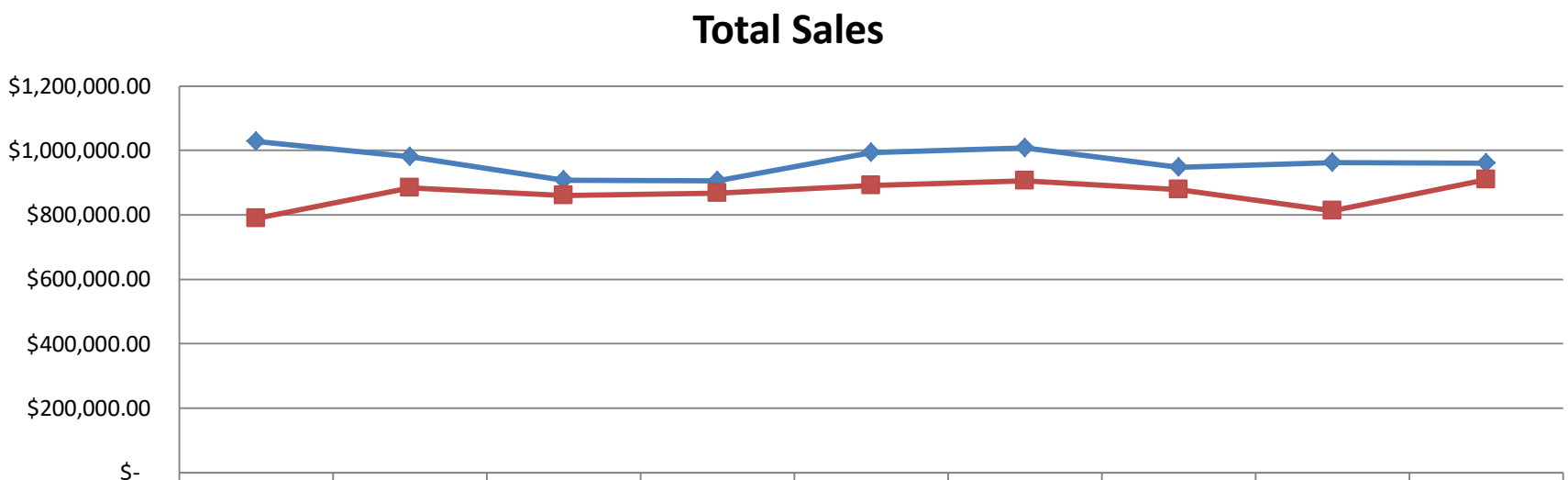
General Manager FYI
January 19, 2021
No action needed

