General Manager FYI
May 29, 2021
No action needed

OPERATIONS UPDATES

SALES: Department sales recap

April	2020	2021	**Difference**
Total Sales	$790,121.32	$905,524.49	14.6%
Grocery	$389,155.26	$412,874.43	6.1%
Wellness	$97,029.23	$112,174.81	15.6%
Prepared Foods	$63,578.42	$124,721.62	96.2%
Bakery	$40,753.74	$54,032.32	32.6%
Meat	$74,369.26	$76,346.03	2.7%
Produce	$125,589.67	$121,931.02	-2.9%
Campus	$0.00	$5,961.05	100.0%
Customer Count	20,903	28,248	35.1%
Basket Size	$36.59	$31.00	-15.3%

- New Ownerships:

	2018	2019	2020	2021
January	113	116	82	106
February	84	75	161	170
March	81	78	52	74
April	94	69	41	70

CUSTOMER SERVICE

- Customer Experience Survey results:

	Apr-20	Apr-21
Overall Satisfaction	78%	76%
Availability of Staff	86%	66%
Friendliness of Staff	95%	80%
Helpfulness of Staff	95%	80%
Cleanliness of Store	86%	80%
Availability of Products	49%	49%
Greeted by Someone Other Than Cashier	49%	54%

Customer Experience Survey Comments

(The comments below are edited for spelling, but not for grammar or punctuation)

- Oh, I'm just stoked I got that flower discount. The cashiers are always super friendly and nice. I'm glad you guys that spindrift sparkling water too, i like that. And the bulk price for the quinoa is great, even without a flower discount!
- Always feel safe there - great sandwich!
- The produce was fresh and delicious. I found Honeycrisp apples, asparagus, and lemons for a great price. I also found some excellent frozen fish at a good price.
- The checkout person helped me with my membership update and was very patient.
- We were very pleasantly surprised to find the bakery case is self-serve again! It was very nice to be able to self-pace that part. This month's specialty sweet roll was delicious! And we love the peach cloudberry skyr. The cashier asked if we were picking up the kid craft kit to go (we absolutely were). The only small issue was the cashier's light wasn't turned on, but I assume it's because she was jumping on temporarily to help with checking out and then she was getting off the register once the lines were taken care of. We love the co-op and look forward to a time we can purchase, loiter in the seating area, and visit with people again. Thank you for still providing so many awesome services during this time.
- I had great experience with customer service. Thank you! The workers were helpful in finding me what I needed. The cashier was very nice too.
- A staff member asked if I needed help while looking at vitamins. She offered to look up in the computer for what I was searching for but then found it on the shelf. The fellow at the meat counter was very knowledgeable about the sausages. The checkout person was very friendly.
- Great products and friendly faces.
- Nice, friendly atmosphere. Small enough to be convenient. Large enough to have what I am looking for.
- The Moscow Food Co-op usually has the products I want. The staff is friendly and knowledgeable. It is also very close to where I live and work.

- Only place to get Virginia's salsa. Unique selection of fruit. Able to park quickly.
- I love that you carry local items like Orchard Farm soaps!
- Cashier was very friendly and patient. The bulk sale on nuts was great. I also really appreciate my Flower discount.
- Good product availability. Friendly staff and checkout experience. Will definitely return.
- excellent organic selection. great bakery - best bread in town. friendly.
- Hot food bar had a nice variety of options, loved that the baked chicken, pizza, and eggplant Parmesan were all available on same day! Love seeing my neighbor friends. The checkout person was beautiful inside and out with her glitter eye shadow shining through on her masked face!
- The Co-op has a broad selection of produce. There are often new items in the produce department for me to try. When I got in line to check out, Joseph called us over to his open register so that we didn't have to wait in the other line.
- It is well-located. It focuses on organic food. It also focuses on local producers. And it works to include Fair Trade items. With luck the pandemic will go away and we can also eat in the cafeteria section.
- The commitment to sustainability and recycling as well as the focus on local and organic products makes Moscow Food Coop the best grocery store—no the best Store in town
- More healthful food choices than standard grocery stores. I know the workers there, and they are helpful. And I get a discount!
- We were there when the customer load was light, which is always better. We found what we were looking for and the checkout process was smoother than usual. I think mostly because of the light customer load.
- The story is clean and safely navigated. The aisles are well organized. The staff are all helpful and kind.
- The item I needed were in stock
- Great products! Great staff! Great environment!
- The coop always has a good selection of beer, coffee, etc. It's where I go when I need to buy little gifts for people. It's also my go-to for good cheese.
- The staff are always friendly and willing to help. Some of the items I purchased were on sale.
- The products we buy in bulk were available in enough supply that me and other customers could adequately shop. Prices on dry goods were very good. Selection of products is also good so I can choose from several brands of pre-packaged products. Staff is very helpful in retrieving anything I need that has run out of supply (container lids for bulk area).
- The quality of the produce is quite good and affordable for the essentials. The bulk goods section is a life-saver. It’s the only way we can afford to make good quality, nutritious things like bread in large enough quantity for our family.
- This was our first visit to the coop and we were very impressed. Everything in the store was like everything we have in our house and we normally have to shop several stores to purchase these items. Too bad we live 5 hours away or this would be our go to store!
- Always really happy with my experience shopping here, and I love the bread options in the bakery, however I wish the Moscow sourdough was sold more than just once a week. We

