Survey about Pullman Good Food Co-op October, 2021

	Q1	Q2	Q3	Q4
Your name	In your opinion, how likely is it that the Pullman Good Food Co-op (PGFC) will ever open a store? (Additional info: On their web page, www.pullmangoodfoodcoop.com, it says they currently have 657 owners signed up, and that they can open the store when they reach 1000.)	If PGFC does open their store, do you think this would impact sales at the Moscow Food Co-op? If so, what percentage sales loss to the MFC do you estimate, and why?	What other impacts do you think PGFC's opening would have on the Moscow Food Co-op?	In your opinion, what actions should the MFC consider taking with respect to the PGFC?
Melinda	100% chance that at some point they will open some kind of store front.	Without knowing how big a presence they will have, what their product mix will look like, what their business priorities are/will be, I can't even make a reasonable guess.	There's some concern that customers will assume that our co-op's are affiliated and that they'll be disappointed by what the PGFC store has to offer when compared to what we offer.	Continuing to prioritize building and maintaining strong relationships with local producers, continuing to make the Moscow Food Co-op a desirable place to work for employees, investing our time and energy in promoting our Co-op and recruiting new owners
Trish Hartzell	On a scale of 1-10, I give it a 7	I need more data. How many MFC owners list Pullman as their address?	I think it could raise awareness in both communities. If PGFC opened, it might lower the chance of a national chain such as Trader Joes from entering the area.	Join forces.
Julia	Seems like they have momentum.	I don't know	I don't know. It could improve interest in co-ops overall. It could decrease sales at MFC.	Support the Pullman community effort.
Mark Thorne	I expect that in time they will get 1000 people to sign up, but I don't have enough information to make a prediction.	There is no way to know this. If they opened a store equivalent to in scale to the Moscow store, then there would be more sales loss than if they opened a small store. For the people that live in Moscow and work in Pullman, there may be little change in their preference. For people that live in Pullman and work in Pullman, they may not want to come to Moscow if everything is equal.	They would want to combine orders so they could get the same order size discounts as the MFC. If so, there would need to be some compensation for this service.	It is still clear to me that they don't want to merge with MFC at this time. They may want to talk, but not give up doing their own thing? Maybe we need to enhance the MFC experience so that there would still be incentive to come to Moscow.

Isabel	Abstain	Abstain	If working together, additional buying power and benefits to local suppliers	Work together under one “brand” name, various locations (ex: Palouse Good Food Coop - Moscow, Pullman, Troy, Deary, Potlatch, Palouse, Lewiston
Alice	Eventually, yes, but I think it will take another two years at least.	Maybe a little, 5% or so? Lots of people from Pullman come to Moscow for other things besides the Co-op, so I think there is still a good chance Pullmanites will stop by the MFC.	I think it may help with efficiency of the supply chain if we use the same suppliers, though with the recent shortages, there may be some competition to keep things stocked.	None. We've reached out and offered our assistance, and they can come to us if they want to partner, but we have enough going on already. Our energy could be much better spent focusing on endeavors to reduce food insecurity, improve accessibility, etc.
Cheyne	Very likely. They seem committed, albeit out of their depth. According to their FB posts, they've identified and are in the process of securing a physical location. Unless they're misrepresenting things, they seem close to opening a store, not that I think they're prepared to yet.	Of course; there's presumably a lot of overlap in our product mix and market appeal. That being said, under normal traffic conditions (i.e., not pandemic traffic, with such large basket sizes), a few fewer customers would mean our parking lot would have more room and we could recoup some sales that way from people who would otherwise take one look at our packed lot and then head elsewhere. Maybe 10%? Need to know what % Co-op owners live in/closer to Pullman.	Especially during the hype of their initial opening, would be a blow to our PR because we've failed to do anything to help our Pullman owners after expressing an interest in doing so several years ago.	Preparing for a blow to our sales. Shoring up our relationship with our owners who live in/closer to Pullman. Researching viable ways to continue to appeal to those owners, probably through some expansion of our services (non-full-size satellite location; delivery; food truck; etc).
Rob	I think it is likely that they will eventually open a store, although it is still probably a few years down the road. They would still have to build a building even if they reach their target membership goal.	How many of the MFC members live in Whitman County? I feel like I remember this being around 25%. I imagine a sales loss of about 10% for the MFC if the Pullman store opens. This would be hard, maybe impossible, for the MFC to absorb.	When Pullman folks come to Moscow to shop at the MFC, perhaps they also bring other money into the town at the same time (farmer's market and other stores). So there could develop a bit more insularity between the two towns' economies if the PGFC opens.	I think the MFC should partner with PGFC. For one thing, it would be a huge financial risk to the MFC to allow a direct competitor to open. Second, in the spirit of Principle 6 -- cooperation between cooperatives-- these two entities to be each other's chief supporters, not chief competitors. Some great efficiencies can also be established by cooperating rather than competing. I think we should seriously chart out a plan for what such a partnership would look like. And the easiest time to do it is now, before they get off the ground without us.