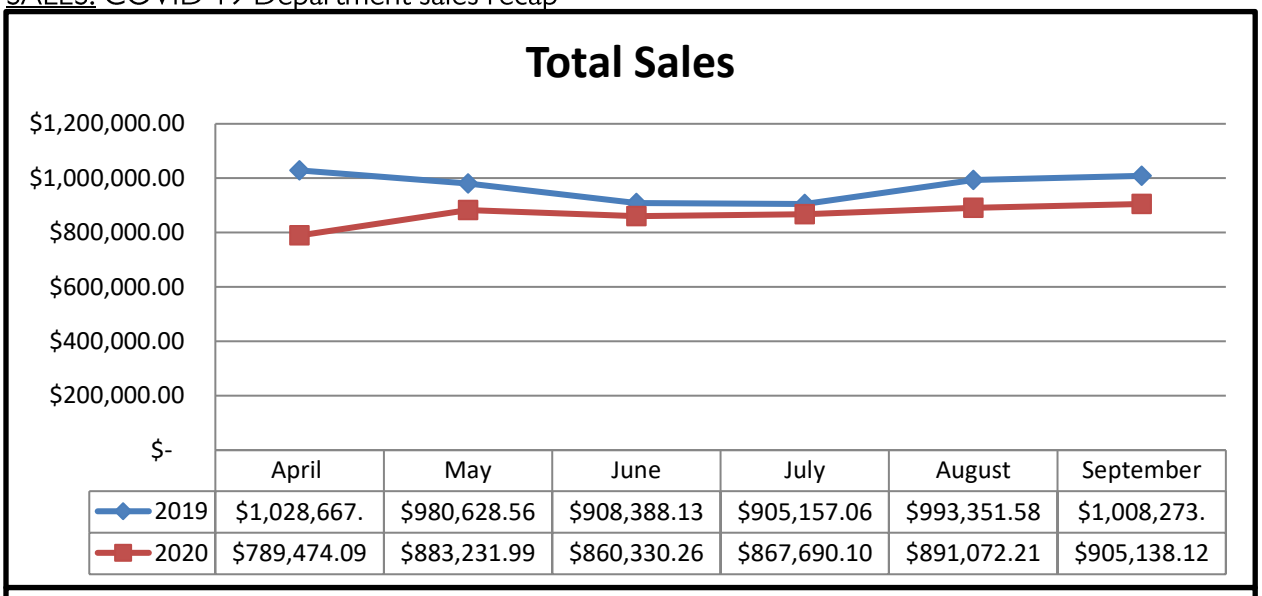
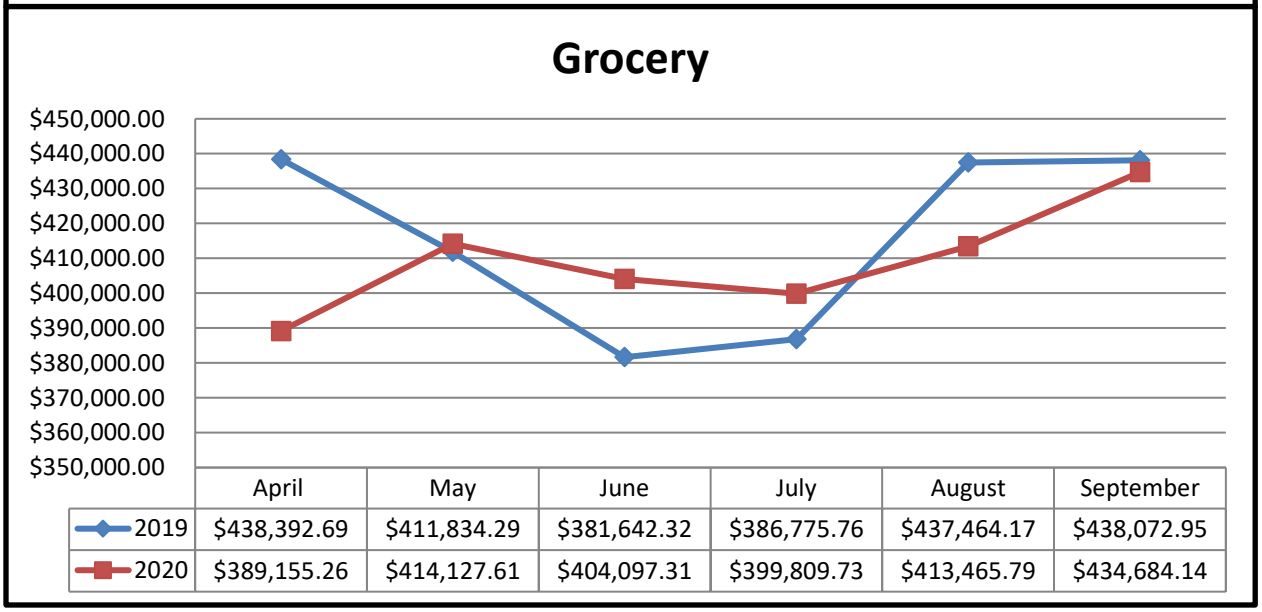
General Manager FYI
October 20, 2020
No action needed