love it in the loaf shape. Also, I don't know if the bread isn't selling as quickly, or if it isn't being bagged right away, but the loaves are sometimes a little dried out compared to a few months ago.
- They have the specialized wellness and nut and gluten free products that my family uses. The special ordering is really convenient for items we use a lot of. Thank you.
- The staff is always knowledgeable and friendly. SUPER impressed with the selection in the Wine/Beer department. Also loved the fresh fish market and outdoor music. Cashier provided my kids with a sticker, as well.
- Great products. Friendly checkout experience. Good value.
- I enjoyed it! Good wine selection! Good dairy!
- I buy local eggs and I'm lactose intolerant and it's easy to find milk free products. The wine selection is great, never had a bad one and I grab at random.
- I love the co-op! While I always know there are certain items I can get, more and more often some new exciting things are on the shelf! I often leave with more than I came for.
- We found what we were looking for. We spent more time browsing than we had planned, but only because there was so much variety that we couldn't decide between the many good options.
- Customer service is always wonderful. If someone doesn't know the answer to my question, they find someone who does. They don't always have what I want, but if they can get for me; they do. Overall, I'm very happy with the selection and variety of products, and I think the store is well balanced between grocery staples, bakery and prepared foods. I also think they have done an admirable job navigating the challenges of the last year.

Sustainability Committee Meeting Recap

4.28.2021

Review of last month's notes for updates & action items

The committee shared edits to make to the meeting notes.

Earth Month BINGO card (April)

One person entered a completed BINGO card. The committee will brainstorm other interactive activities to replace BINGO cards in the future.

Earth Fest event review

The committee reviewed the Earth Fest event that took place Thursday, April 22 in celebration of Earth Day. They will work with the Co-op to host the rescheduled event in July. The April 24 event was cancelled due to weather. The dates being discussed for the July event are either the 17th or 18th.

Ideas for the July event:

- Musicians playing 45-minute sets
- Adjusting the Trex or Trash activity to use the info board she created
- Creating a new test/trivia activity
- Booth/canopy dedicated to compost activity

- Can reach out/collect compost from the dump for the compost/planting activity

It was suggested that we reach out to Amanda Argona with the City regarding using some space on 5th Street to minimize use of our parking lot for the event.

Update on Master Recycler program

An update on the program was given. The program plans were well-received when presented. Latah Sanitation expressed interest in partially funding the program, but did note they don't have authority to initiate it. We would like to blend outreach/education with the Co-op's audience and effort, as well as WSU and UI.

Information on what UI is currently accepting for recycling and compost was shared with the committee.

There was a workshop on greenhouse gasses led by the City of Moscow on Monday, 4/26. It was recorded and folks can look it up if interested.

Electric vehicle grant from SBDC

A brief overview of the grant opportunity available for implementation of infrastructure for electric vehicles was provided by those who attended the webinar. The committee discussed it.

Update on collaboration with WSU course

Chloe gave a brief overview of the collaboration with the WSU DTC course. The student group created a set of marketing materials focused on palm oil, as well as Dime in Time and shopping in bulk.

Planning/Brainstorm Plastic Free July

The committee discussed ways to engage with the community in July

Topics suggested by committee members:

- Waterless Urinals - More education on the waterless urinal at the Co-op to share why it's more eco-friendly than using the toilet
- EcoToGo Moscow

The committee introduced themselves and shared a brief bit of information on why they're on the committee.

Discuss next meeting time:

Wednesday, May 26 from 1 - 2 p.m. via ZOOM

Sustainability Committee Meeting Notes

5.26.2021

Review of last month's notes for updates & action items

The committee shared edits Chloe needs to make to the April meeting notes.

Earth Fest event updates - Date July 17

- Fiddling Big Al will perform again
- Chloe or a volunteer will help with setting up the sound system at 9:30 a.m.
- Proposed event time frame 10 a.m. - 8 p.m. or 10 a.m. - 6 p.m.
- Each musician will play a 45-minute set with 15 minutes at the top of the hour for swapping the set-up
- Willow shared information on the Palouse Prairie 1st and 2nd Graders Bee Box activities

Planning/Brainstorm Plastic Free July

The deadline for additional ideas for Plastic Free July is June 15th via email to the committee.

