General Manager FYI
March 29, 2020
No action needed

SALES

- February sales were **up 5.2 %** compared to February 2019.
    - Grocery was up 2.5%
    - Wellness was up 12%
    - Produce was up 11.4%
    - Meat was down 1.7%
    - Bakery was 4.2%
    - Prepared Foods was up 8.0%
    - Campus was down 2.2%
- New Ownerships:

	2017	2018	2019	2020
November	57	87	61	
December	60	71	56	
January	124	113	116	82
February	137	84	75	161

CUSTOMER SERVICE

- Customer Experience Survey results:

	Feb-19	Feb-20
Overall Satisfaction	68%	73%
Availability of Staff	65%	70%
Friendliness of Staff	78%	84%
Helpfulness of Staff	69%	77%
Cleanliness of Store	64%	70%
Availability of Products	43%	51%
Greeted by Someone Other Than Cashier	54%	60%

OPERATIONS (Updates provided by Kerry)

Center Store:

- There has been a lot of difficulty accessing adequate resupply. Our distributor is encountering unprecedented demand as well as significant employee turnover and call-outs – as a result we've had a very hard time getting the product we order and delivery timing has been inconsistent. Items of particular concern include bulk rice and beans, flour of all kinds, and paper products—particularly toilet paper. NCG has been helpful at advocating for us and our UNFI rep has told us we would not be seeing the level of service we currently have if we were interfacing with them as a stand-alone store.
- Case orders and holds were eliminated due to supply restrictions and unpredictability.
- Staff are working hard to keep the bulk department sanitized and maintain social distancing.

Bakery:

- While Pi Day sales were a bright point, the bakery has seen dramatic sales decline impact from COVID-19. Production lists are being tightened and we've cut several products, like salt sticks and individual cookies, that work best in conjunction with store visits/eating out.
- Bread sales have been strong; the bread slicer has been moved to back of house so customers cannot contaminate it.
- The current focus is on building up a brief menu of packaged items appropriate for family groups (packages of muffins, etc.) to be advertised in conjunction with curbside collection efforts.

Produce:

- Produce supply has been consistent so far.
- We are looking into ways to support local farmers facing reduced outlets with closed restaurants and potential Farmer's Market impacts (currently the first market is cancelled; likely to be more).
- In the shortest term, we anticipate offering a variety of plant starts.

Meat:

- There have been several disruptions ins supply of Oregon Country Beef and Mary's Chicken. Department staff have been ferreting out alternative options and making contingency plans to minimize OOS issues.

Front End:

- New Assistant Manager (longtime employee Joseph Erhart-Hudson) promoted at the beginning of March.
- Increased sanitation of pods, check-stands, conveyor belts, and pin pads.
- Bathroom surfaces and door handles sanitized hourly.
- Increased cleaning of shopping carts and baskets.
- Gloves available for customers and cashiers; increased hand washing requirements including hourly hand-washing break.
- Installed plexiglass guards to protect cashiers.

Prepared Foods:

- Eliminated self-serve venues on 3/18; discontinued hot service.
- Jarred soup program launched! $2 bottle deposit on large canning jar.
- Sales have slowed considerably; team is reconfiguring to focus on additional take-and-bake and family-sized options that can be advertised online for curbside pickup.
- With decreased production, many staff have been redeployed to help with stocking in Center Store, cleaning and sanitation efforts, and special projects.

Campus:

- Closed 3/26 until further notice; inventory transferred downtown. The Campus lead will be assisting with the curbside collection program.

Recent positive comments:

- 3/28: I have always loved the Moscow Co-Op, but now, in their response to COVID-19, they are simply being an example for any and all groceries. To start, they changed their hours to allow sufficient time to restock and sanitize. There are signs reminding people about the 6-ft distance from one another. Each cash register is now separated from the customers by Plexiglas for extra protection, and the cashiers sanitize their stations

between customers. Not to forget, all of the curb side delivery services, individually wrapped baked goods, etc. The most appreciative kudos to all employees of the Co-Op for setting an example and keeping us safe. (Facebook review)