OPERATIONS UPDATES

SALES: COVID-19 Department sales recap

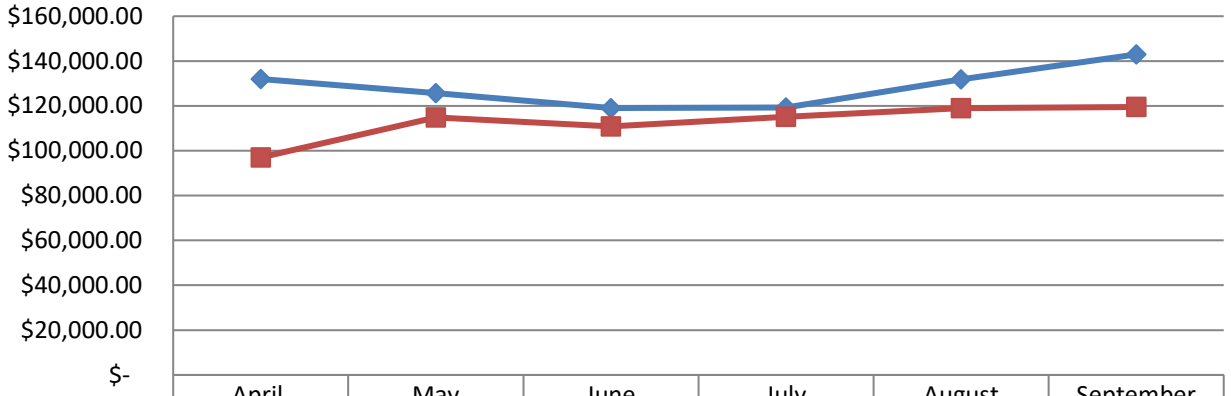


	April	May	June	July	August	September
2019	$1,028,667.	$980,628.56	$908,388.13	$905,157.06	$993,351.58	$1,008,273.
2020	$789,474.09	$883,231.99	$860,330.26	$867,690.10	$891,072.21	$905,138.12



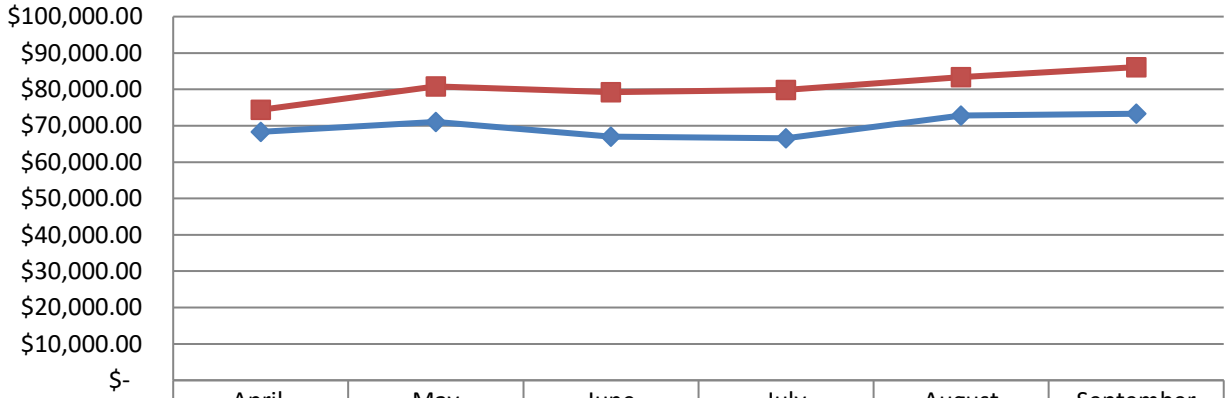
	April	May	June	July	August	September
2019	$438,392.69	$411,834.29	$381,642.32	$386,775.76	$437,464.17	$438,072.95
2020	$389,155.26	$414,127.61	$404,097.31	$399,809.73	$413,465.79	$434,684.14

