**General Manager FYI**
**April 26, 2021**
**No action needed**

## OPERATIONS UPDATES

SALES: Department sales recap

| March | 2020 | 2021 | Difference |
|---|---|---|---|
| **Total Sales** | $1,009,616.29 | $923,530.74 | -8.5% |
| **Grocery** | $469,843.58 | $426,240.33 | -9.3% |
| **Wellness** | $158,448.61 | $115,580.07 | -27.1% |
| **Prepared Foods** | $113,034.22 | $118,640.08 | 5.0% |
| **Bakery** | $63,851.46 | $54,060.32 | -15.3% |
| **Meat** | $79,538.11 | $82,813.44 | 4.1% |
| **Produce** | $122,262.23 | $123,408.73 | 0.9% |
| **Campus** | $6,965.58 | $4,047.64 | -41.9% |
| **Customer Count** | 32,879 | 28,254 | -14.1% |
| **Basket Size** | $29.67 | $31.64 | 6.6% |

- Sales and customer count continue to be impacted by the pandemic.
- March 2020 sales were artificially inflated due to the pre-lockdown panic buying we experienced.
- April 2021 sales, so far, are up 15% over April 2020

- New Ownerships:

## CUSTOMER SERVICE

- Customer Experience Survey results:

| | Mar-20 | Mar-21 |
|---|---|---|
| **Overall Satisfaction** | 69% | 75% |
| **Availability of Staff** | 75% | 72% |
| **Friendliness of Staff** | 85% | 85% |
| **Helpfulness of Staff** | 75% | 77% |
| **Cleanliness of Store** | 75% | 78% |
| **Availability of Products** | 36% | 52% |
| **Greeted by Someone Other Than Cashier** | 62% | 67% |

## Customer Experience Survey Comments (edited for spelling):

*(While edited for spelling, the comments below are not edited for grammar)*

- A pleasant experience. We found everything we looked for. It was not overly busy
- Love Moscow Food Co-Op!!!!
- Super clean place. Was able to find all I needed. Friendly staff
- Tia is always warm and welcoming. I always go to her when she is available for check out.
- I was overcharged and didn't realize it until I got home, looked at the receipt and began filling out this survey.

- Prepared food: 3 cheese lasagna with sausage was over-spiced. The tomato sauce tasted like hot sauce. We love the gram-and-go entrees, but after three times with this particular lasagna (hotter each time), we will not buy this item until we receive assurances that the spices have been adjusted.
- I found a great deal on the bulk items I was looking for. The produce was fresh and local and in-season and delicious. And the deli staff was very helpful.
- I appreciate the availability of many locally produced foods/items. I like the friendliness and community fell of the coop. I appreciate the availability of healthy alternatives (organic) items.
- The Coop is a friendly place. I like being a owner. I had a coupon for free bacon.
- It would be helpful to know when pies will be available from the bakery. Also, many baked goods are on the shelves that are 5-6 days old. These should be marked down since they are not the freshest.
- The co-op is always a friendly and pleasant place to shop. The staff is always wonderful. There have been some changes to the co-op recently that I do not like, but it is still the place I do the majority of my shopping.
- There is no such thing as perfection in a service industry. I've found that there are either staff all over the place asking if you've found what you're looking for, or there is no one around to ask a question of; really, no one. I love my Coop. I'm a lifetime member and will shop there until I drop. But, I also can't tell you how many times I've bought a delicious-looking cinnamon roll or cupcake only to find it to be completely stale. Speaking of cupcakes, I'm tired of cupcakes being the ONLY sweet item in the cold case. Enough already. Bring back the lemon bars, cheesecake brownies, and other goodies that are not cupcakes.
- We love the Co-Op. We think it's an important part of the Moscow community and we like to support it. Our kids like seeing the variety of items in the store also.
- The service was quick and friendly. All but one item on my list was available. I appreciate that the staff wear masks and ask shoppers to wear them too. I had a special order that required the checker to call and request the case be brought to the checkout station. This was all done very quickly. And I received my case discount without asking, too!
- Great: customer service, staff and customers masking, quality products.
- All my questions were answered. Bulk foods quickly filled empty bulk walnuts. Wine department suggested good wine.
- We are typically highly satisfied. This trip around we were looking for a particular frozen food item that we were unable to find – we don't always shop in the frozen department and usually source from the produce aisle in addition to the meat aisle. We will be a little bit less picky next time around!
- High quality foods available. Staff is eager to help. Offers to help find items are welcomed.

