January 21, 2022
Policy A – Global Ends, last revised: February 3, 2020
I report compliance with all parts of this policy.
Unless indicated otherwise, this data is accurate as of January 21, 2022
I certify that the information contained in this report and any attachments is true.

General Manager

Policy Language

The Moscow Food Co-op is at the heart of a thriving, healthy, and inclusive community where:

1. *We embody and embrace cooperative principles and values.*
2. *All community members have local access to environmentally friendly, socially responsible, and healthful choices.*

Interpretations and operational definitions

The work of interpreting the Ends policy involved many different voices. We asked our owners, managers, and staff for their input and ideas and added that feedback to prior input from the Board of Directors and some customer surveys. Co-op stakeholders have communicated that they continue to have an interest in how the Co-op does business and that the impacts of our business matter greatly. The values & priorities resulting from these conversations align closely with the values that are stated in the previous version of the Ends. What brings us together at the Moscow Food Co-op is, first and foremost, good food.

"At the heart of a thriving, healthy, and inclusive community"

At the heart has three distinct meanings:

- To be **at the heart** of a thriving, healthy, and inclusive community is to be centrally located in downtown Moscow.
- To be **at the heart** of a thriving, healthy, and inclusive community is to be an integral, well-connected, & involved member of the community – to have a high level of meaningful community engagement.
- To be **at the heart** of a thriving, healthy, and inclusive community is to be considered a third-place

A **thriving**, **healthy**, and **inclusive** community

- We support the economy. The Co-op supports local growers, producers, and businesses because it's what our owners have asked us to do. Our emphasis on local informs our buying and selling practices, as well as our relationships with local businesses.
- Business is good for everyone – we have a vibrant and resilient local economy. As my friend likes to say, "A rising tide lifts **all** boats".
- We model sustainable business practices
- We believe that everyone belongs here. The Co-op is a community safe space. We assert the right of all people to be treated with respect and dignity without reference to race, gender, gender identity, national origin, age, disability, and veteran, immigrant, or refugee status.

Where are we now? (the data)

- Centrally located:
    - Our current lease on the downtown store property expires on 3/31/2035. We are locked in to this location for another 13 years.
- Community Engagement
    - Service to the community
        - Melinda worked with other downtown business owners/managers and with the Moscow Chamber of Commerce + Visitor's Center to create a Downtown Business Alliance (DBA) so that downtown businesses can work together more formally to increase downtown. Melinda continues to serve on the DBA Steering Committee.
        - Melinda was elected to the Board of Directors of the Moscow Chamber of Commerce + Visitor's Center in June 2021.
        - Melinda serves as the co-chair of the Palouse Clearwater Food Coalition (PCFC).
        - Co-op staff served on the 2021 PCFC Food Summit Planning Committee.
        - Co-op staff volunteer for several community-building organizations on the Palouse.
    - Community partnerships – Dime in Time and Community Contributions recipients are decided on by a committee of Co-op owners.
        - In 2021, $5,959 was donated to local organizations through the Dime in Time Program. Recipients were as follows:

          December 2020 - February 2021:
          Palouse Clearwater Search and Rescue
          Northwest Cancer Foundation of Hope

          March 2021 - June 2021:

Moscow Area Mountain Bike Association (MAMBA)
Latah Alliance on Mental Illness (LAMI)

July 2021 - September 2021:
Humane Society of the Palouse'
Quad Cities Walk to End Alzheimer's

October 2021 - December 2021:
University of Idaho Women's Center
Moscow High School Band Boosters

Year-long DIT recipient: FLOWER

- In 2021, $23,933 was donated back to the community through the Community Contributions Program. Recipients were as follows:

St. Mary's School - April 2021
Palouse Prairie School - June 2021
GSA @ Moscow High School and Palouse Prairie - July 2021
Moscow Baseball Association - July 2021
Friends of the Clearwater - September 2021
Latah Recovery Center - September 2021
University of Idaho Navy ROTC - November 2021
Moscow Chamber of Commerce Auction - August 2021
Sojourner's Alliance - October 2021
Palouse Cares (distributes food to regional food banks) via American Insurance Hometown Business Food Drive
Moscow School District
Potlatch Food Bank
Alternatives to Violence of the Palouse (ATVP)
Lapwai Little Free Food Pantry
Nez Perce Tribe Food Bank
Moscow Day School
Latah Recovery Center
Inland Oasis
Pullman's Community Action Center
Vandal Food Pantry
WSU Cougar Food Pantries
Moscow High School's Period Drive
Latah Recovery Center
Moscow Police Department
Moscow Title
Inland Oasis

- Third-place
    - We provide space for connection and cooperation. The Co-op already functions as the community's third-place, although our ability to gather (the primary means by which we establish ourselves as a third-place) has been greatly hampered by COVID.
    - These unprecedented times have called for the restructuring of events at the Co-op. Classes, tasting events, and store tours were paused in spring 2020 and did not resume until summer 2021. Events & classes we hosted in 2021prior to the onset of the Delta variant (some at the Co-op itself, some in other locations):
        - Planting a Pollinator Garden – June 2021
        - Idaho Wine & Cider month Tastings – month-long throughout June 2021
        - Wine 101: Rosés - July 2021
        - Good Food Book Club – July 2021
        - EarthFest – July 2021
        - First Thursday – August 2021
        - Wine 101: Whites – August 2021
        - Hatch Chili Roast – September 2021
    - Customer count and ownership:

Customer Count		New Ownerships/Equity $		
2014	527,442	2014	1572	$63,071.43
2015	557,784	2015	1600	$65,747.98
2016	572,132	2016	1566	$67,353.47
2017	555,597	2017	1320	$65,422.30
2018	579,935	2018	1370	$64,304.78
2019	556,798	2019	1252	$63,113.00
2020	343,475	2020	1040	$55,850.08
2021	350,438	2021	1062	$55,829.61

- A **thriving**, **healthy**, and **inclusive** community
    - Monetary support for local growers, producers, and other businesses

	Total Local Purchases
2015	$556,602.00
2016	$640,502.00
2017	$662,924.25
2018	$778,741.00
2019	$802,520.94
2020	$927,133.33

2021	$1,002,039.00

- Co-op sales rebounded towards the end of 2021 and were up about 1% over 2020. Other downtown businesses are also seeing a recovery after the initial plummet. We are all collectively struggling with wage pressure and a shortage of entry-level workers.
- The Co-op continues to model sustainable business practices while keeping an eye out for opportunities to step up our game.

Dime in Time	# Reusable bags/cups	$ Donated
2015	63,850	$6,385.00
2016	58,710	$5,871.00
2017	46,897	$4,689.70
2018	57,172	$5,717.21
2019	84,597	$8,459.70
2020	47,743	$4,774.32
2021	59,591	$5,959.05

- TREX recycling program: the Co-op recycled 1,726 pounds of plastic through this program. We donated two of the TREX benches to Sojourner's Alliance.
- The Co-op maintains the Sustainable Silverware Program and the Eco To Go Box Program in an effort to reduce the waste from single-use utensils and food packaging.
- The Co-op's Sustainability Committee continues to provide feedback to management on sustainability improvements around the store. The committee also desires more opportunities to provide face-to-face education (such as the EarthFest event) once it feels safe to do so.
- Additionally, the Co-op's work (above) under Community Engagement supports a thriving, healthy, and inclusive community
- The Co-op continues to be open and welcoming to all.
    - Open to non-members for shopping and dining.
    - BLM signage, pride flags, non-discrimination signage posted prominently around the downtown and campus stores.
    - Training for staff on an anti-harassment and anti-discrimination workplace.
    - Partnerships with organizations that support this anti-discrimination work.

"We embody and embrace cooperative principles and values"

Our identity as a cooperatively owned consumer food cooperative is a differentiator in the marketplace.

- To embody and embrace our principles and values is to model them and to teach them to others: to staff, to our ownership, and to the broader community.