Wellness



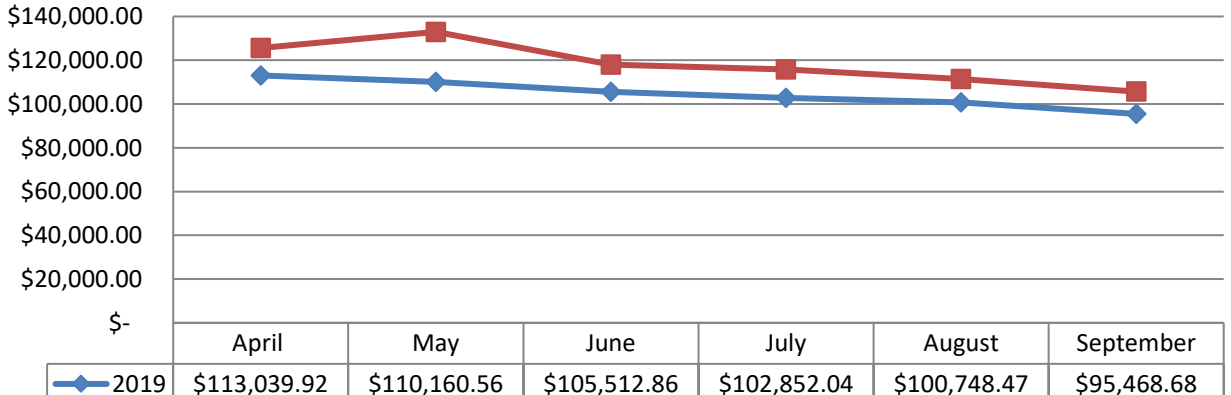
	April	May	June	July	August	September
2019	$132,043.91	$125,633.48	$119,049.69	$119,330.08	$131,787.89	$142,939.95
2020	$97,029.23	$114,913.53	$110,898.63	$115,111.60	$118,994.53	$119,507.08

Meat



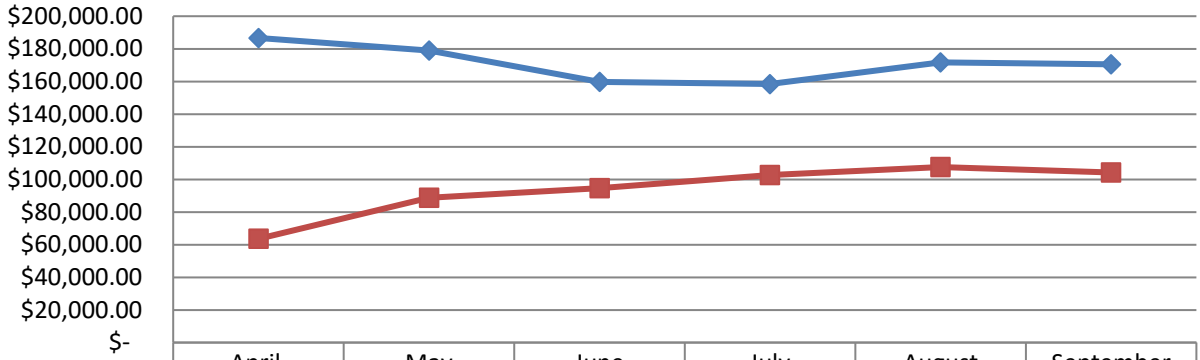
	April	May	June	July	August	September
2019	$68,341.62	$71,079.70	$66,981.08	$66,544.06	$72,772.29	$73,287.66
2020	$74,369.26	$80,848.08	$79,190.81	$79,856.71	$83,338.61	$86,111.14

