

General Manager FYI  
 September 25, 2023  
 No action needed

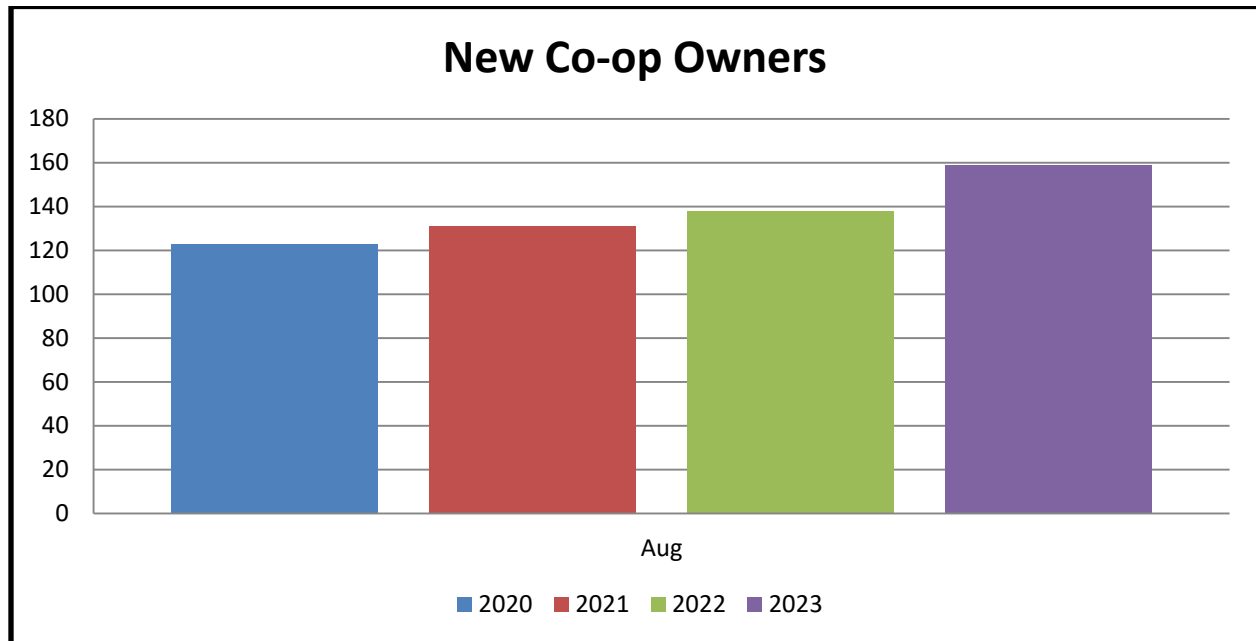


**OPERATIONS UPDATES**

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

August	2021	2022	2023	Difference
Total Sales	\$908,364.71	\$962,934.00	\$1,005,170.27	4.4%
Grocery	\$415,130.14	\$426,490.29	\$435,266.14	2.1%
Wellness	\$122,420.19	\$112,388.30	\$115,827.96	3.1%
Prepared Foods	\$139,303.99	\$167,351.44	\$184,539.81	10.3%
Bakery	\$48,788.42	\$50,161.55	\$58,182.46	16.0%
Meat	\$73,584.46	\$79,353.75	\$79,609.22	0.3%
Produce	\$105,031.44	\$120,045.33	\$121,744.73	1.4%
Campus	\$5,658.99	\$9,402.01	\$10,379.51	10.4%
Customer Count	\$30,653.00	\$33,599.00	34,139	1.6%
Basket Size	\$28.54	\$27.77	\$28.48	2.6%

- New Ownerships:



## CUSTOMER SERVICE

- Customer Experience Survey results:

	Aug-20	Aug-21	Aug-22	Aug-23
Overall Satisfaction	74%	83%	75%	68%
Availability of Staff	74%	79%	76%	61%
Friendliness of Staff	82%	88%	85%	74%
Helpfulness of Staff	80%	79%	81%	63%
Cleanliness of Store	80%	88%	81%	70%
Availability of Products	52%	60%	52%	46%
Greeted by Someone Other Than Cashier	62%	54%	55%	46%

## Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet and don't give any real indication as to why scores in August dropped so much.

## Store Operations Updates

### General

- The 2023 Employee Opinion Survey is underway.
- Market Study Update
  - Our consultant was in town September 23, 24, and 25 to assess our trade area and competition. I met with her the morning of 9/25 to discuss her observations and to answer some follow-up questions. She'll be working on completing our study right away and emailing that to me.
- NCG Fall Meeting Recap
  - The national meeting for GMs included updates on NCG programs
    - Next Level Initiatives work – common chart of accounts, common bulk PLUs, product hierarchy (product categorization), Deli recipe costing, pricing tools, financial reporting processes
    - Core Sets work
    - Customer Experience Survey platform updates and reporting tips
  - I had the opportunity to attend a couple different breakout sessions. The first was a panel presentation called **Collaborative Ventures: Grocers and Community Partnerships in Creating a Grocery Store**. This conversation gave us a chance to hear from three different General Managers about what their co-ops are doing to build successful community partnerships. I learned that La Montanita Co-op has been working with their local tribes to establish a Co-op store on the reservation at the request of tribal leadership. The second session I attended was **Strategies for Sales Growth** - a panel presentation about the creative things a couple of Co-ops are doing across the nation to grow sales and membership.

- The afternoon session on Wednesday was a presentation called **Dissecting the Definition of Healthy** by Gabby Davis, Racial Equity and Food Justice Manager at NCG. I have had the opportunity to hear Gabby present before, but this presentation was pretty awesome. In a nutshell, Gabby shared data gathered through various channels about what “healthy” means to people to challenge our thinking. We like to say that everyone is welcome at the Co-op, but our actions and our product mix are likely sending contrary messages. We all think differently about what it means to “eat healthy” and we may be excluding people who disagree with us.
- The afternoon session on Thursday was equally as impactful - it was called **Cultivating Connections**. Denise Soler Cox spoke to us about belonging and community. She spoke honestly about the current epidemic of loneliness that people are experiencing and shared that as many as 1 in 3 people experience feeling like they don’t belong at any given time. She shared tips on how to create a culture of belonging at work, how to really connect with people in an authentic way, and how to invite everyone in. It was really moving.

## UNFI

- I’ve attached three documents from UNFI for reference that provide context about our business supply chain issues- these are only included in case you’re interested in more information:
  - September Service Level Update
  - September Category Insights – Natural
  - September Category Insights – Conventional

## Marketing Updates

- Important Upcoming Dates
  - October is National Co-op Month, Non-GMO Month, and Fair Trade Month
  - Preorders for Thanksgiving pies opens October 1<sup>st</sup> and runs through November 14<sup>th</sup>
  - Fall Festival – our Co-op party at PCEI from 3-5pm on Sunday, October 1.
  - Our Tour of Italy Wines class on 10/5 has already sold out
  - Moscowberfest is on 10/7 in the entertainment district. The Co-op will have a booth again this year and will be selling brats and pretzels.
  - UI and WSU Homecoming games are scheduled for 10/14
  - October 19<sup>th</sup> is the Artwalk season opening event. The Co-op is a season sponsor.
  - October 31<sup>st</sup> is downtown trick-or-treat. We will again partner with the Alehouse to collect supplies and donations benefitting Sojourners Alliance.