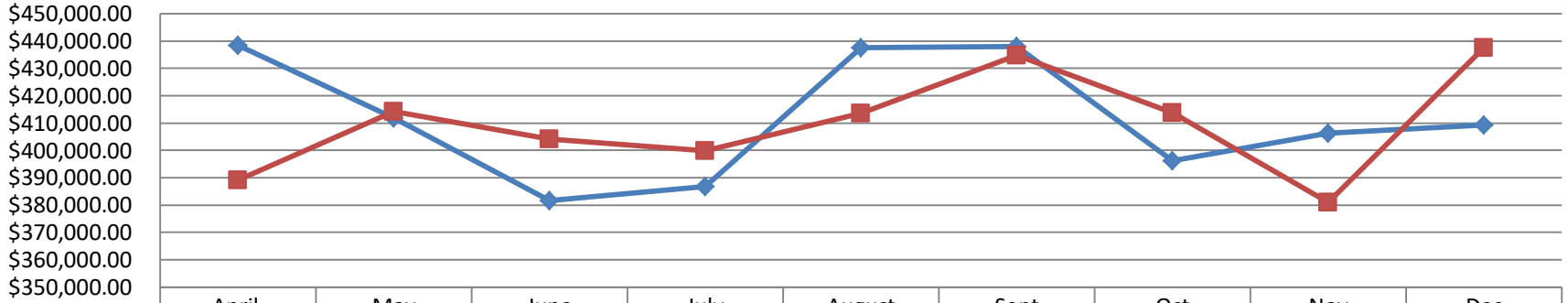
OPERATIONS UPDATES

SALES: COVID-19 Department sales recap



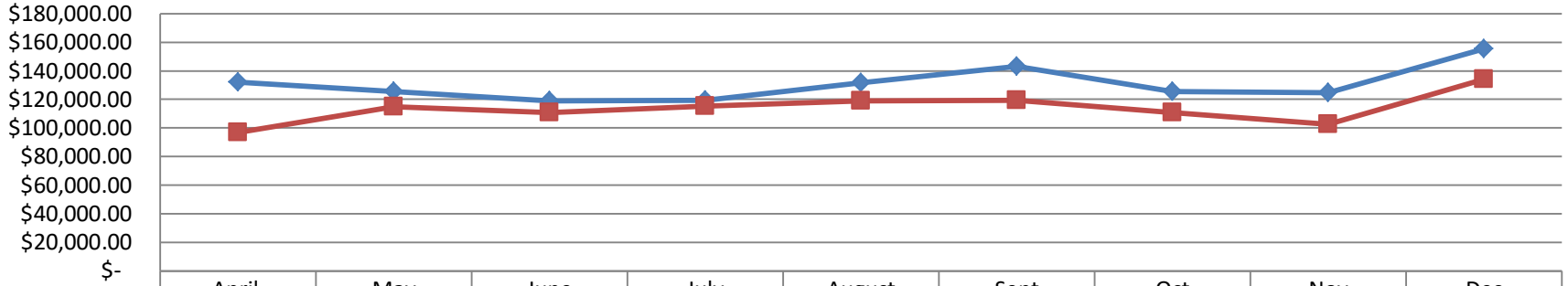
	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$1,028,667.	$980,628.56	$908,388.13	$905,157.06	$993,351.58	$1,008,273.	$948,539.65	$962,185.52	$961,203.30
2020	$789,474.09	$883,231.99	$860,330.26	$867,690.10	$891,072.21	$905,138.12	$879,043.56	$813,174.51	$908,896.94

Grocery



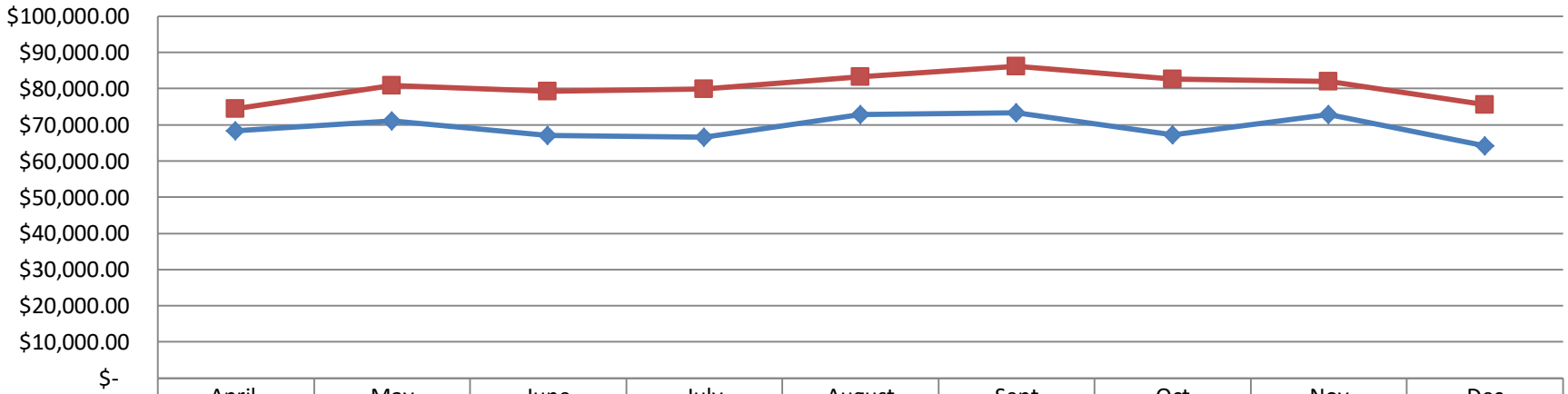
	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$438,392.69	$411,834.29	$381,642.32	$386,775.76	$437,464.17	$438,072.95	$396,178.50	$406,293.60	$409,372.21
2020	$389,155.26	$414,127.61	$404,097.31	$399,809.73	$413,465.79	$434,684.14	$413,822.69	$380,942.20	$437,443.40