Produce



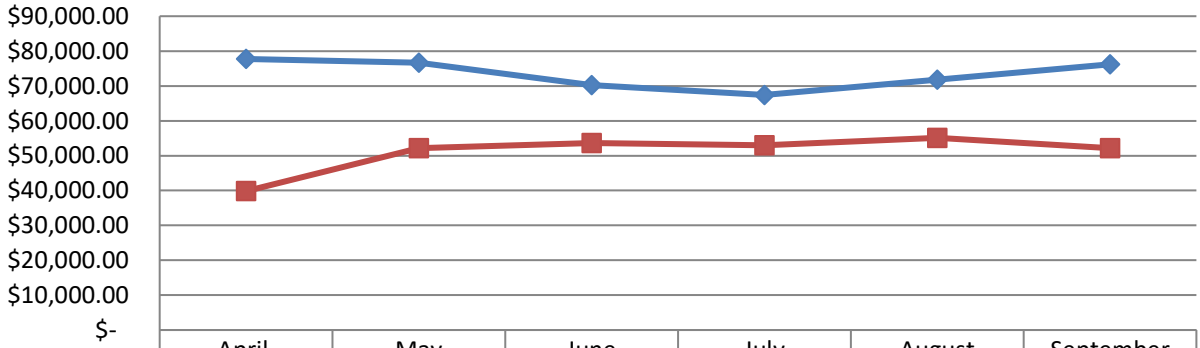
	April	May	June	July	August	September
2019	$113,039.92	$110,160.56	$105,512.86	$102,852.04	$100,748.47	$95,468.68
2020	$125,589.67	$132,951.44	$118,017.97	$115,810.87	$111,404.07	$105,651.80

Prepared Foods



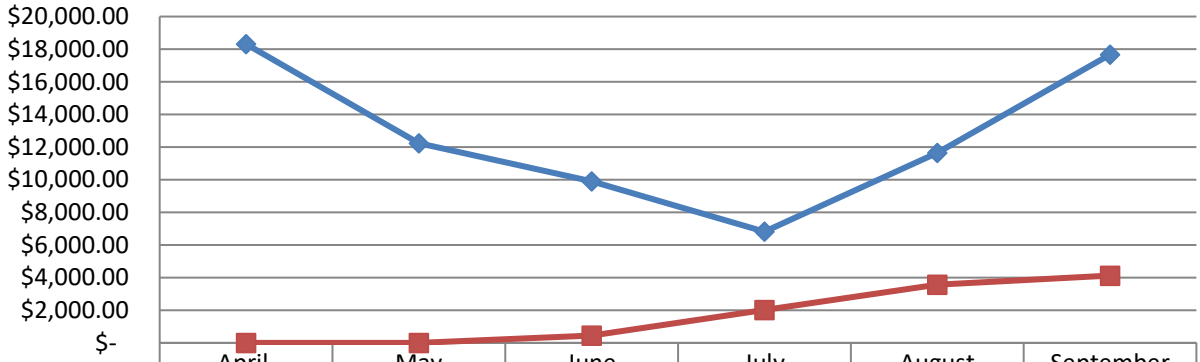
	April	May	June	July	August	September
2019	$186,654.24	$178,881.70	$159,648.57	$158,448.56	$171,671.77	$170,587.85
2020	$63,578.42	$88,707.62	$94,550.47	$102,686.60	$107,556.31	$104,192.49

