared that she would love to partner with local small businesses with the hope to create a network of businesses that use these containers.
- Ryan found the list of small businesses that were surveyed and expressed interest in increasing their sustainability and forwarded them to the Sustainability Committee.
- Ryan shared he has a contact at PCEI for information on a funding source (USDA) to support a pilot program for municipal compost to include small businesses in downtown Moscow.
- The committee can also check out IDEEA for more information.

- The committee discussed finding a reasonable solution to selling imported wine in the store; Ryan suggested increasing the amount of local wine on shelves and decreasing the percentage of imported wine available.

July 29, 2020 meeting summary

Committee mission statement

The committee returned to its discussion on crafting a mission statement for the committee.

Miriam presented a draft mission statement for the committee to review and discuss.

Glass to sand machine

David shared an article: Is the world running out of sand? The truth behind stolen beaches and dredged islands, https://www.theguardian.com/global/2018/jul/01/riddle-of-the-sands-the-truth-behind-stolen-beaches-and-dredged-islands

Miriam suggested reaching out to idea ( ) about gaining support for the machine. The committee discussed reaching out to multiple organizations or bars/restaurants in the area. The committee discussed that it would be beneficial for Owners to be able to get rid of their glass and also supports the global sand shortage.

The committee went on to discuss the pilot municipal composting program. The committee discussed potential community partners: PCEI, Moscow Recycling, Sustainability Center at UI.

Discussion of "local" and the sustainability advantage of purchasing local products

Melinda shared more information on the history of creating the store's current definition of "local" to include Washington, Idaho, as well as 250 miles from Moscow.

Russ shared this topic falls into the goal of providing education for Owners. The committee could provide more information on making substitutions that have a smaller carbon footprint and are more locally based.

Other Meeting Updates:

- Melinda updated the committee on the impact of COVID-19 on operations and on the future planning, specifically how to engage with the public/ownership as a committee on sustainability issues.
- Miriam shared an idea from Peace Radio (interimpeaceradio.blogspot.com) as an example of something the committee could do to engage with the community. Rufus followed-up by describing a KRFP radio show (2004-05) that the Co-op had.