- We're really lucky to have the Moscow Food Co-op because it carries items that aren't carried by other stores. Over the years, it has become increasingly attractive, and although some items we purchased in the past are no longer available, we're still fans.
- The quality and variety of items is generally very high. Moreover, the MFCo-op keeps their shelves stocked for most items (broccoli sprouting seeds are an exception). There is a bit too much plastic, but most of that is unavoidable. The store always smells so good, and is very lively.
- We buy the Gluten Free farmhouse bread two times a week for our family – it's the best. But it is 8.99 a loaf…that's a lot, could there be some sort of "buy 5 loaves get one free for COOP members? Or a punch card?
- The staff is always friendly and ready to help. I continue to shop at the co-op since the products are excellent. It does seem you could be a bit less vigilant on masking such that if one wants to pull her mask down for some reason that should be fine.
- Friendly, good selection of beverages, clean and pleasant atmosphere.
- The food quality is top notch. The prices are reasonable. I was thrilled to find Klean Kanteen water bottles on sale for 15% off, so I bought two. Definitely a bargain. My only complaints were they were out of ground sausage/pork and also Beeler's heat and serve breakfast sausages (my personal favorite). However, the meat counter had some nice house made sausages that stood in for the ground port I was looking for for tonight's dinner. The man at the meat department helpfully answered any questions I had regarding the pork used in the sausages. The checker was friendly. I love the incredibly variety/product selection the co-op has. I recently moved from a much bigger city and feel the Moscow food co-op is far superior to the one I left behind, in price, item selection, items being in stock, and item quality. Bonus points for the kid sized shopping carts that let my "little helpers" participate in the shopping experience.
- I nearly always find what I want, I want organic produce & quality products. I love the Senior discount.
- Everywhere seemed freshly cleaned today. It seems like the store is getting a handle on its stock again. I didn't find any moldy produce!
- I love shopping at the Moscow Food Co Op! I feel really safe knowing all the covid precautions they're taking. I also love the quality of the products available – fresh, organic produce, healthy gluten free options, etc. Just absolutely love shopping here!
- Staff is very helpful and knows the store, customers and product. Selection and availability is predictable and convenient. I like the layout of the store and how updates and changes are made.
- Always excellent selection of beer & wine. Found exactly what we were looking for and more. Discovered a new tea I love.
- I love the bread and selection of cheeses, and the variety of beer and wine. They are great items for a cozy night in!