Where are we now? (the data)

- We continue to be organized (legally) as a cooperative business and we follow the principles in our day-to-day operations. For more detailed information, please refer to the monitoring report for Policy B – Global Executive Constraint.
- We've spent a great deal of time over the years teaching staff and owners about the principles (some principles more than others, such as P6), but we've spent very little time educating staff about the cooperative values. Now is the time to refocus ourselves and to promote the values as a key component of our identity.

"All community members have local access to environmentally friendly, socially responsible, and healthful choices"

The Co-op exists to serve our whole community. We distinguish ourselves by investing heavily in programs that work to make food accessible to everyone.

We provide product choices that are healthy for our bodies, our community, and our environment. It is our job not only to provide healthy food options to our community, but to educate our community on how to recognize products that truly promote wellness and how to utilize them in their everyday lives.

All community members have local access means anyone in our broader community who is interested in doing business with the Co-op can do just that.

Environmentally friendly, socially responsible, and healthful choices means that we offer a variety of choices to our consumers under the banner of our identity as a natural foods store.

Where are we now? (the data)

- **Access** is about physical location and affordability.
    - The Co-op continues to maintain a full-service store in downtown Moscow, as well as a small location on the University of Idaho campus.
    - The Co-op's FLOWER program is our signature accessibility program. It is highly promoted and high-impact.

	FLOWER Discounts	FLOWER Participants
2014	$0.00	0
2015	$4,740.84	46

2016	$8,328.00	66
2017	$8,238.77	88
2018	$18,966.71	116
2019	$62,894.60	163
2020	$87,751.75	230
2021	$99,844.00	319

- In 2021, we were also able to continue to offer some additional discount and rewards programs that improve affordability.

	Wellness Wednesdays	Owners Weeks	PO Program	Deli Rewards
2014	$ 7,100.00	$ 23,402.00	$ 56,915.00	$ 14,914.00
2015	$ 6,400.00	$ 43,280.00	$ 56,831.00	$ 17,787.00
2016	$ 5,538.00	$ 80,573.00	$ 52,306.00	$ 18,438.00
2017	$ 5,398.57	$ 82,388.70	$ 54,950.28	$ 18,310.62
2018	$ 4,382.36	$ 52,877.23	$ 53,195.90	$ 23,676.24
2019	$ 4,071.13	$ 57,042.67	$ 51,861.60	$ 25,179.80
2020	$ 3,325.60	$ 54,645.74	$ 52,249.56	$ 16,702.70
2021	$ 3,833.00	$ 72,478.43	$ 44,124.56	$ 16,287.50

	Senior Discounts	Student Discounts	Staff Discounts	Co-op Basics Items
2014	$1,700.73	$0.00	$ 94,482.00	0
2015	$37,641.57	$15,758.10	$ 102,902.00	42
2016	$56,994.00	$21,968.00	$ 98,788.00	200
2017	$72,643.66	$21,220.85	$ 97,102.67	234
2018	$78,824.71	$23,763.17	$ 96,762.32	241
2019	$90,496.52	$21,325.07	$ 83,796.18	249
2020	$99,341.20	$19,635.36	$ 85,527.41	294
2021	$98,178.00	$18,545.00	$ 71,346.91	386

- Pay it Forward community ownerships program –This program was created in order to remove the barrier of equity payments for our most financially in-need community members. Anyone can make an equity donation to the fund which in turn pays for annual equity payments for FLOWER participants.

    - This fund currently has a balance of $2200.
- The Co-op continues to offer curbside pick-up for customers who need that service.
- **Choices** indicates that we
    - Currently offer a variety of product options to meet people's needs for environmentally friendly items, socially responsible items, and healthful items. These categories of choices are not distinctly unique – for example, items can be both environmentally friendly and socially responsible.
    - Choices we currently offer include, but are not limited to: bulk, local, certified organic, certified naturally grown, Fair Trade, Certified B Corp, 1% for the planet, Rainforest Alliance Certified, Non-GMO Project Verified, grassfed, and many more.
    - There is no easy way to track each of these certifications through our point-of-sale system in the same way that we can track local products.
    - We provide some consumer-facing educational tools to help people learn about the items we offer. Often this education takes place through social media channels.