Bakehouse



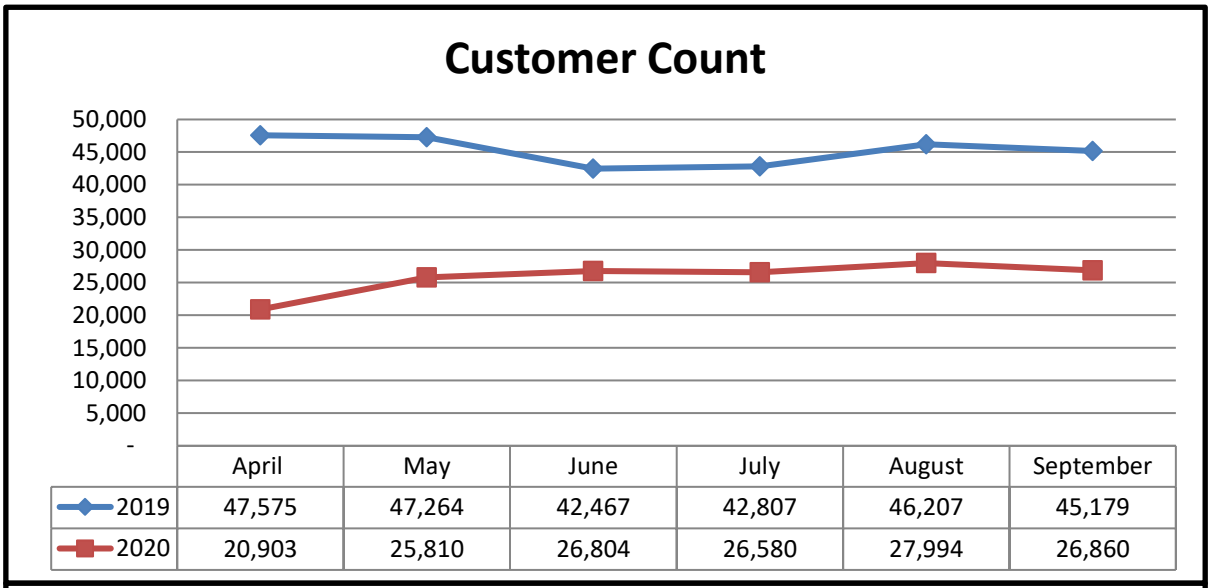
	April	May	June	July	August	September
2019	$77,731.37	$76,665.02	$70,223.78	$67,414.86	$71,821.71	$76,191.32
2020	$39,829.14	$52,178.42	$53,646.63	$52,956.11	$55,116.96	$52,151.85

Campus

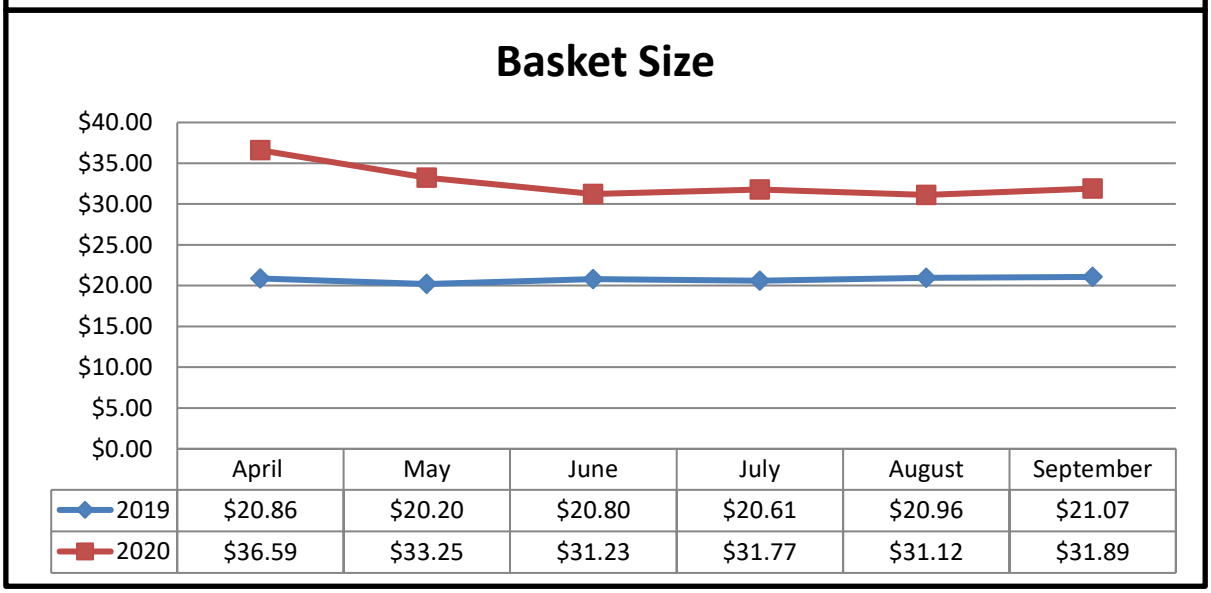


	April	May	June	July	August	September
2019	$18,311.66	$12,234.36	$9,898.63	$6,816.48	$11,653.11	$17,662.12
2020	$-	$-	$458.10	$2,025.03	$3,574.19	$4,124.68

- Customer Counts & Average Basket Sizes:

