MOSCOW FOOD CO+OP

General Manager FYI
December 28, 2021
No action needed

OPERATIONS UPDATES

SALES: Department sales recap. 2019 data was added as a comparison. The difference reported is between 2020 and 2021.

October	2019	2020	2021	Difference
Total Sales	$948,539.65	$879,043.56	$1,011,092.91	15.0%
Grocery	$396,178.50	$413,822.69	$469,717.50	13.5%
Wellness	$125,477.11	$110,552.25	$143,555.91	29.9%
Prepared Foods	$176,067.00	$111,240.99	$144,963.45	30.3%
Bakery	$79,685.07	$57,769.77	$55,299.14	-4.3%
Meat	$67,228.17	$82,692.99	$83,243.96	0.7%
Produce	$92,710.40	$100,594.26	$106,658.21	6.0%
Campus	$18,326.43	$5,090.56	$10,879.95	113.7%
Customer Count	44,967	28,151	31,648	12.4%
Basket Size	$20.39	$30.24	$30.17	-0.2%

November	2019	2020	2021	Difference
Total Sales	$962,026.99	$ 813,174.51	$ 896,158.18	10.2%
Grocery	$406,293.60	$ 380,942.20	$ 401,080.29	5.3%
Wellness	$124,512.88	$ 102,561.73	$ 114,393.00	11.5%
Prepared Foods	$164,605.27	$ 96,811.14	$ 135,020.00	39.5%
Bakery	$81,678.52	$ 51,320.54	$ 52,086.09	1.5%
Meat	$72,833.98	$ 81,961.45	$ 75,114.12	-8.4%
Produce	$102,391.70	$ 98,402.83	$ 110,847.06	12.7%
Campus	$16,368.90	$ 3,119.87	$ 8,217.62	163.4%
Customer Count	42,008	24,957	27,745	11.2%
Basket Size	$22.11	$ 33.67	$ 31.20	-7.3%

- New Ownerships:

CUSTOMER SERVICE

- Customer Experience Survey results:

	Oct-19	Oct-20	Oct-21
Overall Satisfaction	73%	79%	73%
Availability of Staff	60%	62%	67%
Friendliness of Staff	73%	92%	80%
Helpfulness of Staff	69%	81%	74%
Cleanliness of Store	69%	79%	82%
Availability of Products	48%	34%	47%
Greeted by Someone Other Than Cashier	54%	70%	53%

	Nov-19	Nov-20	Nov-21
Overall Satisfaction	77%	86%	72%
Availability of Staff	53%	77%	67%
Friendliness of Staff	90%	95%	81%
Helpfulness of Staff	90%	95%	77%
Cleanliness of Store	70%	89%	74%
Availability of Products	37%	68%	41%
Greeted by Someone Other Than Cashier	77%	80%	56%

Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet.

Sustainability Committee Meeting Recap

10.27.2021
Meeting via ZOOM in response to COVID-19
Present: Miriam, Brittany, Russ, David, Mia, Melinda, Chloe

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

The committee had no updates or edits to the September meeting notes.

Rainforest Alliance Certification

The committee discussed how we could communicate certification information to customers in a way that is engaging and inviting.

The committee discussed creating a series of 1-pagers on the environmental issues/certifications that are relevant, for example,

- Palm oil-free
- Water savings
- Fairtrade certified
- Low-waste packaging
- Highlighting local
- Clearly sharing the producer of certain items
    - Rufus shared the idea of the chalkboard like the local restaurants
    - Could we do a chalkboard that has a list instead of a "local" sign on every product?
    - Listing the producer, and what they produce
    - Could the producer supply signage to ease the workload on Co-op staff?
- Encouraging shoppers not to use plastic bags
- Hosting a table with a video (playing on loop) to share how easy it is to use tote bags, reuse Ziploc bags, and have sustainable options for carrying groceries

The committee briefly discussed the idea to charge for paper bags in order to help customers make educated decisions on using new paper bags. The committee discussed whether this would include any charge for the plastic produce bag, and how we can continue to make it easy to shop at the Co-op.

