

General Manager FYI  
June 28, 2023  
No action needed

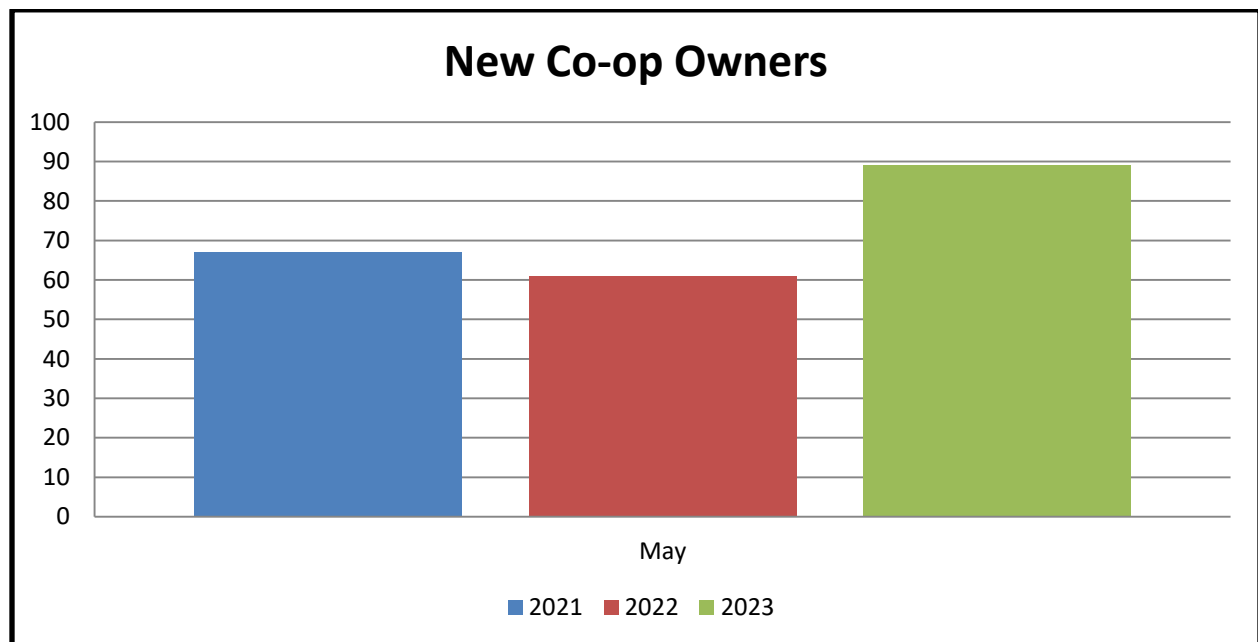


### OPERATIONS UPDATES

SALES: Department sales recap. The difference reported is between the current year and the prior year.

May	2021	2022	2023	Difference
Total Sales	\$ 901,251.53	\$974,413.13	\$1,020,875.58	4.8%
Grocery	\$ 405,531.69	\$425,092.08	\$435,112.83	2.4%
Wellness	\$ 112,383.72	\$117,154.42	\$115,420.68	-1.5%
Prepared Foods	\$ 128,808.68	\$170,662.02	\$182,469.31	6.9%
Bakery	\$ 58,384.25	\$52,958.16	\$68,402.55	29.2%
Meat	\$ 77,341.91	\$73,211.92	\$77,814.31	6.3%
Produce	\$ 116,615.98	\$132,073.95	\$136,262.68	3.2%
Campus	\$ 4,553.89	\$5,593.10	\$9,482.51	69.5%
Customer Count	29,536	32,822	35,456	8.0%
Basket Size	\$ 29.67	\$28.38	\$27.90	-1.7%

- New Ownerships: May 2023 saw a significant increase in new owner signups compared to April 2022



## CUSTOMER SERVICE

- Customer Experience Survey results:

	May-20	May-21	May-22	May-23
Overall Satisfaction	84%	75%	67%	74%
Availability of Staff	82%	77%	77%	67%
Friendliness of Staff	90%	80%	80%	86%
Helpfulness of Staff	88%	84%	83%	74%
Cleanliness of Store	96%	73%	72%	84%
Availability of Products	34%	54%	53%	46%
Greeted by Someone Other Than Cashier	60%	63%	52%	56%

## Customer Experience Survey Comments

- Comments are attached in an excel spreadsheet.

## Operations Information

### Store Operations

- The 2023 Employee Opinion Survey has been scheduled for September/October.
- Hopefully you've all noticed the pizza warmer on the counter by the coffee bar – pizza by the slice available every day.
- Made-to-order sandwiches are finally back! You can order at the coffee bar.
- There have been menu changes and improvements for hot bar.

