General Manager FYI
January 27, 2020
No action needed

SALES

- December sales were **down 1.9%** compared to December 2018.
    - Grocery was down 3.4%
    - Wellness was down 3.3%
    - Produce was up 1.6%
    - Meat was down 4.0%
    - Bakery was up 4.8%
    - Prepared Foods was down 2.2%
    - Campus was up 50.4%
- New Ownerships:

	2017	2018	2019
September	163	184	171
October	119	103	104
November	57	87	60
December	60	71	56

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%
Dec-19	80%	72%	80%	77%

DOWNTOWN OPERATIONS (Updates provided by Kerry)

Center Store:

- The Center Store team is excited about a new Open Book Management game focused on raising sales. You can see the scoreboard for "Budgetstar Galactica" on the door to the walk-in cooler.

Bakery:

- Relocation has been the big priority! We are still working out kinks with delivery, but the production space is functioning well. The bakers have demonstrated incredible patience, flexibility, and fortitude adjusting to all of the changes.

Produce:

- Logan is headed to California during the first week of February to tour citrus producers, sponsored by Organically Grown Company.

Meat:

- No update provided.

Front End:

- Owners Week is coming up Feb. 8-16.

Prepared Foods:

- Christian and Amanda are both registered for Food Protection Manager Certification in Lewiston on March 5. This is a new-ish certification now required by the Health Department.

Recent positive customer feedback:

1/21: Health food well stocked with helpful knowledgeable staff. Reasonable prices for quality products. Great fresh produce and meat. (Customer Experience Survey)
1/19: This is the friendliest, cleanest, most welcoming coop I've ever set foot in. Everyone feels like a neighbor and friend! We make an effort to learn the names of the staff and are surprised how many know us. Truly the heart of downtown Moscow! (Customer Experience Survey)

1/10: Moscow Food Coop's layout is logical. It's staff is knowledgeable and friendly. I have special ordered a number of items such as almond mozzarella cheese, and it has come quickly. (Customer Experience Survey)
1/9: It was just a good experience. I like the coop quite a bit, I go there quite often lol. I like that they have lots of things I'm interested in, and are more or less conscientious about the world. (Customer Experience Survey)
1/8: The coop has an excellent hot and cold bar that agrees with my vegetarian diet Customer service is always top notch overall food beer and wine selection is excellent atmosphere is very pleasant. (Customer Experience Survey)
1/7: It is more than a grocery store to me. It serves as a place I see and meet friends, check my email, and eat lunch. (Customer Experience Survey)
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!! (Customer Comment)
12/23: Christian in Produce is always so helpful and a joy to talk to! So glad to see more friendly produce workers on the floor! :) (Customer Comment)

MARKETING & OUTREACH

- 13 media placements so far in December 2019 and January 2020
- Dime in Time results for December 2019:
    - Latah Alliance for Mental Illness: $296.20
    - For Women: $333.70
    - Co-op Community Find: $149.20
- FLOWER
    - 4 new participants signed up in December and 4 current participants renewed for another year.
    - Total lifetime participation: 171
- Upcoming events:
    - January 31 - Palouse-Clearwater Food Summit
        - A Co-op-sponsored conference on local and sustainable food and our Palouse food system, hosted by the Palouse-Clearwater Food Coalition. 9 a.m. to 4 p.m., registration currently open on Eventbrite.
    - February 7 - Wine Tasting and Pairing: Red Wine
        - A Co-op class taught by Peg Kingery. Attendants will sample different varieties of red wine, alongside food chosen to pair with and bring out the best flavors of each wine. $10, $5 for Co-op owners on Friday, February 7 at 6 p.m. at the Co-op on Campus.
    - February 13 - The Latah County Health and Wellness Fair
        - The Co-op will host a booth at the Health and Wellness Fair with samples of Co-op food and information about Co-op ownership, Fresh Deals, and events like Healthy Eating on a Budget.
    - February 22 - Kombucha Brewing with Love's
        - A Co-op class taught by Renée Love of Love's Kombucha. Attendants will learn how Kombucha is made and how they can get started at home. Samples of some of Love's favorite flavors will be provided, and attendants

can take home a complementary Kombucha SCOBY so they can get started brewing! $10, $5 for owners. Saturday, February 22, 4:30 p.m. at the Co-op on Campus.

- February 29 - Healthy Eating on a Budget 2: Protein
  - A Co-op class taught by Alice Ma. Attendants will sample easy, low-cost recipes that are 100% plant based and free of the 8 most common food allergens. This class's theme is plant-based protein. $5, $3 for Co-op owners and free for student owners and owners participating in FLOWER. Saturday, February 29 at 4:30 p.m. at the Co-op on Campus.
- March 28 - Healthy Eating on a Budget 3: Fruits and Vegetables
  - A Co-op class taught by Alice Ma. Attendants will sample easy, low-cost recipes that are 100% plant based and free of the 8 most common food allergens. This class's theme is fruits and vegetables as the centerpiece of the meal. $5, $3 for Co-op owners and free for student owners and owners participating in FLOWER. Saturday, March 28 at 4:30 p.m. at the Co-op on Campus.

PHYSICAL PLANT

- IT
  - Matthew and Melinda are working closely with Dick from NCG to hire a managed services provider for specific IT work.
  - We renewed our contract for copier support & service.
  - We are working closing with NCG and Cordelia (David Nelson and daughter Kate's company) to prepare our e-commerce platform. Look for a soft launch in June.
- Facilities
  - Facilities is working closely with the Bakehouse to coordinate delivery of baked goods now that the bakery has been relocated.
  - Quarterly equipment maintenance begins on 1/28 and mostly takes place after hours.
  - Annual sustainability metrics reporting (as part of the Co-efficient program) is underway.

FINANCE & HUMAN RESOURCES

- Finance is preparing to begin the workman's comp insurance audit – this is an annual audit.
- Finance is beginning the annual review process (for FY 2019) with Wegner CPAs.
- Finance is busy working to close out FY 2019. All 2020 budgets have been developed.
- HR launched a new harassment training that's a lot more thorough. It replaces a unit that covered workplace harassment. The new unit covers diversity, unconscious bias, harassment, and workplace bullying. The harassment and bullying portions are covered in new employee orientation. The diversity and unconscious bias portions will be covered in a future (later in Q1) training called Everyone Welcome. This new training will be part of onboarding day for new hires (which takes place before orientation).
- We're looking into a digital communication platform to improve Co-op wide and department communication across our multiple locations.