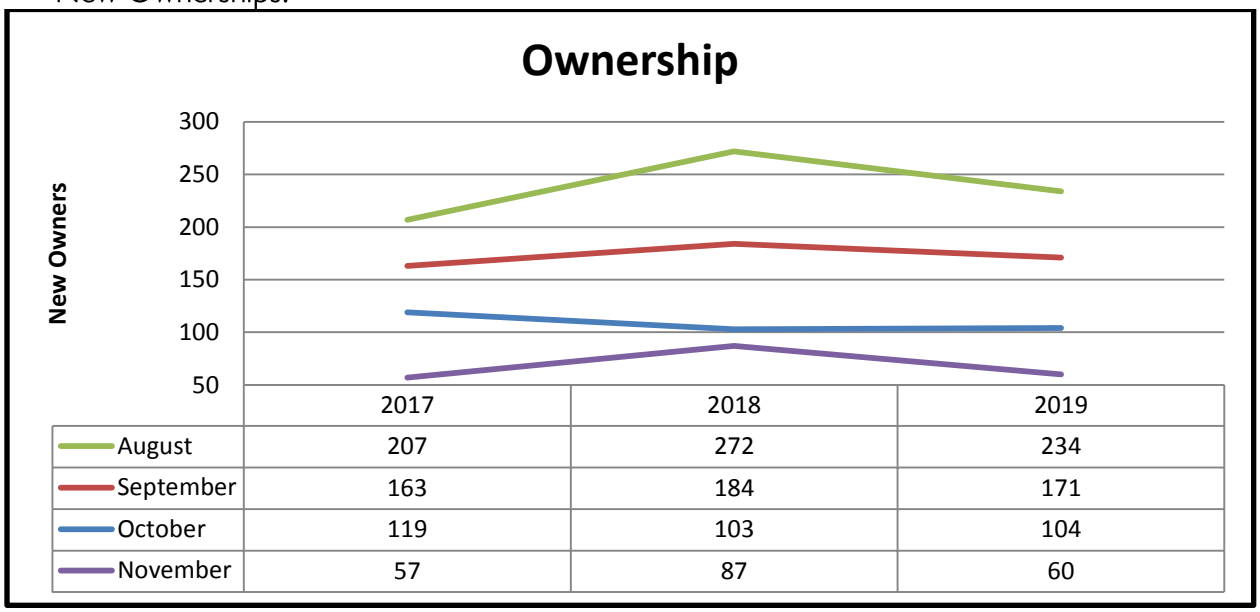
General Manager FYI
December 27, 2019
No action needed

SALES

- October sales were **down 4.4%** compared to October 2018.
  - Grocery was down 4.9%
  - Wellness was down 2.7%
  - Produce was up 4.0%
  - Meat was up 2.5%
  - Bakery was down 1.3%
  - Prepared Foods was down 11.2%
  - Campus was down 2.4%
- November sales were **up 0.2%** compared to November 2018
  - Grocery was down 1.1%
  - Wellness was up 0.5%
  - Produce was up 10.8%
  - Meat was up 1.1%
  - Bakery was up 4.4%
  - Prepared Foods was down 7.4% (which is an improvement)
  - Campus was up 36.7%
- New Ownerships:



	2017	2018	2019
August	207	272	234
September	163	184	171
October	119	103	104
November	57	87	60

CUSTOMER SERVICE

- Customer Experience Survey results:

	Overall Satisfaction	Availability of Staff	Friendliness of Staff	Helpfulness of Staff
Jun-19	73%	73%	84%	80%
Jul-19	74%	74%	84%	82%
Aug-19	65%	65%	79%	76%
Sep-19	69%	70%	79%	42%
Oct-19	73%	60%	73%	69%
Nov-19	77%	53%	90%	90%

DOWNTOWN OPERATIONS (Updates provided by Kerry)

Center Store:

- Jeniel Vereline was hired as our new Center Store Manager and relocated to Moscow to take the position. She served for several years as the Store Manager of Hunger Mountain Co-op in Vermont in addition to working with Briar Patch and Common Market Co-ops. Jeniel is excited to work on refining the training and development in Center Store, especially building the skill level of our buyers with regard to merchandising.