Wellness



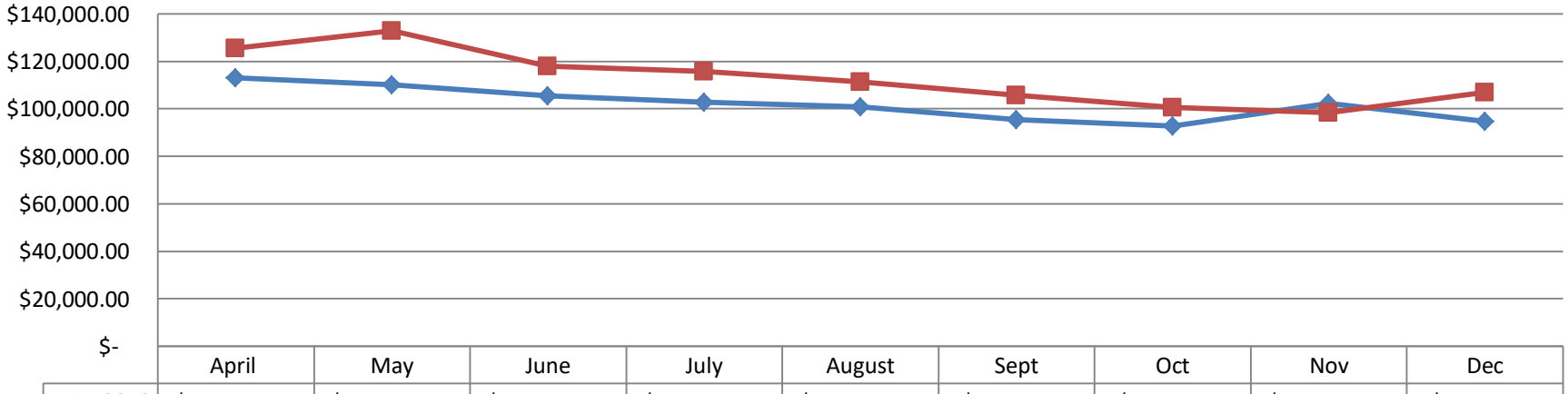
	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$132,043.91	$125,633.48	$119,049.69	$119,330.08	$131,787.89	$142,939.95	$125,477.11	$124,512.88	$155,461.08
2020	$97,029.23	$114,913.53	$110,898.63	$115,111.60	$118,994.53	$119,507.08	$110,552.25	$102,561.73	$134,174.72

Meat



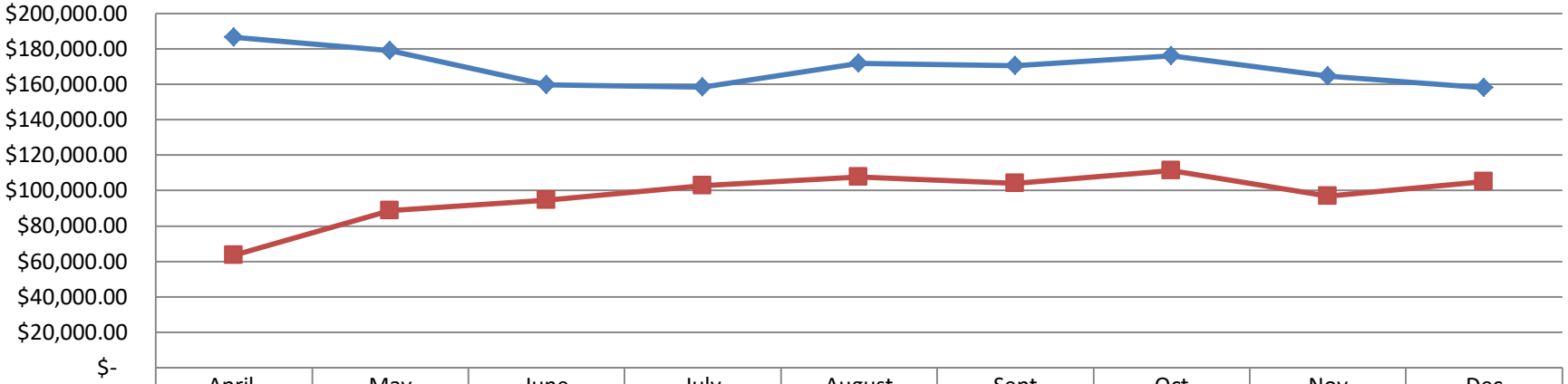
	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$68,341.62	$71,079.70	$66,981.08	$66,544.06	$72,772.29	$73,287.66	$67,228.17	$72,833.98	$64,139.82
2020	$74,369.26	$80,848.08	$79,190.81	$79,856.71	$83,338.61	$86,111.14	$82,692.99	$81,961.45	$75,579.54

