MARKETING UPDATE

Team Fresh (our produce department) significantly overhauled the west-facing cold case to feature the bounty of winter citrus and limited-season produce items like pomegranates, local peppers, local apples, and fresh cranberries and chestnuts.

CONTENT

Executive Summary

Social media highlights

ICCU ownership drive review

Free "Co-op Kids To Go" continues every Wednesday

Marketing to bring on new AmeriCorps DTC teammate

Marketing Plan in the works for 2022

Bakehouse making special-order Valentine's Day cakes

Marketing/Outreach/Ed Briefs

Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop or crambo@moscowfood.coop.

See the attached February Promotions Playbook. The 2022 Media + Marketing Plan will be finalized in March.

Social media highlights

- Starting in February, Marketing will work on transitioning newsletter platforms. We're currently using Squarespace campaigns as it is an extension of our domain hosting platform. We'll soon be using FloDesk, as it is a cheaper monthly subscription and allows for more significant list segmentation and easier (and more customizable) embedded sign up forms.

ICCU ownership drive review

LOCAL CREDIT UNION SUPPORTS 25 OWNERSHIPS, RENEWALS VIA NEW EVENT

The Marketing department worked with local Idaho Central Credit Union community development team to sponsor a one-day ownership drive at the downtown store on January 14 from 11 a.m. - 5 p.m.

ICCU generously sponsored up to $500 in any new owner's annual equity payment or any current owner's renewal payment, while also hosting a giveaway featuring Co-op and ICCU swag. The Co-op gained 25 new owners through the ownership drive.

We've never had a business sponsor an ownership drive quite like this before, and the partnership worked well. We're looking forward to partnering with ICCU on tabling on UI's campus as well as considering other opportunities that may arise with additional business partners in the future.

Chloe and two ICCU team members hold down the fort at the ICCU table during the ownership drive. Photo courtesy of ICCU.

Free "Co-op Kids To Go" continues every Wednesday

"Co-op Kids To Go" offers free activity kits and fun crafts made out of recyclable, reusable, or sustainable materials for children aged 3-7 with adult supervision. These kits are available from any cashier every Wednesday at the downtown store in place of Co-op Kids in-person programming.

This program is a nice way to provide some support to parents and families of young children in our community. While we don't have plans to bring back in-person Co-op Kids activity or adventure days anytime soon, we will continue to provide free craft kits through the year. Participants stay up-to-date with weekly newsletters sent from Marketing.

February 2: I Love Groundhog Day Kit
February 9: Footprint Horse
February 16: Paper Plate Weather Chart
February 23: Pipe Cleaner Play Set

Marketing to bring on new AmeriCorps DTC teammate

AMERICORPS VOLUNTEER WILL RUN FOODBANK OUTREACH, DONATION PROGRAM THROUGH AUGUST 2022

The Marketing team has applied to host internships through the University of Idaho and Washington State University, with a focus on recruiting marketing, communications, or sustainability/environmental sciences students. Before the end of 2021 we received an invitation to create a job posting through WSU's Washington Campus Compact (WACC) AmeriCorps program, which will allow us to host a student intern that will have the opportunity to earn an academic award following the internship and work experience in areas of interest.

Following the WACC AmeriCorps program's requirements, our new teammate is in WSU's Digital Technology & Culture (DTC) program will take lead on organizing the Co-op's foodbank outreach and donation programs through August 2022. We're excited to share more when the WACC contract is fully signed!

Marketing Plan in the works for 2022

Marketing is currently putting together an annual plan to inform long-term strategy through the year.

Some plan components include:

- Market (Audience) Facts
- Store SWOT
- 2022 Marketing Goals + Work Plan
- Digital Growth Strategy
- Promotions Planning Overview
- Updates to the Business Partner Program, Education & Classes, Foodbank & Donations Program, and Vendor Table Program
- 2023 50th Anniversary Planning
- Tracking Data & Audience Metrics

The document will likely be ready in March, and will provide a great foundation to build upon for 2023.

Bakehouse making special-order Valentine's Day cakes

Photo by Amellia Northrup, Bakehouse Manager

The Bakehouse team will be creating special double-layer 4" cakes in gluten-free chocolate, gluten-free vanilla, and regular chocolate and vanilla. All cakes are able to be inscribed with three words and will be available for pick-up on Monday, February 14 from the downtown store. They are so cute!

Click here to learn more

Marketing, Outreach & Education Briefs:

- The work of our featured Co-op Gallery artist, Ena Sanchez Raml, will be available for viewing through February 15. Raml's story was featured in the Moscow-Pullman Daily News and we were happy to host a D-News photographer to shoot the installation process. Raml will be donating 100% of her sales to the Gritman Memorial Foundation and Idaho State Veteran's Home in Lewiston. Click here to read the article featured in the Daily News.

- Community News will soon be available digitally in blog form in addition to it's in-store print-only version. Stay tuned!

- Save the date:
  - Bridgette Schnider Vendor Table: February 6 from 10 a.m. - 1 p.m. near the West entryway, selling earrings, cards, small prints, and small gifts.

  - Stay tuned for a class or pop-up partnership with Sarah from Garden and Villa, a floral artist focused on local sourcing.

  - Stay tuned for more details on a Zoom-based wine tasting in partnership with a New Zealand-based winemaker. We'll be partnering with Vine in Moscow to advertise the event. We have more details to work out but we're excited for a virtual opportunity to connect with a winemaker. This could help inform our ability to do this more locally in the future.

  - New Dime in Time recipients include Circles of Caring Adult Day Health Foundation, Pullman Community Gardens at Koppel Farms, and the Co-op's FLOWER program.

Above: Ena Sanchez Raml in front of her completed art installation featuring nearly 25 painted works. Photo by Chloe for Community News.
Below: Ena and Chloe discuss how the gallery hardware works while Ena's husband, Steve, hangs pieces. Photo by Zach Wilkinson, Daily News.

Peanut Tofu Spring Rolls

MOSCOW FOOD CO•OP

INGREDIENTS - Peanut Tofu
- 1 14oz block extra firm or super firm tofu
- 1/2-3/4 cup smooth peanut butter
- 1/2 cup hot water
- 1-2 cloves garlic, crushed
- 3 tbsp soy sauce
- 3 tbsp hoisin
- 2 tbsp fresh lime juice
- 1 tbsp rice vinegar
- 1-2 tbsp sriracha or other chili sauce
- salt, to taste
- 2 tsp oil
- 1/4 cup minced shallot

Celebrating Lunar New Year

Tofu Stir Fry Noodles

MOSCOW FOOD CO•OP

INGREDIENTS
- 14 oz block of extra firm tofu
- 8 oz sugar snap peas
- 1/2 lb baby carrots, quartered (around 2 cups worth)
- 1/3 cup diced green onions
- 1/3 cup minced fresh garlic
- 1/4 cup minced fresh ginger
- 3 tablespoons cornstarch
- 3 tablespoons sesame oil, divided
- 14 oz stir fry rice noodles
- Stir fry sauce

Recipe courtesy of Build Your Bite

- Drain tofu and cut lengthwise into 2 one-inch slabs. Press for 30 minutes. Cut tofu into chunks. Toss tofu in a bowl with 3 tbs. cornstarch. Heat skillet with 2 tbs. sesame oil and cook tofu for 15 minutes until brown on all sides.

(Recipe continued on the back)

Celebrating Lunar New Year

Our produce buyer and grocery buyer teamed up to offer a special display to honor Lunar New Year. This was the first time we've truly honored Lunar New Year and we're excited to build this special holiday into our annual calendar of celebration. Let Chloe know if you'd like to try either of the recipes sourced above - they're amazing!