June 15th is also the deadline to submit a piece or article for Community News via email at editors@moscowfood.coop

Brittany shared a list of ideas to promote/celebrate Plastic Free July in the chat:

- One Change Pledge—in store & on social media
    - Beginner: You can pick one disposable item to avoid all month, like single-use plastic straws, coffee cups, grocery bags, or water bottles, and create a new solid habit of using your own reusables!
    - Intermediate: You can commit to eliminating all those top four (single-use plastic straws, coffee cups, grocery bags, or water bottles) or another mixture of single-use plastic items you notice frequently popping up in your lifestyle.
    - Expert: You can go all in and avoid all disposable plastic all month!
- Plastic alternatives list—what you can buy at the co-op
- Repurpose ideas—maybe a class, contest
- Print & share Plastic Free July impact report
- Provide list of non-profits cleaning up plastic
- Provide list of plastic documentaries
- Get input from local scientists about plastic pollution on the Palouse
- List zero-waste and plastic free champions to follow on social media

The committee shared potential prompts for social media:

- Show us your favorite reusable products
- How did you eliminate plastic through the month?
- What are more ways to reuse plastic and help change your relationship with single-use plastic
- More information on how to shop in bulk with reused containers

Willow shared the idea of hosting a class on unique ways to reuse plastics. Miriam has ideas for instructors and will connect with Willow.

Update on Master Recycler program
Lauren gave a brief update on the status of the program, and will share another update next week as well.

Discuss next meeting date/time
Wednesday, June 30 from 1 - 2 p.m. via ZOOM

Operations Updates

- Look for the salad bar and self-serve hot soup to return on June 6th!
- As mentioned in the monitoring report for Policy B1, look for a refresh of our hot bar, as well.
- KeHe – We started receiving regular deliveries from our new, secondary supplier!
- Campus will continue operating during limited hours for the duration of the summer. We will shift to fall hours in early August when the student population starts returning to Moscow.
- We updated the outdoor furniture in front of the downtown store. Carey (Facilities) is working with the City on permission to place some tables on the Washington side of the building, as well.
- The new marquee sign (to replace the one that blew down and shattered in a recent wind storm) is coming soon!
- Marketing Updates
    - The 1st and 2nd graders at Palouse Prairie Charter School have been studying bees, and their final product art pieces will be on display in the produce department through the beginning of June.
    - A "Plant a Pollinator Garden" class with Jodi of Swallowtail Flowers is in the works for June. Keep your eyes out for more information shortly!
    - Marketing will give a tour to a group of 4H teens on June 22, focusing on local food systems and career opportunities.
    - During the Clear Your Cabinet Food Drive for the Vandal Food Pantry, 6 large bags of goods were donated by customers.
    - Now through June 5, we are partnering with the Nez Perce Tribe on a Donation Drive (food and hygiene) benefitting Uuyit Kimti, a Women's Outreach program providing assistance and temporary housing for victims of intimate partner violence, sexual assault, stalking, and elder abuse.
    - The Co-op Community Food Drive continues to succeed, with the total amount of food donated to local food banks since November 2020 exceeding $20,800!
    - The Co-op will be participating in Moscow's Artwalk on June 17 from 4-8 p.m. Former Kitchen Manager Christian Smith will be the featured artist in an outdoor art pop-up event including free beer and wine sampling. More details coming soon!

- Co-op Kids held their first in-person meeting in 14 months with a socially-distanced hike through the PCEI Nature Center on May 25th.
- Marketing is creating an "Eat the Rainbow" scavenger hunt through the produce department for Co-op Kids on Fresh Veggies Day—June 16.
- In celebration of Idaho Wine and Cider Month, marketing and Wine Buyer Peg have set up tastings every Thursday and Saturday in June! Thursday tastings will be held 4:30 - 6:30 p.m., and Saturdays will be from 11 a.m. - 1 p.m. (The two wineries that will be sampling for Artwalk on Thursday, June 17 will stay for the entire event, 4 - 8 p.m.)
- For June's Pride Month, marketing is creating new pronoun buttons featuring the pride rainbow. Sales from these buttons will benefit clubs at Moscow High School and Moscow Charter School that provide support to the LGBTQIA community.
- Willow's first LEAN project was to work with the Front End to make new owner packets digital (reducing labor to print, supply costs, and resources). They estimate that this change will save *at least* $1,295 annually, not including labor costs. You can preview the new webpage here: https://www.moscowfood.coop/new-owner-information
- Attached you'll find the Promotions Playbook for June.