Produce



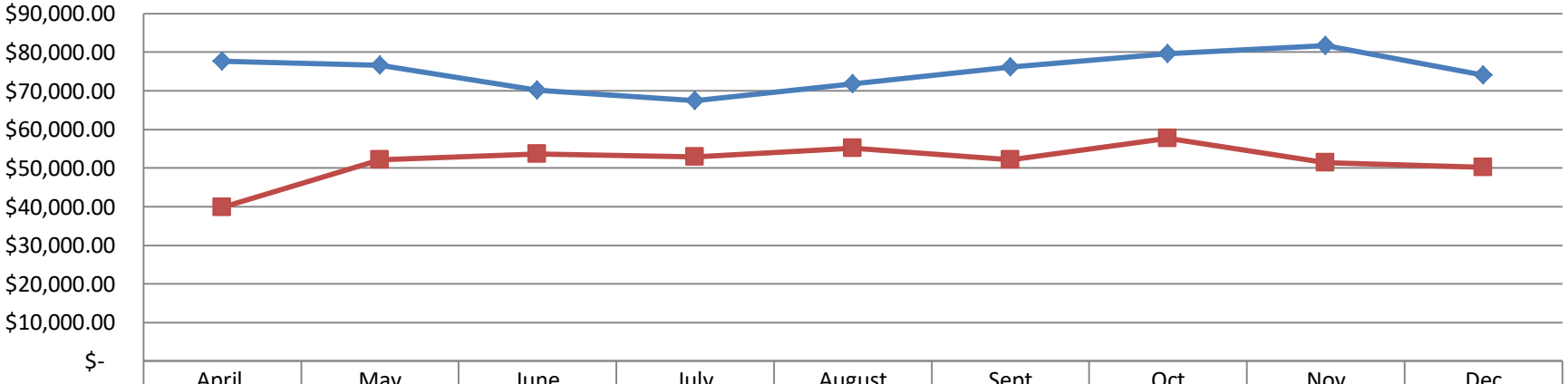
	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$113,039.92	$110,160.56	$105,512.86	$102,852.04	$100,748.47	$95,468.68	$92,710.40	$102,391.70	$94,771.39
2020	$125,589.67	$132,951.44	$118,017.97	$115,810.87	$111,404.07	$105,651.80	$100,594.26	$98,402.83	$106,823.70

Prepared Foods

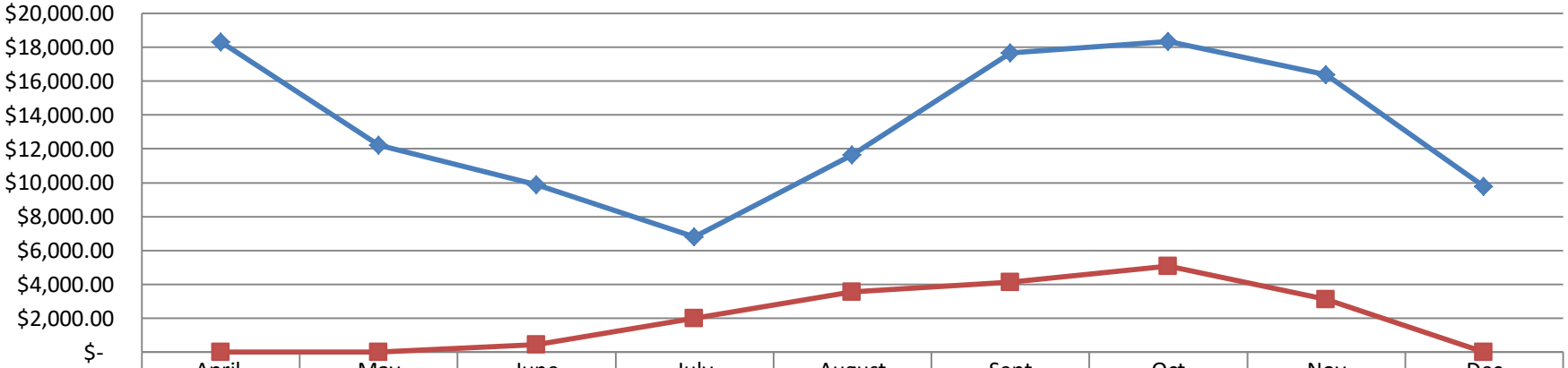


	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$186,654.24	$178,881.70	$159,648.57	$158,448.56	$171,671.77	$170,587.85	$176,067.00	$164,605.27	$158,202.38
2020	$63,578.42	$88,707.62	$94,550.47	$102,686.60	$107,556.31	$104,192.49	$111,240.99	$96,811.14	$105,156.73