### UNFI

- I've attached three documents for reference that provide context about our business supply chain issues:
  - June Service Level Update
  - June Category Insights – Natural
  - June Category Insights – Conventional

### Marketing

- New Change For Good recipients for third quarter:
  - Palouse Clearwater Environmental Institute - Moscow, Idaho
    - PCEI is fundraising to support the Palouse Nature Center, our 26.2-acre green space that is free and open to the community 7 days a week. The Nature Center is a nearby, accessible place for nature exploration, walking the trails, gathering for community events, playing at the playground, providing youth education, and showcasing sustainable living and restoration projects.
  - SMART Transit - Moscow, Idaho

- SMART Transit is fundraising to educate the community about our services through tabling events, speaking at schools, assisted living facilities, and the University of Idaho through the ASUI Public Relations Board. SMART Transit would also like to provide opportunities for parents and children as well as others in the community to board the bus and receive a custom tour of our east and west routes so each feels comfortable riding the bus, getting familiar with our stops and stop times.
- Humane Society of the Palouse - Moscow, Idaho
  - Humane Society of the Palouse is fundraising to directly support their Merlin Fund, a fund for lifesaving medical care. This gives second chances to animals who need it most, instead of having to face euthanasia. Each year, they receive several animals who require extraordinary medical care beyond what is typically needed, whether it be amputations, or emergency surgeries. All animals treated last year have had successful recoveries and are in their forever homes thanks to the Merlin Fund. Merlin Fund was
- Upcoming events:
  - Artisan Grains Beer Fest – Friday, July 7<sup>th</sup> at the Latah County Fairgrounds. The Co-op will be tabling and selling NEW spent-grain bread (a collaboration with Moscow Brewing Company) and brownies.
  - Late July Fest – Saturday, July 29<sup>th</sup> at the Latah County Fairgrounds. The Co-op will be tabling and offering kids activities.

## CCMA (Consumer Cooperative Management Association) 2023 Conference Recap

CCMA kicked off on Friday with an excellent keynote from Errol Schwiezer, host of The Checkout podcast <https://www.thecheckoutradio.com/>. Errol talked about the current state of grocery, highlighting industry disruptions that have occurred over the past several years. He shared his perspective on how food co-ops are well positioned to compete in this volatile market.

Following the keynote there were several workshop tracks to choose from. Mark and I opted to attend different workshops so that we could learn twice as much.

Here's what I attended on Friday:

- Shifting Shelves: Prioritizing Inclusion in Product Procurement. This was a moderated discussion with a panel of food co-op experts who have been leading their organizations toward improving supply chain diversity.
- Managing Operations - Next Level. This was a case-study presentation about the work that the Sacramento Natural Foods Co-op has done redesigning their process of training and coaching in order to level up the strength with which they manage their operations
- Moscow Food Co-op Case Study: Building up the Board. Mark and I presented with Thane on the Board/GM Relationship.

The Saturday plenary session, Restorative Revolution: Transforming the Food System in California, featured a panel of local food system visionaries, including:

- Chanowk Yisrael of Yisrael Farms <https://yisraelfamilyfarmshop.net/> who shared how he and his wife started a small urban farm in the heart of Sacramento
- Adrionna Fike, a former member-owner of Mandela Grocery Cooperative <https://www.mandelagrocery.coop/>, who shared how Mandela critically examines its structures and practices to address equity and empowerment for everyone.
- Javier Zamora, owner of JSM Organics <https://www.jsmorganics.com/>, presented with David Benson, Produce Manager for BriarPatch Food Co-op, about JSM Organics' partnership for an equitable food system.

Here are the workshops I attended on Saturday:

- Small store with big plans. This was a presentation by leadership from GreenTree Co-op Market in Mt. Pleasant, Michigan about their robust, process for developing their annual work plan.
- Prepared Foods as a Profit Center: A Case Study in Sales Solutions & Margin Management at BriarPatch Co-op. This presentation focused on pandemic recovery in prepared foods, including key programs and initiatives.

While in Sacramento, I had the opportunity to visit the Sacramento Natural Foods Co-op <https://www.sac.coop/>, as well as the new BriarPatch Co-op store in Auburn, CA <https://briarpatch.coop/>.

CCMA 2023 brought together nearly 450 food co-op leaders from 80 cooperatives. It's always nice to be reminded that we're a part of something bigger out there in the world and that the work we do matters.