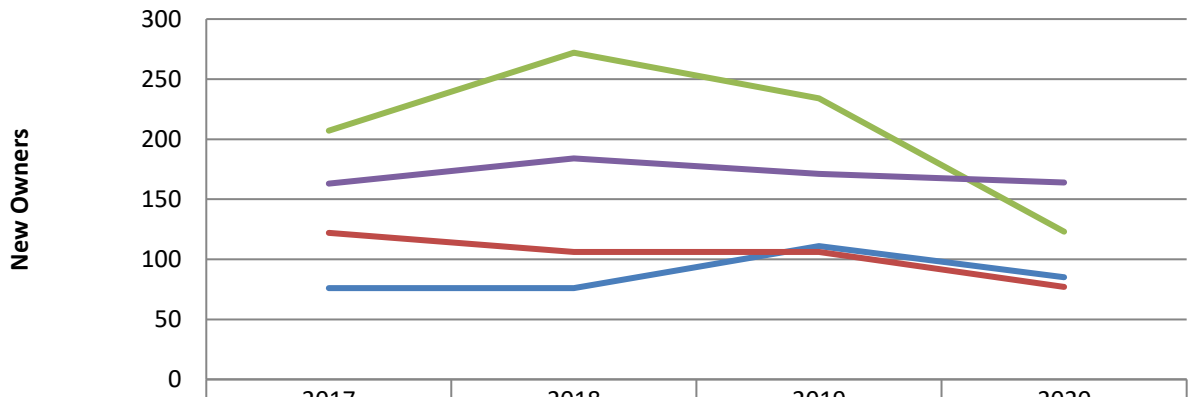


	April	May	June	July	August	September
2019	47,575	47,264	42,467	42,807	46,207	45,179
2020	20,903	25,810	26,804	26,580	27,994	26,860



	April	May	June	July	August	September
2019	$20.86	$20.20	$20.80	$20.61	$20.96	$21.07
2020	$36.59	$33.25	$31.23	$31.77	$31.12	$31.89

- New Ownerships:



	2017	2018	2019	2020
June	76	76	111	85
July	122	106	106	77
August	207	272	234	123
September	163	184	171	164

- In September we celebrated Owners – we extended Owners' Week to approximately 3 weeks, (from September 9th – September 30th) because of the pandemic.
- Marketing coordinated an Ownership drive:
  - We signed up 164 new owners
  - We converted 41 owners to lifetime status
  - One of our newest cashiers, Aramis, alone signed up 54 new owners and converted 8 existing owners to lifetime status!

CUSTOMER SERVICE

- Customer Experience Survey results:

	Sep-19	Sep-20
Overall Satisfaction	69%	68%
Availability of Staff	70%	63%
Friendliness of Staff	79%	83%
Helpfulness of Staff	72%	75%
Cleanliness of Store	70%	85%
Availability of Products	51%	53%
Greeted by Someone Other Than Cashier	61%	66%

Customer Experience Survey Comments:

Customer Experience Survey Comments are copied word for word and are not edited for grammar.

- Moscow Co-op has done a good job at delineating 6-ft distances at checkout. This shows respect and care for their customers. The store was busy but I never felt crowded
- Friendliness, cleanliness, helpfulness and quality products offered.
- Everyone friendly – everything always looks clean and fresh. I always find what I am looking for!
- I can always find the products I need and everyone is friendly. I really appreciate that I can get local items. I love the meat department.
- I am not satisfied with your mast requirement to shop at your store. As a store that supposedly supports natural health, I recommend doing some research on immune systems and what they do. I understand places like Walmart and McDonalds requiring masks, but they all aren't promoting healthy living and goods. At this time I am limiting my shopping trips to your store.
- Masks are keeping a lot of people from going to the Moscow Food Co-op out of principal.
- I liked the local produce offers at the store. Nice variety of organic foods. The staff is friendly.
- The staff is always very courteous, friendly, and helpful.
- The variety of produce is good, the store is making a strong effort to make shopping safe for customers with cleaning, requiring masks, and having sanitizer available. The workers are very friendly.
- The coop offers high quality foods and a warm and clean store environment. The staff are always willing to go out of their way to [xxx] if needed.
- Organic, high-quality food selection. Fair pricing. All items on my chopping list were in stock.
- I have had to resort to curb side delivery because I have chosen for personal reasons not to wear a mask and am not allowed to enter the store. Our food co-op is the only store in town that has not allowed me to shop without a mask
- The staff are very friendly and helpful. Most of the items I was shopping for were available. With the specials going on this week, I enjoyed buying extra products! The Co-op does a great job of providing top notch customer service, quality food, and reasonable prices.
- The CoOp Moscow always provides quality products, which can be hard to find in Moscow, During Covid, they have maintained a high regulars for their customer's safety which is greatly appreciated. I always enjoy my shopping experiences there!
- I will only purchase meat from the COOP. The boneless skinless chicken thighs and the COOP made sausages are my favorite foods every week. The salted French is the best bread I've ever had!
- The Moscow Food Co-op offers quality meals at reasonable prices. They have adapted to COVID well and I am appreciative of their efforts.
- I appreciate that the coop has been very clean during COVID. It's nice to see the cashier wipe down the area before assisting next customer.