Bakehouse

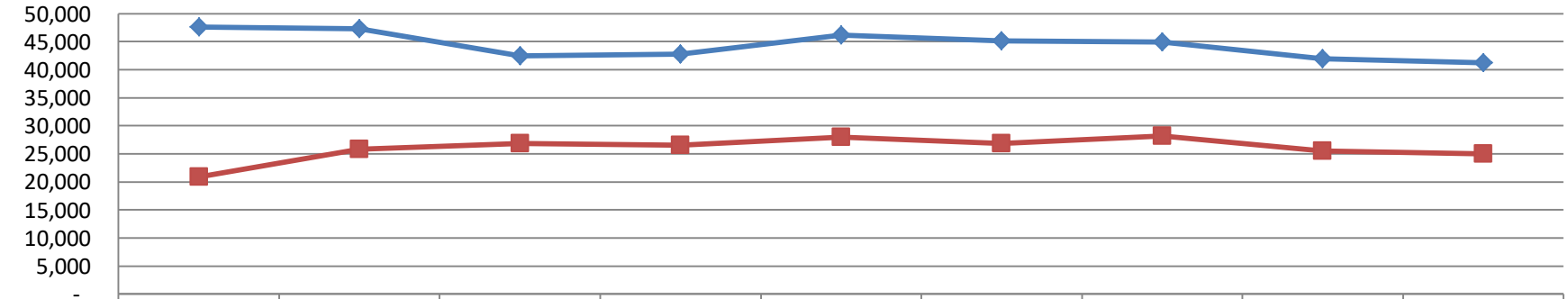


	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$77,731.37	$76,665.02	$70,223.78	$67,414.86	$71,821.71	$76,191.32	$79,685.07	$81,678.52	$74,095.12
2020	$39,829.14	$52,178.42	$53,646.63	$52,956.11	$55,116.96	$52,151.85	$57,769.77	$51,320.54	$50,224.44

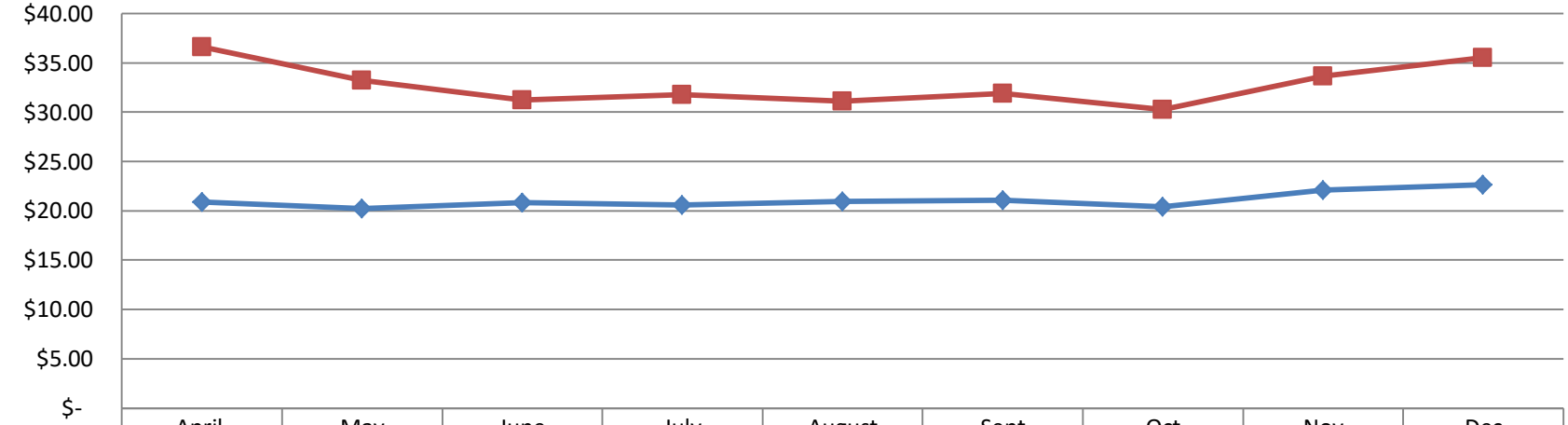


	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$18,311.66	$12,234.36	$9,898.63	$6,816.48	$11,653.11	$17,662.12	$18,326.43	$16,368.90	$9,801.02
2020	$-	$-	$458.10	$2,025.03	$3,574.19	$4,124.68	$5,090.56	$3,119.87	$-

- Customer Counts & Average Basket Sizes:

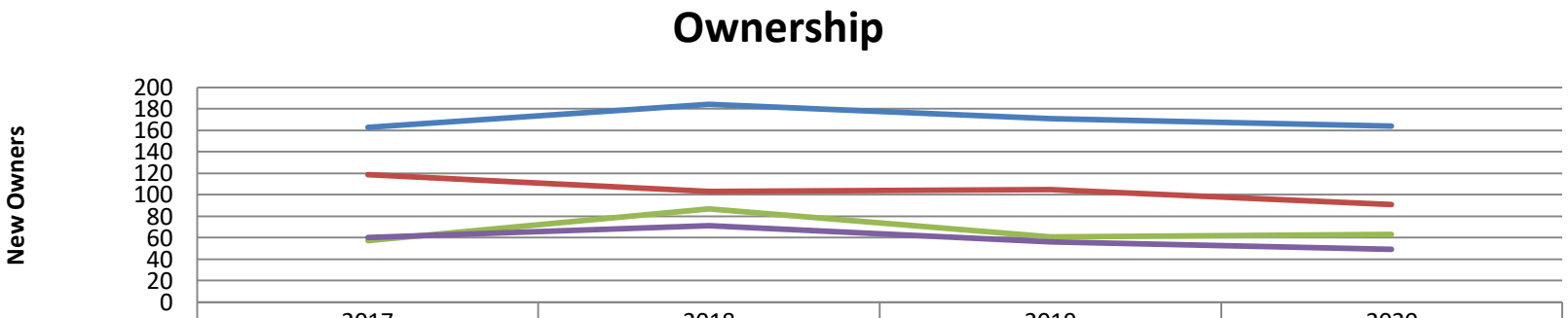


	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	47,575	47,264	42,467	42,807	46,207	45,179	44,967	42,008	41199
2020	20,903	25,810	26,804	26,580	27,994	26,860	28,151	25,562	24957



	April	May	June	July	August	Sept	Oct	Nov	Dec
2019	$20.86	$20.20	$20.80	$20.61	$20.96	$21.07	$20.39	$22.11	22.66
2020	$36.59	$33.25	$31.23	$31.77	$31.12	$31.89	$30.24	$33.67	35.51

- New Ownerships:



	2017	2018	2019	2020
September	163	184	171	164
October	119	103	105	91
November	57	87	61	63
December	60	71	56	49

- February Owner Appreciation Celebration - All month long
    - One 15% off shop per owner
    - Ownership drive (new owner sign-ups)
    - Campus ownership drive
    - Drive to convert owners to fully-vested (lifetime) status
    - Gift ownership drive
    - Weekly raffles to encourage a weekly trip to the Co-op
    - Co-op Kids Program will contribute decorated hearts, owners will be invited to complete a "what I love about my Co-op" message to be displayed with the Co-op Kids hearts

CUSTOMER SERVICE

- Customer Experience Survey results:

	Dec-19	Dec-20
Overall Satisfaction	80%	75%
Availability of Staff	72%	75%
Friendliness of Staff	80%	83%
Helpfulness of Staff	77%	78%
Cleanliness of Store	74%	70%
Availability of Products	53%	48%
Greeted by Someone Other Than Cashier	70%	75%

Customer Experience Survey Comments:

[Customer Experience Survey Comments are copied down word for word and are not edited for grammar]

- Hassle-free, friendly experience.
- Organic produce often locally grown. Energetic, friendly staff.
- During the Pandemic, I appreciate that the carts are sanitized and all workers wear masks. Thank you!
- Lack of items in stock. Lack of variety of items, Prices increase a lot without better customer service improvement. Could use update of credit card machines.
- Items were easy to find. They were reasonable priced. There was a good selection to choose from in the cliff bar section.
- The Co-op always has everything that I need and are rarely ever out of a product. I can get everything on my list in one trip! I love the product selection for non-traditional foods like the GF bakery bread, cashews in the grinder to make fresh cashew butter, and always fun options for holiday treats that are GF and dye free! I also appreciate the extra helpful services like curbside delivery and pre-ordering holiday pies. Most importantly, I am very thankful for all the efforts the Co-op has put in to place to keep the environment safe for the customers and its employees during this pandemic. Thank you!
- It was a wonderful experience. The cashier was very great and very friendly, I much appreciated her candor. I am happy you guys put back the local food bank donation thing and now people can actually see it, so that's cool too. The bulk aisle was amazing.
- The Coop is always clean and well organized. Staff are helpful and plentiful. I have never had issues shopping there and really appreciate how COVID safe they are.
- Staff and customers wear masks properly at the co op. The carts are actually cleaned.
- The coop staff is knowledgeable and friendly. The store is clean and well lit. There is a wide and fun variety of products to choose from.
- The coop feels like the safest place to shop during COVID. I trust that spaces are clean and that staff are following safety protocols. The coop has been an oasis for us during this difficult time.