- 3/26: Many other stores are running out of inventory during this COVID-19 pandemic. The Co-op has maintained fresh and available products more consistently than other stores in the area. I feel the measures being taken to provide for safe shopping in this time of high risk for contagious virus spread are the best in the Moscow area. (Customer experience survey response)
- 3/24: During the coronavirus social isolation and distancing, the Co-op is doing a good job keeping people safe and their shelves stocked. (Customer experience survey response).
- 3/23: Thanks for being so careful! And having as much as possible on the shelves. (Comment card)
- 3/23: Thank you to all the Co-op employees serving our community through these times! (Comment card)
- 3/20: Cashiers were very efficient and competent during trying times (large volume of customers relative to recommended social distancing protocol). All staff was very diligent about sanitizing surfaces and using PPE for produce handling. Seemed to be a very well-trained group. (Customer experience survey response)

MARKETING & OUTREACH (Updates provided by Marketing)

- Owners week brought in **89 new owners** (more than the previous three February Owners Weeks each brought in). February saw a total of 161 new owners!
- All upcoming classes, events, tastings, committee meetings, etc. have been put on hold due to the COVID-19 pandemic.
- **When we sent the last eNewsletter to owners, we gave them the opportunity to share their appreciation for our hardworking staff. Here's what they had to say:**
    - *We appreciate you all – grateful for your service to our community.*
    - *Always so helpful, friendly, and positive! We appreciate all you do!*
    - *Thanks for being awesome!*
    - *Thanks for making all of this extra effort to keep all of us healthy during this. Great job!*
    - *Thank you for staying open and supplying us with wonderful food! I love the Co-op.*
    - *Thank you! As someone who has asthma, I'm worried to go out and so miss the Co-op!*
    - *Thanks for being there!*
    - *The Co-op staff members have always been super welcoming and helpful during ordinary circumstances. Now you are going an appreciated extra mile to make shopping safer. You folks are great. Thanks again.*
    - *I really appreciate all the efforts you have made. Thank you from an older lifetime member.*
    - *Thank you! Your work is really appreciated.* ☺
    - *Thank you, Co-op staff! As a resident of Moscow, I trust that you all are doing your best to keep us healthy and well. You always have done a wonderful job providing food, supplies, and other products. I wish you all health and wellbeing!*

- *You are working so hard, and especially in a time where it's making it difficult to do so. Thank you for continuously putting yourself towards something that makes a difference in others' lives!*
- *You guys rock!*
- *Just picked up our grocery order – I can't thank you enough for this service! One worry off our minds…*
- *Staff is so friendly! Exercising great sanitation practices & doing a great job making my experience feel like it always has been at the Co-op, and less like the rest of the world feels right now.*
- *Thank you Co-op staff for all you do to keep us all healthy eating local, nutritious food. We appreciate you!*
- *Thank you! Your efforts and kindness are noted and appreciated.*
- *I miss you all so much! I may not know your names, but I know your dedication, your smiles, your all-around community-building nature. Thank you for all you do, especially now, as we all need community support while being socially isolated. Carry on, amazing ones! And on those days when it's hard to, just do what you can, we understand. Let's all just move through this together, however we need to.*
- *Thank you brilliant and happy staff!! You are amazing and super kind!*
- *Many thanks to the wonderful people at Moscow Food Co-op. We appreciate the extra effort you are putting into cleaning and carrying while all of our lives are topsy turvy. Wishing you all healthy and happiness.*
- *Thank you, Co-op staff and leadership! You make the Fish Folks Friday full of yummy treats and we always feel the love! You are the best!*
- *To the wonderful, reliable, AMAZING Moscow Food Co-op! You have long been more than just a place where I go to shop! Even now, during a time where the world is really taking a beating, You're still there with open arms, friendly faces, and warm greetings! Even though we are all missing the delicious smells of the deli, The Co-op staff are making sure we all have good food to fill our bellies!*
- *Thank you for doing your best to keep our shelves full of pasta, beans, and soup, and dealing with all the panic purchases of toilet paper (how much do people plan to poop?). During a time where the thought of going out in public can make individuals nervous, you prioritized launching and facilitating our new curbside delivery service!*
- *The Co-op is comforting and cozy, like the feeling of putting on a warm sweater. Pandemic or not, a Co-op visit always makes things better! Thank you for being here during this storm we will continue to weather. Through these tough times and the better times, we're all in this together! With much love and appreciation, A grateful Co-op owner and shopper*
- *Thanks for curbside delivery as well as everything you do for us.*
- *Every time I shop at the Co-op the staff are so kind and helpful. I owned a home and business for many years then found out things about my husband and had to divorce. I lost the home and business and ended up on food stamps while getting back on my feet. Tears come as I tell you how non-judgmental the Co-op staff has been toward me. I have never seen such kindness and true unconditional love. They also have gone the extra mile many times in helping me find items or putting my cart away etc. The best shopping experience for me in all of Moscow. Thank you from the bottom of my heat, Co-op staff.*

