General Manager FYI
September 24, 2020
No action needed

SALES: COVID-19 Department sales recap

	April	May	June	July	August
2019	$1,028,667.55	$980,628.56	$908,388.13	$905,157.06	$993,351.58
2020	$789,474.09	$883,231.99	$860,330.26	$867,690.10	$891,072.21

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

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

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

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

Prepared Foods

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

Bakehouse

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

Campus

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

- Customer Counts & Average Basket Sizes:

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

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

- New Ownerships:

	2017	2018	2019	2020
May	69	97	72	52
June	76	76	111	85
July	122	106	106	77
August	207	272	234	123

CUSTOMER SERVICE

- Customer Experience Survey results:

	Aug-19	Aug-20
Overall Satisfaction	65%	74%
Availability of Staff	65%	74%
Friendliness of Staff	79%	82%
Helpfulness of Staff	76%	80%
Cleanliness of Store	76%	80%
Availability of Products	48%	52%
Greeted by Someone Other Than Cashier	61%	62%

Customer Experience Survey Comments:

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

- A few months ago the coop was the only place in the Pullman/Moscow that could provide a reasonable facsimile of a true delicatessin bagel. Since that time it's as if you're buying them in bulk from Winco or Safeway and frankly, they're inedible.
- I was looking for a special cheese that turned out to be unavailable. The staff double checked to ensure it wasn't in stock and walked through other possible options with me. They were friendly and helpful. At the checkout counter, I only brought a $20 bill. After tax, my purchase was slightly higher. I apologized and let the cashier know and she immediately grabbed coins from the small coin jars at the checkout counters so I didn't need to leave and return. She was extremely helpful and I greatly appreciated the help. Excellent experience - thank you!
- Some items were much more expensive than comparable stores. I would like if there were some cheaper options available.
- The Co-op provides a friendly almost intimate shopping experience. The products are tasty and healthy. The staff is friendly and helpful. I have no negative comments about my Co-op experience. The staff is particularly great, rating 5 stars.
- Great staff; excellent product selection; focus on well being.
- I think it would be very convenient to both cashiers and customers to automatically recognize member seniors on Tuesday and give the discount without having to remember to announce that you are a senior. As we all know, the memory is the first thing to go, so having our names in the system would save the hassle of having to redo an order to satisfy the discount. This should be fairly easy to program. Staff has been wonderful when redoing an order in order to apply a forgotten discount. Also linguica sausage should be available at all times, it is the best!
- I found a wide variety of high-quality products, above and beyond what I was looking for. Several items were on sale and very reasonably priced. The hummus was delicious.
- The Co-op is doing a great job keeping as much in stock as they can during a pandemic. The produce is fresh. The cashiers are very friendly still, even when they have to wear masks all day long.
- The flower program helps me control my food bills as I am a low income household, getting a discount of 20% makes a huge difference.
- Life time member and appreciate steps they have and are taking to keep store open during the pandemic.
- The Moscow Food Co-Op carries everything I need, quality is always outstanding, and prices are fair. I'm constantly greeted with a smile from team members. I hardly ever have to go anywhere else to get what I need for my home! This is a unique place and living in Moscow would not be the same without it.

- The bakery seems to overflow with abundance, even with the store temporarily closing the day before! Oh how I cherish the MFC, and reminded to never take for granted this access to high quality products.
- It's a great store, one of the only health food stores in our area, and there used to be such a fun warm environment before Covid-19 and all the regulations.
- good produce selection right now. not too many customers and all mask and stay distance. Coop employees are very friendly and helpful - which helps in the current time.
- I enjoy the different, healthier options the coop offers.
- The Co-op produce is usually high quality. The prices are reasonable. The staff is always friendly and helpful. I shop here weekly. Love my Co-op!
- People who work there are friendly, very helpful, always ready to help. Store is well organized and clean. I really like the Coop and its variety of items for sale. Thank you for being there.
- Great selection, found everything I needed in a timely manner. The cashier was friendly and fun to talk to
- No pita bread in stock. I was also in the store because in my last visit I had been charged full price for an on-sale item. I was here to get my refund.
- The cashier was super nice. They always are. They always know what they are doing and are great about putting my flower discount on and don't have to run back and find out prices on my bulk or odd items. The produce is always fresh and good. The one time it wasn't I was able to return it. I know the price of items is high but the convenience of being able to buy fresh local vegetables dairy and milk without having to make many stops and phone calls is invaluable. I love the fact that I can get raw milk. I like buying local eggs. I like being able to buy dairy products without added mono and di-gliserides, msg, vitamin D and carriginen that make me sick. I like buying meat without added salt and other things that make me sick. I can buy no spray vegetables so my mom doesn't sick. I can buy chocolate without soy lesithin at a reasonable price. Its so so nice to feel safer shopping and be able to obtain the foods that I need.
- Great products you can't get other stores. Great organic and local products.
- Thankful for special orders. Chloe and Logan in Produce are amazing. And Nick in grocery helps me all the time with my bulk orders thank you coop team you are all fantastic!!!!
- My experience at the coop is always pleasant. The only complaint I would have is that it's so, so, so busy at times but that's obviously a good thing and out of their control. The man who helped me with my coffee was not particularly friendly, which has been my experience with this particular employee in the past.
- I highly appreciate the wide selection of gluten free and dye free foods & products! I always know I can come purchase fresh local produce & meat, which means a lot to me also.

Operations Updates

- Department Manager staffing updates:
  - Amelia Northrop was promoted from within to be our next Bakehouse Manager.
- PPP Loan Forgiveness Updates
  - We've elected to use the 24-week covered period (meaning that we have 24 weeks from May 4th to use the funds we received for covered purposes).
  - We will start the forgiveness paperwork in November, at the latest.
- FARE Idaho https://fareidaho.org/
  - The Co-op recently joined FARE Idaho, an organization of Idaho's small-scale independent restaurants, farms, and food/beverage businesses.
  - FARE is working to gather support for the Restaurants Act (S.4012/H.R. 7197). You can sign a letter of support here: https://fareidaho.org/restaurants-act
- Margin recovery/improvement plans (an action item for Melinda to report this)
  - The Store Manager and all Department Managers are taking/retaking NCG's online margin class "Margins for Retail" – due date 9/29.
  - All buyers and department leads are also going to be taking the "Margins for Retail" class between 9/30 and 10/13.
  - The Kitchen Manager has been working steadily on cost audits for all the items produced by our kitchen. This audit led to some recipe changes and some price increases.
  - The Deli will be completing a cost audit for all beverages produced by the coffee bar – due date 9/29. This audit may lead to some price changes and/or adjustments to what is offered.
  - The Bakehouse is currently working on some price increases, as well as a more thorough cost audit. The Bakehouse is also reducing production on some items that have high waste in an effort to more effectively manage shrink (waste). Shrink negatively impacts margin.
- This October we are partnering with the UI to conduct a food drive for the Vandal Pantry. We will have signage and collection boxes downtown and at the Campus location.
- October is also Co-op Month. Learn more here https://www.coopmonth.coop/
- 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.