- Able to buy organic produce and grains and coffee in the quantity desired as opposed to pre-packaged items in a set size.
- I love the our coop. The staff is friendly and helpful. It supports local farmers and carries a variety of products.
- Friendly and helpful staff. Flower Discount helps me tremendously. You carry great local, organic, sustainable products.
- The overarching feeling I get from the Co-op is they are "special and doing me a favor by having their doors open" I think the front end is especially a problem area. If I were training front end employees. Eye contact, direct conversation with the person not questions asked into the air. Less chatting amongst themselves or friends when customers are waiting. I get an overall feeling that they are doing me a favor by checking me out. There are lots of natural food choices these days, including directly from the farmer.
- Small gripes. The aisle with wellness on one side and chocolate bars on the other is noticeably narrower than the others. There are too many prompts/confirmations when paying via NFC or credit card at checkout. You should use Untapped or similar service to update new beers that show up.
- Moscow Food Co-op is well-located, easy to navigate inside the store and they have gone beyond expectations in keeping the store open and stocked during the pandemic.
- Even before Covid the variety in the deli section could be improved. I find that a lot of the food is too salty or too spicy. This last year it seems the menu is consistently repeated. Maybe ask the customers what they would like to see in the deli in the hot bar and what they don't like.
- It is very helpful to go someplace right now where the people who work there are very friendly. I am getting to know a few of the checkout people. Everyone is always masked – which is not true in other stores in Moscow.
- Healthy foods. Good variety. Pleasant shopping experience. Excellent adherence to best practices around COVID-19.
- The staff is always friendly during my visits. I was able to find what I needed. I enjoy the welcoming, community-oriented atmosphere.
- The Coop always has beautiful produce, often with local options available. Local eggs and local wine are much appreciated, too! The staff are kind, knowledgeable, and have done an excellent job upholding health standards during the COVID pandemic.
- Cashier was super friendly and helpful. Bulk goods were stocked and easy to access. Produce quality and variety is top notch! Favorite place to buy bread and baked goods in the area!
- The pizza was tasty and an easy dinner for us. We found everything we needed. It's always a nice place to shop!

- I enjoy shopping at the Co-op because you consistently deliver high-quality food and goods. Even when my favorite Provident Farms raw cream is out of stock. ☹
- Shopping at the co-op is a splurge for me. Sometimes I get asked if I need help multiple times just maneuvering through the store. I am concerned about how fresh the bulk options are as far as being kept air tight.
- I am here at least once a week but I have frequented other stores lately because the shelves are bare quite a bit.
- Everything I needed at the time was there with only a couple of minor exceptions. I didn't need any help during my visit and none was offered. The hot bar seemed under staffed as there was only one person working at the time.
- They had what I was looking for. I put it in my basket. I was then finished shopping.
- Always a great experience.
- There is an upbeat, helpful attitude there. The store is sanitized, but still allows people to serve their own bulk food. The meat is from animals that aren't mistreated. I enjoy the fresh bread.
- I love shopping here because you always have everything I want/need and I know that the Co-op cares to stock the cleanest products. I appreciate that! Also, I know that if a problem does arise, it will be resolved without stress. I definitely appreciate that also!

## Sustainability Committee Meeting Recap

Sustainability Committee Meeting Notes 3.31.2021

**TerraCycle Alkaline Battery Recycling**
Rufus will share an update at the following meeting.

**Earth Month Tabling**
The committee reviewed the information on the plans for an "Earth Fair.

- TREX or Trash? Activity
- Rooting plants/spider plants with composted dirt
- Interactive questions, true or false, that is kid-friendly focused on
- The committee discussed who would like to volunteer, if it should be a multi-day opportunity, and other logistics.

Action: Chloe and Melinda will find out if the Co-op has extra sandbags to hold down the canopies.

The Co-op will supply hand sanitizer and other cleaning supplies as needed.

Action: Chloe will send out a Doodle poll with available tabling Earth Fair

The committee talked about what other items they'd like to provide at the table:

- Earth Month Bingo card
- We could reach out to UI Sustainability to see if they have anything they'd like to provide
- Demonstrations or hands-outs from LSI
- TREX cards
- Sustainable Silverware cards?
- Information on palm oil

The committee discussed moving the full Earth Fair The committee discussed moving the full Earth Fair event to Saturday, April 24 in the parking lot. The time is not concrete.

**Earth Month BINGO card (April)**
The committee briefly reviewed the BINGO card and offered suggestions for marketing and advertising the card.

**Collaboration with WSU Class**
Melinda gave a brief update on the collaboration with the WSU course. The committee briefly discussed the packaging of the dried fruit.

Ryan shared the WSU compost facility could soon start accepting municipal compost. He will learn more and will share with the group.