- *When we moved to Moscow roughly two years ago, the Co-op was the place that felt most like our beloved hometown, Eugene, OR. We eat there for dinner as a family at least once a week, and you will often find my partner taking our toddler on tiny-cart-pushing-walkabouts up and down the aisles, making sure to steer clear of the wine section (that was a fun lesson we only needed to learn once). One thing that makes our visits special is the wonderful staff who always engage with the nonsensical ramblings of a two-year-old on a muffin high. Joseph specifically stands out, but there are many more we truly appreciate whose names escape me at this moment. Anyway, I just wanted to pass along our sincere gratitude to you all. Lots of well wishes from the Ptak family, and we look forward to seeing you all again soon!*
- *You "Co-op Guys" are AWESOME! YOU make the world a little brighter – Thank you!*
- *Thank you so much for looking out for our community and for building a strong local food system. Especially, thank you for looking out for the elderly and those with special needs during this time. That is everything. You are all heroes! Thank you so much for your continued service.*
- *I always enjoyed coming into the Co-op, in the before times, because I could always count on several happy faces to brighten my day. You are all so awesome! Thank you for all you do.*
- *Thank you so much for being there to support and feed our community during these strange times! Your service is so appreciated and I know you must be overwhelmed. We're so grateful for you and all you do.*
- *The Co-op is ever changing, particularly in these turbulent times, and I think it's absolutely outstanding that employees are still able to brighten my day when I walk in. The Co-op most definitely has a different atmosphere now that Moscow's dynamic is changing (it is a community-based operator after all, (but the staff who are still working continue to make it feel like home. That being said, I am immensely grateful for all who have contributed to maintaining such a staple in the community of Moscow. There has been so much offered, and under my impression, will continue to be offered until further notice. It is clear that everyone has been very adaptable to the situation, whether they be students who may be returning home amidst online classes, or simply resident employees at the Co-op. The general willingness and action of working as a team projects the idea of unity onto our community, which is very much what we need right now. Thank you to the Co-op and its immensely had working staff for continually lifting spirits, and for never ceasing to make Moscow a better and more inclusive place for all.*
- *Thank you so much for all you are doing to provide quality food and products for the community during this uncertain time!*
- *Thank all of you for your hard work and friendly service especially during this crazy time. I appreciate your efforts to keep us safe. The curbside pick-up today worked beautifully. A special "thank you" to Willow for picking out some nice produce! I already miss seeing your smiling faces and all that great energy you create. Stay well and be safe.*
- *You guys rock!*
- *This is absolutely awesome that you're doing curbside delivery! The helpfulness and happiness of the Co-op staff continues to blow me away!*
- *Thanks for toughing it out in one of the places we need it most! You all rock! When this is over, grocery workers will without a doubt be some of the heroes of the pandemic! Thanks again!*

- *Having coffee and a bakery treat at the Co-op on Saturday mornings is my "moment of Zen" each week. Although we weren't able to enjoy that in the deli seating area this morning, it was wonderful to be greeted by welcoming coop staff who are working to make sure we still can enjoy that coffee and a treat. THANK YOU!*

PHYSICAL PLANT

- IT
  - Matthew and Melinda are still working closely with Dick from NCG to hire a managed services provider for specific IT work. We've narrowed the search down to two Spokane-based companies and we're waiting for quotes/proposals. This process has been slowed down by COVID-19.
  - We are working David and Kate Nelson speed up timeline for our e-commerce platform. Look for a launch ASAP.

- Facilities
  - From the March FYI "We're going to be cleaning out the Co-op storage units in March and we're considering having some kind of garage-sale style event to give owners an opportunity to purchase things we're no longer using." We still plan to do this, but our timeline has been pushed out because of COVID-19.

FINANCE & HUMAN RESOURCES (Updates provided by both Deb and Heather)

- Because of the pandemic, we've been notified that our Worker's Comp insurance audit will be conducted remotely.
- We're staring our annual financial review with Wegner CPAs in April.
- HR has been focusing on keeping up-to-date with the seemingly daily changes to FLMA, unemployment insurance, illness response, etc.