- Quality products that are health giving. A sense of community which makes it more than another place to shop. Friendly and courteous staff that is well informed.
- Friendly checkout guy. Love the selection of items. Produce section amazing.
- The coop is always clean. And I like the local options. Plus the home good you carry are great.
- Store staff kept distance, hand sanitizer was availability at bulk foods, and good to know cards are also sanitized. Produce was in good condition and local options available. Good non dairy milk and "cheese" options available.
- First, this is an unrealistic expectation, and should in particular not be assumed to reflect negatively on staff, especially not floor staff, all of whom are excellent. Did not find the kind of beers I was looking for, and saw the 16oz. "tallboys" spiking toward a significantly higher price-point, which may be due to expectation of holiday big-spenders. My actual answer to "why dissatisfied" with cosmetics & health section is complicated, but I rarely shop there, was just getting tampons for my wife. Section seems pitched to older & more affluent shoppers/members, which I in fact am, but disinclined to spend lots of money on little bottles of pills. Section's placement seems to displace other more basic items, suggesting a prioritization of money-making, via optimized shelf-space-to-cost ratio, but at the expense of serving less affluent and poor customers, who I worry may walk in, see this first, and bail out, as "not for people like me." But I love MVC, have been a life-member since 1994, just hope for as broad a membership and service to community as possible. Staff are great, doing an outstanding job during COVID protocols.
- The selection of wellness products is wonderful. A staff person is always available to help me find a product if I'm unable to find something on my own. N the product department of organic and/or local produce is the best in our community. It's a great place to shop and the staff is the best.
- I enjoy conversing with the friendly and knowledgeable staff. I am saving money as I order curbside due to the mask mandate. Ron is very helpful as I order goods for curbside pickup. Logan in the produce dept. is very knowledgeable and finds answers if he doesn't know. I do not agree with the mask mandate and believe people in good healthy should be able to shop without the dehumanizing mask with its concomitant health issues. The people who have not taken care of their health should be asked to shop at certain dates and times.
- I am quite familiar with the store and products and know many of the staff. Everyone is friendly and I can find the products I depend on to remain healthy.
- Excellent bulk food selection. Great staff and great care in taking coronavirus precautions.
- Love your meat selection and quality!
- For the size, this store offers a lot. We appreciate the availability of local products. If Moscow didn't have this COOP, we'd probably consider moving.
- I very much appreciate the quality and selection of products. The cashiers are always pleasant. The coop has been a reprieve in this wild year.
- Great food and organic, local options. Friendly staff and I love that you offer the FLOWER discount to us. It really helps.
- Prices are high, but products are good.
- The sore was very clean. The coffee was excellent. The staff was very pleasant.
- It is out of some products that I wanted.

- Appreciated how staff could slice our bread for us. Checkout staff very friendly and helpful. Like the Fair Trade products, such as wine from La Rioja, Argentina
- It was a busy time, two additional checkouts were opened to quickly accommodate. There a problem with an item at checkout, help was called and fixed before my checker was even finished scanning – awesome! Shelves were being replenished as they became sparse on this very busy day!
- Being stoic, I don't get too excited about my grocery shopping experiences.
- I shop there frequently and today's shopping experience met my expectations, thus I was satisfied. If I had been able to sample some wine and cheese, I would have been highly satisfied.

Sustainability Committee Meeting Recap

December 30, 2020

1. Palm Oil
    a. Guest Ryan Law joined the meeting and shared her research and knowledge on palm oil harvesting and impact. The committee has discussed interest in learning more about the environmental impact of products made with palm oil, and if the Co-op should continue to carry products with palm oil.
    b. Palm oil is the fruit that comes from the palm tree. It's cheap and easily-accessible. Palm oil supplies 35% of the world's vegetable oil using only 10% of the land. Soy and coconut oil use much more land and are less available. Harvesting palm oil has a highly negative impact on rainforest environments and damages orangutan habitats.
    c. Other conflict points of palm oil:
        i. Impact on children (child slave labor)
        ii. Destruction of the rainforests
        iii. Harvesting (clearing and burning timber) contributes to climate change
    d. The committee brainstormed ways to communicate the environmental impact of palm oil through educational signage. Educational resources on palm oil:
        i. Potential in-store or web signage? https://orangutan.org/wp-content/uploads/2017/02/3waystoboycottpalmoil.pdf
        ii. 2) Examples of in-store or social media/newsletter images: https://orangutan.org/palmoil/?gclid=CjwKCAiA57D_BRAZEiwAZcfCxRKaI29Uc42VhxpmYXx31MAi8mbVdVVzfomur2LWRDqY4hznU99xSxoCdM4QAvD_BwE
        iii. In-store signage: "X number of trees are being cut down every minute"
        iv. Having shelf signage that says "This item contains palm oil" or "Item does not contain palm oil/palm-oil free!" so customers can make educated choices.
    e. Ryan Law discussed the Roundtable of Sustainable Palm Oil, an organization out of the UK that creates regulations and restrictions from how "sustainable " palm oil is harvested.
    f. The Committee will reach out to Kate of Orchard Farms to invite her to the next meeting. They'd like to learn more about her experience using sustainably harvested palm oil in her products.