**Update on Master Recycler Program**
No update available

Next meeting:

Wednesday, April 28 from 1 - 2 p.m. via ZOOM

## Operations Updates

National Co-op Grocers (NCG) Meeting Recap

- I attended the virtual NCG Spring Meeting on Wednesday and Thursday, April 21 & 22. Each meeting was just over 6 hours long via Zoom!
- The overarching theme was DEI work. The presentations were excellent, informative, and inspiring.
- This link takes you to the research that was presented as a part of the day 1 keynote.
- This information was referenced during the presentation.

- This link takes you to the day 2 keynote speaker's website.
- Here are the highlights from the notes I took:
  - Day 1:
    - DEI Roadmap - NCG developed their own organizational roadmap. Can we develop one for our Co-op? (I'll see about getting a copy of what they shared).
    - We should consider hiring a local DEI consultant to work with us on this path.
    - Look up "White Supremacy Culture" by Tema Okun (done)
    - The best thing we can do to improve food access is to diversify our product mix to 30% conventional so that everyone in this community is truly welcome here. (We will need to do some of this for WIC anyway)
    - Willy Street is 40% conventional
    - Littleton, VT co-op is 30% conventional
    - Onion River Co-op is also about 30% conventional
    - What about a microloan program for BIPOC producers?
    - Co-ops are rooted in values, but whose values are they?
    - Read "For all the People" by John Curl
    - Read "Emergent Strategy" by adrienne maree brown (I have this - Thane recommended it to me last December)
  - Day 2
    - Emphasis on "working with" vs. "doing for" - solidarity vs. charity
    - Provided steps to take to build racial equity through promoting local food systems (the slides from this presentation will be available for download).
    - Equality doesn't mean equity
    - Our, the Co-op's, food bank program needs a second prong that does the work to eliminate hunger. What is this work?
    - Embed racial equity work into our planning.
    - Healthy food systems are equitable food systems
    - "Start where you are with what you have. Make something of it & never be satisfied" - George Washington Carver

- Finance Updates:
  - We recently had to upgrade our Quickbooks software. Our file size is so large that we weren't guaranteed the ability to recover them should the worst-case scenario happen. Additionally, they are no longer supporting the version we had.
  - We've begun the annual review process with Wegner CPAs.

- We recently changed our linen supply company and are switching to Cintas (which is a contract that is negotiated for us by NCG). We're anticipating this change will save us several hundred dollars each month.
- KeHe – We're ready to start ordering from our new secondary supplier!
- Marketing Updates:
    - The Co-op partnered with the Vandal Food Pantry for their themed 4-week food drive. It ended on April 18 and they were able to pick up 15 boxes/bags of donations.
    - The Co-op Community Food Drive continues, but donations have slowed down since the bags were relocated. Since November 2020, more than $15,700 worth of food has been donated to county-wide food banks.
    - Isabel wrapped up a 4-week series of free classes focused on Sustainable Self-Care on 4/24.
    - Alice will be offering a Low-Waste Living class on 4/28 (which is national Stop Food Waste Day!). Both Alice's upcoming class and Isabel's April classes were offered free of charge.
    - April has been a fun Earth Month, and Idaho Craft Beer Month!
    - Co-op kids To Go continues to be a successful weekly grab-and-go activity program. For the first time in over a year, Co-op Kids is planning an in-person meet up! The group will assemble at PCEI on May 25 for an outdoor, socially distanced walk through the nature preserve.
    - Marketing is planning a "Cabinet Clean Out" event for UI's Dead and Finals weeks. We will collect shelf-stable food at the Co-op on Campus from students who are leaving for the summer and donate it to the Vandal Food Pantry. Vandals helping Vandals!
    - Marketing has been working with the Bakehouse on special order cakes for Mother's Day.
    - The Co-op will be participating in the City's ArtWalk event on June 17th. More details to come.
    - Please refer to the attached promo playbook for May for more information.