Bakery:

- The Bakery had a very successful Thanksgiving, buoyed by excellent pie sales.
- We now have a fully operational cookie portioner (which divides dough into individual portions to bake, saving hours of scooping time)!
- Obviously relocation is the big priority. Current work for the bakery team includes training the deli staff on taking bakery special orders and merchandising bakery products.

Produce:

- The Produce department has been coordinating a variety of compelling promotions, complementing Fresh Flyer two-week sales with short-term flash sales like the 12 Days of Good Food promotion.

Meat:

- This Thanksgiving we sold out of Turkeys, both organic and natural. Despite ordering more birds, they were smaller; overall poundage was slightly lower than last year.

Front End:

- One of the Front End's major projects right now is ensuring cashiers are properly identifying and ringing up produce. Joseph (Front End Manager) is working closely with Logan (Produce Manager) to ensure that cashiers (and the computer menus) are well-oriented to changes.

Prepared Foods:

- We're launching an oatmeal breakfast program in January.
- Deli Service Manager (Amanda) has been focusing on revamping new server training. She's seeing great results from improved first day, seven day, thirty day, and sixty day training expectation checklists.

- Kitchen Manager (Christian) has been focusing on rebuilding his team and working to increase production to adequately supply all venues.

Recent positive customer feedback:

- 11/18: Loving the new vegan items on the hot bar. Pancakes, blueberry syrup, and latkes were terrific! Thanks for including! (Comment Card)
- 11/20: I always appreciate the quality of the foods they use when they prepare ready-made foods. The staff is willing to help you when you can't find what you need. And I like the neighborhood feel when I visit. Everyone is up-beat. (Customer experience survey response)
- 11/24: Appreciate the availability of organic food. Appreciate the availability of local meats, dairy and produce. Value the emphasis on sustainability. Highly value the way the coop also functions as an ad hoc community center. It's unique in this respect. (Customer experience survey response)
- 11/25: The professionalism of the staff... without being uptight or stressed. The general atmosphere is nothing like a typical "grocery store" experience. Visiting the coop is something I look forward to and genuinely enjoy. It's worth the drive from Pullman every time I go. (Customer experience survey response)
- 12/3: The produce is always there and if I have any questions the produce guy is always very helpful. The soup is always hot. They just don't make zucchini bread often enough. ☺ (Customer experience survey response)
- 12/11: The items I needed were available and some were even on sale. Service is always excellent. (Customer experience survey response).
- 12/15: Willingness to help me, put orders in for products not typically carried and knowledge the staff has is fantastic. Store hours are great and dependable. (Customer experience survey response).
- 12/23: Really like your Orca Bay frozen fish products. Portion size is perfect for couples looking for 2 portion recipes - no waste! Excellent quality too!! (Comment Card)

<u>PHYSICAL PLANT & BAKEHOUSE</u>

- IT
    - Windows 10 is being deployed on all Co-op computers
    - Firewalls are getting a software update on January 1.
    - The Campus virtual server is scheduled to be updated on January 1.

- Sustainability Committee
    - The last committee meeting on 2019 was held on December 18.
    - Current projects include:
        - Working with Avista to get an energy audit scheduled for 2020.
        - Working with Gritman and Latah Sanitation to participate in a citywide composting pilot.
- Facilities
    - We hired a new Facilities Assistant, Carey Scott. He's a welcome addition to our team and he's really had to hit the ground running!

    - Fire safety inspection took place in December. We have a couple of items that need attention.
    - Annual backflow certifications have been completed for all locations.

- Bakehouse
    - Transition to the Bakehouse location is scheduled for the week of January 6th. Market Equipment (out of Spokane) will be moving our downtown equipment. The Bakery will be completely closed (no baking) from the 7th through the 10th.
    - Prior to opening, the Bakehouse needs a final inspection from the City of Moscow and the Health Department. Preliminary inspections have already taken place.

FINANCE & HUMAN RESOURCES

- 2020 budgets are nearly complete.
- New Hire Orientation is scheduled for January 7th and 23rd. This is an all-day orientation.
- The Employee Handbook revisions are nearly complete and the document will be sent for legal review in January.
- We're implementing a plan in 2020 that gets our starting wage to $11 by January 1 2021.
- Turnover is at 53% (which is down from 63% earlier this year). Retail overall is experiencing about a 61% turnover rate.