General Manager FYI
September 27, 2021
No action needed

OPERATIONS UPDATES

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

August	2019	2020	2021	Difference
Total Sales	$993,351.58	$ 891,840.69	$ 908,364.71	1.9%
Grocery	$437,464.17	$ 413,465.79	$ 415,130.14	0.4%
Wellness	$131,787.89	$ 119,298.20	$ 122,420.19	2.6%
Prepared Foods	$171,671.77	$ 107,556.31	$ 139,303.99	29.5%
Bakery	$71,821.71	$ 55,885.44	$ 48,788.42	-12.7%
Meat	$72,772.29	$ 83,338.61	$ 73,584.46	-11.7%
Produce	$100,748.47	$ 111,404.07	$ 105,031.44	-5.7%
Campus	$11,653.11	$ 3,574.19	$ 5,658.99	58.3%
Customer Count	46,207	27,994	30,653	9.5%
Basket Size	$20.96	$ 31.12	$ 28.54	-8.3%

- New Ownerships:

	2018	2019	2020	2021
May	97	72	52	67
June	76	111	85	65
July	106	106	77	61
August	272	234	123	131

CUSTOMER SERVICE

- Customer Experience Survey results:

	Aug-20	Aug-21
Overall Satisfaction	74%	83%
Availability of Staff	74%	79%
Friendliness of Staff	82%	88%
Helpfulness of Staff	80%	79%
Cleanliness of Store	80%	88%
Availability of Products	52%	60%
Greeted by Someone Other Than Cashier	62%	54%

Customer Experience Survey Comments

- Comments are attached in an Excel spreadsheet.

Sustainability Committee Meeting Recap

9.15.2021

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

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

Review of EarthFest

The committee shared feedback on EarthFest as Miriam had joined the meeting. Miriam suggested hosting a small event/booth on Friday, April 22, 2022 for Earth Day proper, and having another event on Saturday, April 23, 2022.

The committee can brainstorm how to best include student groups to work with at Moscow High School, Moscow Junior High, Moscow Charter, Palouse Prairie Charter, UI, WSU.

General Event Feedback:

- The music/schedule of musicians worked out really well
- Adjusting the way we run the musician's Donation Box
- Enjoyed the trivia questions/trivia booth - have the committee continue to brainstorm trivia questions
- Low turnout may have been due to folks not quite feeling comfortable due to COVID
- Update to Trex or Trash: Hold an item up, and the person guesses if it's "Trex or Trash" and they look at the board to find out if they're correct

Miriam would like to know if the store can commit to April 22 and 23 so she can begin planning.

The Issue with Tissue

The committee discussed ways to market the sustainable benefits of using recycled toilet paper, including giveaways or in-store signs. The committee was happy to see this research and see the

current product mix on shelves at the Co-op. Miriam shared the article "The Issue with Tissue" she found in the Argonaut.

The committee discussed sharing more information on tissue/paper products in Community News, as well as on social media via interactive quizzes.

Action: Melinda and Chloe will brainstorm ways to share this information.

Field Day - Facial tissue & bath tissue: All shelf items made from 100% recycled paper and 80% post-consumer content - "sustainably sourced paper products" We also carry the Field Day variety that is 100% sustainably sourced. Single roll options wrapped in paper.

Seventh Generation - bath tissue: 100% recycled paper, with a minimum of 50% post-consumer content. Whitened without chemicals containing chlorine. Campaign: *If every household in the United States replaced a four pack of 240 sheet virgin fiber toilet paper with recycled toilet paper (minimum 50% PCR), we could help save more than 740,000 trees. Seventh Generation, a leading household and personal care products company and pioneer in the eco-friendly products space, today launched a new campaign that helps bring this issue to light.*

Natural Value: Facial tissue, paper towels, toilet tissue: 100% recycled with minimum of 80% post-consumer content. Fully made in the USA.

Rebel Green: Tree Free toilet tissue, made from bamboo, completely carbon neutral, single rolls wrapped in paper. This company is also a B Corp. Made in Wisconsin.

Nature EZ Way, Bamboo Bath tissue HQ in S. California: Made from 100% bamboo pulp, renewable and plant-based ingredients. They also use sugarcane to manufacture sturdier sustainable products.

Update on master Recycler program

This topic is postponed until Lauren and Russ are present.

Rainforest Alliance Certification

Melinda researched and found the Co-op carries 17 different brands that are Rainforest Alliance certified.

Other resources if the committee would like to read them:
2020 Annual Report: https://www.rainforest-alliance.org/resource-item/2020-annual-report-we-thrive-together/
2020 Certification Program: https://www.rainforest-alliance.org/tag/2020-certification-program/
How to Get Training from the Rainforest Alliance: https://www.rainforest-alliance.org/business/certification/how-to-get-training-from-rainforest-alliance/

The committee also discussed the Global Ends policy held by the Co-op as a driving force for our offerings and product mix, in addition to which other sustainable or social certifications we should be paying attention to (like Rainforest Alliance Certification, Fair Trade, etc).

Brittany shared the following resources:

- EcoLabel Index: http://www.ecolabelindex.com/ecolabels/?st=category,fo
- https://01impact.com/sustainable-ethical-food-certifications/

The committee discussed some ideas on sharing information of sustainable/social priorities:

- Brittany: On a day dedicated to work safety, fair labor, or awareness for sustainable agriculture to table and share information on alternatives to palm oil (or sustainable palm oil)
    - This could include creating a petition that could be sent to a company

The committee will continue discussing this topic during the October meeting. Topics to discuss include how to educate the public and make the conversation engaging/accessible.

Other topics:

- Water Summit is coming up on October 21
- Moscow elections (Mayor and City Council) are coming up in November
- Miriam: Clover Milk using plant-based renewable materials
    - Chloe and Melinda will look up contact information for Organic Valley
- Trex Plaque above the green bench: Marketing can work on creating a sign that says the bench was made from recycled plastics
- Miriam found an article in the Daily News that ran in 2019 on the Trex program
- Reused paper bags at the Front End: Miriam met with Joseph M and learned more about how to recycle or reuse bags. Melinda will discuss with Front End
- David: Adding signage over the men's urinal to share more information on how much water is saved by using the urinal instead of the toilet. Marketing will make a sign for the bathroom

Discuss next meeting date/time

October 27 from 1 -2 p.m. via Zoom

Operations Information

- Patronage Dividends
    - Annually in November the Co-op Board votes on whether or not to issue patronage dividends. This vote happens before the year has ended, per the suggestion of Wegner CPAs. As of 8/31/21, we have a positive net income for FY2021 of 0.56% or $16,418.08. It is entirely possible that we will finish the year with enough of a positive net income to approve patronage dividend payouts.
    - Attached for your reference is the hefty Patronage Dividend Primer. This is a good resource if you need a refresher!
- Beginning on October 4, Campus operating hours for fall semester will be extended from 7:30 a.m. to 2:30 p.m. **to 7:30 a.m. to 4:00 p.m.** Monday through Friday.
- Facilities Updates:
    - The City granted us permission to extend our outdoor seating around the corner onto the Washington side of the building. We're still awaiting the arrival of a couple of additional tables and some umbrellas that we ordered.
    - We're continuing to work on our alley beautification project that includes plans for cleaning up the alley to make it more pedestrian friendly, plans for new murals on the exterior walls of the building (alley side only), ideas on outdoor lighting, and more!
    - We're considering repainting the exterior of the building in spring 2022.
- Marketing Updates:
    - Please see the attached update document and promotions playbook.