One way to encourage ownership, ownership renewal, and the use of reusable shopping bags is to give all new owners or renewing owners a single reusable tote bag.

Committee also discussed:

- Offering cardboard boxes for folks to take their groceries home in (Where would we put them? Can we remove some other things - ie bread cutter - to another spot to make room?)
- More clearly communicating how much the paper bags cost (17 cents)
- How Dime in Time might work if we required customers to pay for a paper bag
- Having a basket of the NCG branded tote bags at each register and asking each customer if they want to purchase a bag when they get their groceries
- The minimum order of Bring Back Bags (heavy-duty reusable plastic bags) was ~150,000, which is far too many for us to be able to utilize in regards to our options for storage

Coming back to the conversation on signage for environmentally certifications (Fairtrade, Rainforest Alliance), if single-item shelf signage would be too overwhelming, or if it would be successful. The committee shared their thoughts.

<u>Community Compost</u>

Mia discussed her interest in cutting emissions and recent inquiries with contacts at PCEI. The committee discussed the recent efforts in the Moscow and Pullman communities to build a community composting program. David also mentioned waste-prevention efforts with Food Not Bombs of the Palouse (with which the Co-op already works). Mia is going to talk to PCEI to see how much of her block's food scraps they will take.

Miriam discussed how the Co-op used to sell (and still does) countertop compost buckets. Miriam shared ideas of how to better market the countertop buckets. Rufus remembered when the City of Moscow gave away composters for free, potentially 10 years ago.

Mia shared information from her recent trip to Vermont (Derby and Montpelier) where residents cannot put food scraps in the garbage. Residents instead have designated times to take scraps to the recycler at designated times and community complies.

Miriam asked Melinda to monitor the customer use of recycled paper bags at the register to see if customers are interested in this.

Rufus asked about the Co-op's ability to take recycled egg cartons and corks. The Co-op cannot accept recycled egg cartons and does not currently have connections to a recycling program accepting corks. Chloe and Melinda will share updates when they are available.

<u>Topics for January:</u>

- Update on ability to take corks
- Update on the composters they use in Vermont
- Suggestions of who we want to invite to the committee
- Discussing how we might approach requiring customers to pay for paper bags and tying this in with April as Earth Month

Operations Information

- Wellness Wednesday Program:
  - We've decided to discontinue this program in 2022 because it doesn't get much participation. We'd like to repurpose these marketing dollars towards offering better owner-only sales.
- Student Discount Program:
  - Effective in January 2022, the student discount will only be valid at the Co-op on Campus.
  - This program is also under-utilized and we'd like to use it to drive more traffic to the campus location.
- Senior Discount Program:
  - We're working on changes to the Senior Discount Program that will take effect in March 2022.
    - Increasing the qualifying age to 65.
    - Qualifying seniors will be asked to enroll in the program rather than having cashiers ask each customer if they qualify.
    - Change the frequency of the discount to monthly instead of weekly.
- Co-op on Campus:
  - The Co-op on Campus opens for spring semester on Monday, January 10. Classes begin on Wednesday, January 12. Campus operating hours will remain the same: 7:30 a.m. to 4:00 p.m. Monday through Friday.
- Paper Grocery Bags:
  - Effective April 1, 2022, the Co-op will pass on the expense of paper grocery bags to the consumer. Currently, paper bags cost $0.17 apiece.
  - This change will mean updating the Dime in Time Program – we're still working on the details of this.
- Permits:
  - Our beer & wine reseller permits are in-process.
- Facilities Updates:
  - Our annual fire inspection was completed in mid-December.
  - We're planning on repainting the exterior of the building in spring 2022.
- Marketing Updates:
  - Please see that attached update document and promotions playbooks.