   g. The committee discussed how getting rid of all products containing palm oil could negatively impact the store's available inventory and sales. The committee wondered how many items at the Co-op actually contain palm oi.
   h. Melinda discussed the Co-op's new Ends statement, and how educating the public, customers and staff is a part of the work. The committee discussed learning more about palm oil and inviting the public to learn along with them.
   i. A committee member will check-in with student groups at WSU and UI to see if taking an inventory of products that contain palm oil at the Co-op is of interest.
   j. It was suggested that students could investigate like-products (for example, comparing the price point and availability of bar soaps both with and without palm oil).
2. Avocados & Chocolate
   a. A committee member shared that the growing of Hass avocados are causing deforestation in habitat that's critical to monarch butterflies. He mentioned the "Rainforest Alliance" website and product certification. The committee also discussed the impact of cacao harvest for the production of chocolate, and which chocolates sold at the Co-op are fair-trade and/or Rainforest Alliance Certified. The committee may opt to learn more about this in the future.
3. Review draft BINGO activity card https://www.moscowfood.coop/co-ops-guide-to-sustainable-living/2020/12/31/earth-friendly-resolutions-bingo
   a. The committee reviewed the first draft of the January BINGO card and provided feedback.
4. Master Recycling Program
   a. A committee member discussed the Master Recycling Program in Corvallis, Oregon. The program was initiated through the waste management department. Participants are certified in understanding waste streams, the technical/logistical issues of recycling, et cetera. The committee is highly interested in pursuing the creation of a similar program locally, perhaps as early as Fall 2021.
5. Update: The Moscow Farmers Market is creating an incentive program to discourage vendors' use of plastic bags.
6. Blog Ideas https://www.moscowfood.coop/co-ops-guide-to-sustainable-living
   a. Food waste reduction
      i. Food preservation, freezing and food preparation
   b. Challenge to generate less trash
7. Next Meeting
   a. Wednesday, January 27 at 1pm

Operations Updates

- General Updates
    - NCG has been working on building a relationship with a secondary supplier (as a backup to UNFI). I'm delighted to share that they've negotiated a favorable supply contract with KeHe and that we'll be able to order from them starting in April 2021.
    - After discussing current COVID protocols with staff, we've decided that bulk containers, personal coffee tumblers, and produce bags brought from home are low risk from a disease transmission standpoint. We're ready to allow shoppers to bring in their own containers.
    - We're having some electrical work done in the deli/kitchen area in order to provide enough electricity to power a counter-top pizza/warming oven.
    - You've probably noticed that the Customer Service Desk was removed in early January. This decision was made by the Front End Managers and staff (with the input of the Store and General Managers) for a number of reasons: it was poorly utilized (only partially staffed), it was an eyesore, the opportunity to more effectively use that space for merchandising product, just to name a few.
    - We secured our 2021 licenses to sell beer and wine (this is quite a process each year, and this year was especially messy).
- Marketing Updates
    - The Co-op Community Food Drive continues to do really well, even after the holidays. Since November 24, 2020, $8,350 worth of food has been donated to local food banks, with $2,910 of that being purchased by customers after Christmas. We are thankful to our generous shoppers!
    - We are partnering with the Moscow High School's chapter of Period: The Menstrual Movement to collect menstrual supplies for Alternatives to Violence of the Palouse and Family Promise. Customers can either grab a pre-packed $10 or $20 bag of supplies or purchase items off the shelf to deposit in one of the collection boxes at the front of the store.
    - We launched First Thursday in January, and we will continue to highlight several local producers each first Thursday of the month. For now this is a virtual event, but we look forward to hosting local vendors in-store once we're able to do so.
    - We hosted the online portion of the WSU Center for Civic Engagement's Martin Luther King Food Drive. People were able to participate virtually using our e-commerce site. The drive was a success.
    - Co-op Kids To Go has been very successful, with 23 families enrolled so far (many with more than one child). Planning, bag stuffing with Co-op Kids facilitators, and parent pick-up have all been smooth, and we look forward to continuing this until we can meet again in person.