MOSCOW FOOD CO+OP

General Manager FYI
January 19, 2022
No action needed

OPERATIONS UPDATES

SALES: Department sales recap. 2019 data was by request added as a comparison. The difference reported is between 2020 and 2021.

December	2019	2020	2021	**Difference**
Total Sales	$ 961,203.30	$ 906,678.71	$ 957,267.85	5.6%
Grocery	$ 409,372.21	$ 435,225.17	$ 439,907.07	1.1%
Wellness	$ 155,461.08	$ 134,174.72	$ 147,404.31	9.9%
Prepared Foods	$ 158,202.38	$ 105,156.73	$ 136,891.26	30.2%
Bakery	$ 74,095.12	$ 50,224.44	$ 47,623.33	-5.2%
Meat	$ 64,139.82	$ 75,579.54	$ 72,446.60	-4.2%
Produce	$ 94,771.39	$ 106,823.70	$ 110,912.90	3.8%
Campus	$ 9,801.02	$ -	$ 4,651.33	100.0%
Customer Count	41,199	24,957	27,928	11.9%
Basket Size	$22.66	$35.51	$33.24	-6.83%

- New Ownerships:

CUSTOMER SERVICE

- Customer Experience Survey results:

	Dec-19	Dec-20	Dec-21
Overall Satisfaction	80%	75%	72%
Availability of Staff	72%	75%	69%
Friendliness of Staff	80%	83%	77%
Helpfulness of Staff	77%	78%	78%
Cleanliness of Store	74%	70%	71%
Availability of Products	53%	48%	48%
Greeted by Someone Other Than Cashier	70%	75%	60%

Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet.

Operations Information

- DEI Training
  - NCG has partnered with TMI Consulting to offer their DEI Foundations Bundle trainings (at no cost to us) to all managers at the Co-op. Courses begin in early March and will be available through March 2023. Coursework is as follows:
    - **DEI 101** – Build your foundation with core DEI concepts and explore the intersecting layers of diversity that each of us has.
    - **Unconscious Bias 101** – Understanding the science behind unconscious bias can help ensure that prejudiced or biased behavior doesn't sabotage your efforts to be fair, inclusive and respectful to others.
    - **LGBTQIA+ 101** – Unpack what makes up the ever-expanding acronym LGBTQIA+. You will discover the difference between gender and gender expression, sexual orientation, sex and pronouns.
    - **Allyship 101** – Allyship is a quintessential skill for modeling inclusive behavior and is for anyone seeking to take on a leadership role. The goal is to help you feel empowered to make situations more equitable and safer for those around you.
  - We are still looking for local/regional professional trainers to work with in order to offer some DEI focused training to all Co-op staff.
- Supply Chain Disruptions
  - UNFI is continuing to experience disruptions, this time as staffing shortages due to the omicron variant. This is impacting our orders and deliveries.
  - We're also experiencing challenges getting replacement parts for equipment. It is taking weeks to get parts instead of days.
- Bakehouse
  - In order to increase production, the Bakehouse is moving to a 24-hour operation. This will allow us to have a second daily delivery (around 4 p.m.) with additional bread and pastries to see us through the evening rush.
  - Salted breadsticks are back!!!
- Wellness Wednesday Program
  - We've decided to discontinue this program in 2022 because it doesn't get much participation. We'd like to repurpose these marketing dollars toward offering better owner-only sales.
- Student Discount Program
  - Effective in January 2022, the student discount will only be valid at the Co-op on Campus.
  - This program is also under-utilized and we'd like to use it to drive more traffic to the campus location.
- Senior Discount Program
  - We're working on changes to the Senior Discount Program that will take effect in spring 2022.
    - Increasing the qualifying age to 65.
    - Qualifying seniors will be asked to enroll in the program rather than having cashiers ask each customer if they qualify.

        - Changing the frequency of the discount to monthly instead of weekly.
- Paper Grocery Bags
    - Effective April 1, 2022, the Co-op will pass on the expense of paper grocery bags to the consumer. **Per our last invoice, paper bags now cost $0.21 each.**
    - This change will mean updating the Dime in Time Program – we're still working on the details of this.
- Facilities Updates:
    - Our annual fire inspection was completed in mid-December.
    - We're planning on repainting the exterior of the building in 2022.
- Marketing Updates:
    - Please see that attached update document and promotions playbooks.