- We found the yummy snacks we were looking for that keep us feeling good. We like supporting the coop, the local producers, and the larger companies whose values align with ours. Thanks for being here, coop!

Sustainability Committee Meeting Review

September 30, 2020

1. Review of Owners' Month Activity – Bingo!
    a. The committee reviewed the bingo card entries and randomly selected gift card winners from participants.
    b. The committee discussed the opportunity to create another bingo card for January (around sustainability-focused resolutions) and for April (Earth Month).
    c. The committee will investigate a digitally-based version for future use.
2. Sustainability Committee use of the Co-op's blog
    a. The committee discussed using the blog as a way to connect with customers, owners, and the community.
    b. The committee discussed blog post formats and frequency of posts.
3. Committee Mission Statement
    a. The committee continued to revise the wording of the almost-complete mission statement.
4. Municipal Composting
    a. The committee briefly discussed the municipal composting program and who to contact for updates.
5. Glass-to-Sand Machine
    a. Susan reported that companies have not yet been responsive to her inquiries.
6. Late July recycling/collection
    a. David will share contact info for Winter Ridge Market regarding info on the Late July bag recycling program.

ACTION ITEM and OUTSTANDING ITEM HOUSEKEEPING

1. "Melinda will explore the cost of a trade area evaluation"
    a. I reached out to Debbie Suassuna at Columinate about this. The let me know that the fee for conducting a trade area evaluation will be $2,500. This fee includes all expenses related to the processing of the CAT (customer address & transaction) survey data, cartography, and demographic data acquisition.
    b. Trade area evaluation is used to determine where our co-op achieves most of its sales volume and to calculate the levels of sales penetration that it achieves within various parts of our trade area.
2. "Melinda will research offering customers Bring Back Bags at no cost"

    a. The minimum number of bags we would need to purchase in order to do custom printing is 150,000 individual bags. Regardless of the cost, this is far too big an order for our Co-op.
3. "Melinda will research the cost and specs of the glass to sand machine and will send them to the Board for review"
    a. The Sustainability Committee has been working on obtaining this information, and as of our last meeting, none of the companies contacted have responded. We will continue to reach out.
4. I have been in touch with Sue at the Pullman co-op start-up.

Operations Updates

- Thanksgiving Turkeys start arriving next week (frozen)! Fresh Turkeys arrive closer to the holiday.
- Finance Updates
    - 2019 tax returns are filed
    - Mitch at Wegner CPAs will work with Deb in the next few months to begin planning for the 2020 review
    - It's that time of year when we start building budgets for next year. Deb and Melinda are working closely together to try and accurately predict what sales will look like.
- Marketing Updates
    - All month we've been collecting food donations for the Vandal Pantry as part of the UI/ISU Food Fight. We're also now working with the Idaho Food Bank to collect food donations for them, as well.
    - Saturday, October 31st the Co-op is partnering with the Moscow Alehouse to raise funds/supplies for Sojourners' Alliance. We will have a tent set up in the corner of the parking lot collecting the items on the Alliance's need list and anything else people want to donate. Visit the Co-op's Facebook page for more information.
    - Monday, November 2nd – stop by the Campus Co-op from 11 a.m. - 3 p.m. for a Democracy Dogs grill out. We're raising funds for the League of Women Voters by celebrating a pre-election community event. Democracy Dogs is an Australian tradition and our own Elias in the Meat Department will be working the event to share his enthusiasm with participants.
- Reminder: 2020 Holiday Closures:
    - The Co-op is closed for business on Thanksgiving Day and the day after.
    - The Co-op is closed for business on Christmas Day and the day after.
    - The Co-op is closed on New Year's Day.
    - The Co-op opens late (approx. 2pm) on January 2nd after completing a complete inventory count.