

# MARKETING UPDATE



Seasonal produce from organic and local producers is in abundance at the Co-op this month. We've featured multiple apple varieties from Whitestone Mountain Orchard in Tonasket, Washington, as well as specialty breed winter squash from Affinity Farm in Moscow.

## CONTENT

Executive Summary

Upcoming dates to note

Celebrating Change for Good  
donation totals

Overview of upcoming sales cycles

Marketing, Outreach & Education  
Briefs:

Co-op hosts SushiMan for on-site  
lunch offering

Marketing/Outreach/Ed Briefs

## Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to [marketing@moscowfood.coop](mailto:marketing@moscowfood.coop).

## Upcoming dates to note:

This information is compiled in the November Promo Playbook and is shared with the operations team, as the events below may influence promotions and increase foot traffic.

- Winter Market @ the 1912: Begins November 5 and runs through March 4
- UI Parents & Family Weekend: 11/5 - 7
- Election Day: 11/8
- Board Election Packet release: 11/10
- American Insurance Hometown Food Drive: 11/14 - 18
- Wine 101: Dessert & Sparkling Wines: 11/16
- Artwalk @ the Co-op: 11/17
- UI/WSU Thanksgiving Break: 11/20 - 26
- \*\*Upcoming Store Closures: 11/24 - 25
- We reopen for normal hours on 11/26 (Small Business Saturday)
- Apple Cup in Pullman: 11/26

# Celebrating Change for Good donation totals

We rolled out "Change for Good" in April 2022 with the goal of reframing the 21¢ bag charge. In brief review, Change for Good is our customer-powered donation program focused on reducing single-use waste across the store. Customers are given a 5¢ token to which they can donate to one of three featured nonprofit organizations or causes.

As of October 1, we're featuring Palouse Land Trust, Alternative Giving Market of the Palouse, and the Co-op's FLOWER Program.

The deadline for organizations to apply to be featured in from January - March 2023 is December 10, 2022.



**Customer-powered donation program focused on reducing single-use waste.  
THANK YOU FOR SUPPORTING THESE LOCAL ORGANIZATIONS!**

<b>APRIL - JUNE 2022</b>		<b>JULY - SEPTEMBER 2022</b>	
PCEI	\$428.75	COMMUNITY ACTION CENTER	\$310.05
MOSCOW DAY SCHOOL	\$221.45	PALOUSE ADVOCACY LEAGUE	\$263.25
INLAND OASIS (JUNE)	\$110.50	UI WOMEN'S CENTER	\$353.65
THE CO-OP'S FLOWER PROGRAM	\$224.20		

*Learn more at [moscowfood.coop/change-for-good](https://moscowfood.coop/change-for-good)*

Donation total to  
local nonprofits:  
\$1,911.85

[CLICK HERE TO LEARN MORE](#)

## Overview of upcoming sales cycles

November A Wed., November 2 - Nov. 15  
NCG Theme: Feast with Friends  
Recipe #1: Tamarind Date Brussels Sprouts  
Recipe #2: Rice + Feta w/ Cranberry Mint Relish

November B Wed., November 16 - Nov. 29  
NCG Theme: Thanksgiving  
Recipe #1: Chili Verde w Sausage and Pumpkin  
Recipe #2: [Pumpkin Puddings](#)

December A Wed., November 30 - Dec. 13  
Our theme: Cozy Season  
NCG Theme FYI: Holiday Baking  
Recipe #1: Choc Chip Oat Pomegranate Cookies  
Recipe #2: Cranberry Mandarin Sauce



*Pumpkin Puddings: Craving pumpkin pie? Try this streamlined pumpkin pudding in easy, single-serving ramekins. Skip the crust and get right to the pumpkin-spice flavors you crave, sweetened with a touch of maple syrup. A dollop of whipped cream or vanilla ice cream makes it even more special.*

[CLICK HERE TO READ THE RECIPE](#)



# Marketing, Outreach & Education Briefs:

- We have a fully-booked gallery schedule for the remainder of 2022. [Click here to stay updated on the art gallery.](#)
  - Watercolors by Cheryll Root: 11/1 - 11/17
  - Works by Julene Ewert: 11/17 - 12/2
  - Oil Paintings by Maria Marx: 12/2 - 12/18
  - Staff Show: 12/18 - 1/1/2023
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- The Co-op will be a site sponsor for the full 2022-2023 Artwalk season, meaning we'll be hosting a reception and vendor tasting every third Thursday from October - June. Our upcoming reception will be for Cheryll Root's charity show to support the Humane Society of the Palouse on Thursday, November 17th from 4:30 - 7 p.m. in the deli reception area.
  - We hosted a National Bulk Foods Week sale on 425+ items from 10/16 - 10/22. We're excited to review the sales outcomes on this effort.
  - Our awesome intern for outreach, food security, and education - Edgar - worked with our HR manager Heather to establish a strong connection with a new food bank we haven't yet supported. We made a \$200 purchase for the Troy Food Bank in October which supports more than 100 families in the area who are experiencing food insecurity.
  - We'll be hosting more free tastings from vendors on Thursdays in November and December. We'll also host gift vendors on Saturdays in December to support local artisans and support the messaging of the Co-op as a great location to purchase holiday gifts for loved ones.



We are continuing to feature the work of artists who have never had community shows in our deli gallery space as a tool to grow our community and bring new audiences to the Co-op.

Araya Carreiro (above) saw the call-out for artists on social media. She has lived in Moscow for just over a year and is currently working on art she can display in another show in 2023.

LynnLin Qiao is a student at Moscow High School and is one of the first artists to sell posters from the deli gallery. We featured LynnLin's art during the October Artwalk event.

(Left) We're excited to continue to share new Co-op merchandise to the logo area near the west entrance to the store! Stop by to see raglan tees, Nalgene water bottles, ceramic mugs, hoodies, and new Enviro-Tote bags!

We'll be bringing in new hoodies and tote bags printed locally in Troy very soon!