

MARKETING UPDATE



NCG launched the inclusive trade campaign to shine the spotlight on select vendors, producers, and brands in the Sept. B sales cycle. Learn more about the inclusive trade campaign on page 2.

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Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop.

Upcoming dates to note:

This information is compiled in the October Promo Playbook and is shared with the operations team, as the events below may influence promotions and increase foot traffic.

- University of Idaho Homecoming: Sept. 25 - Oct. 2
 - Vandal Rally, Bonfire, Serpentine: Sept. 30
 - Homecoming Parade, Football Game: Oct. 1
- (Inter)national Coffee Day Sale: Sept. 29 - Oct. 2
- Co-op Kids reunited in-person: Oct. 5
- Moscowberfest: Oct. 8
- Indigenous Peoples' Day: Oct. 10
- WSU Family Weekend: Oct. 15 - 17
- City of Moscow Artwalk (learn more on page 5): Oct. 20
- Diwali: Oct. 24
- Halloween: Oct. 31

NCG launches inclusive trade - Sept. B cycle

National Cooperative Grocers (NCG), of which the Moscow Food Co-op is a member, is developing an [Inclusive Trade Program](#) designed to identify suppliers that meet the definition for diverse suppliers and ultimately increase the representation of these suppliers in purchasing programs and supply chain.

Co-ops around the country are committed to fostering diverse and inclusive communities. Look for this circular logo and profiles on highlighted businesses to find brands owned by people who identify as women, BIPOC, disabled, LGBTQIA+ or veterans.



inclusive
trade

Brands we carry include, but are not limited to:

- Alaffia (featured to the left)
- ALO Drink
- Caulipower
- Chickapea
- Dang Foods
- GT's Living Foods
- Purely Elizabeth
- Radius
- Siete Family Foods
- Tuscon Tamale

[CLICK HERE TO LEARN MORE](#)

Overview of upcoming sales cycles

October A

Wednesday, Oct. 5 - Oct. 18

Theme: "Flavors of Fall"

Recipe #1: Turmeric Pork Loin w Root Veggie Slaw

Recipe #2: Whole Wheat Penne Pasta w Pumpkin Sauce

October B

Wednesday, October 19 - Nov. 1

NCG Theme: Halloween

Recipe #1: Hoisin Onion Wings

Recipe #2: Pressure Cooker Pot Roast

November A

Wednesday, November 2 - Nov. 15

Theme: Feast with Friends

Recipe #1: Tamarind Date Brussels Sprouts

Recipe #2: Rice and Feta and Cranberry Mint Relish



Whole Wheat Penne Pasta w/ Pumpkin Sauce is a featured recipe of the October B sales cycle. This ties in well with our continued promotion of the Co-op Basics program, featuring organic Field Day pasta.

[CLICK HERE TO READ THE RECIPE](#)

Co-op Kids returning to in-person, launching hybrid program model

We've received enough feedback to support bringing Co-op Kids programming back for in-person activities. These in-person activities will either be in the store on Wednesday mornings or will include a field trip to a location for an activity. We will also navigate a first month of a "hybrid" program through October, where we will also offer free Co-op Kids To-Go activity bags at the registers every Wednesday for families who cannot make the 9 - 10 a.m. activity.

Our Co-op Kids crew will meet at the playground at Friendship Square (downtown Moscow) for a playdate from 9 - 10 a.m. on Wednesday, Oct. 5. If the weather turns sour, we'll send an email to the group and we'll meet in the store in the deli seating area for a craft and activity.

On the last Wednesday of each month, we'll participate in the Co-op Explorers program. This program encourages children to explore fruits and vegetables through taste tests and fun activities.

[CLICK HERE TO LEARN MORE](#)



Fall Schedule Preview:

Wednesday, October 5: 9 - 10 a.m.

Join us for a playdate from at Friendship Square in Moscow! We'll go inside the Co-op if the case of inclement weather.

Wednesday, October 12: 9 - 10 a.m.

Join us at the Co-op in the Deli for a craft!
To Go Activity: Pinecone Spiders

Wednesday, October 19: 9 - 10 a.m.

Join us at the Co-op in the Deli for a craft!
To Go Activity: Cottonball Ghosts

Wednesday, October 26: 9 - 10 a.m.

Join us at the Co-op in the Deli for a craft and our first session of Co-op Explorers! We'll try a fresh snack (fruit or vegetable) and we'll do an activity based on that snack!

Co-op Kids To Go activity kits will be available at each cashier every Wednesday if your child is unable to attend Co-op Kids in-person.

Co-op hosts SushiMan for on-site lunch offering

We hosted Jonathan, also known as SushiMan of Moscow, for an on-site lunch offering September 2 from 11 a.m. - 2 p.m. in the Co-op parking lot. Based on the great success, will do so again on September 30. Jonathan uses fish from The Fish Folks (a local seafood supplier we host in our parking lot every Friday).

[CLICK HERE TO LEARN MORE](#)



Marketing, Outreach & Education Briefs:

- We have a fully-booked gallery schedule for the remainder of 2022. [Click here to stay updated on the art gallery.](#)
 - Works by Araya Carreiro: 10/4 - 10/17
 - Digital Prints by LynnLin Qiao: 10/18 - 11/1
 - Watercolors by Cheryl Root: 11/1 - 11/17
 - Works by Julene Ewert: 11/17 - 12/2
 - Oil Paintings by Maria Marx: 12/2 - 12/18
 - Staff Show: 12/18 - 1/1/2023
- We published a call for submissions to show "cooperatively grown" art shows/installations during the month of 2023. We will continue to advertise and recruit new artists that fall within our established 50th anniversary theme of, "leading the local food movement for 50 years."
- Our awesome intern for outreach, food security, and education - Edgar - tabled at the WSU Get Involved Fair on September 7 and the Latah Recovery Centers Fall Festival on September 11 to help promote our food bank partnerships and FLOWER program.
- We hosted FREE tastings every Thursday in August and September, including visits from local wineries and local hot sauce producer Irish Spike. We will continue offering free tastings on Thursdays.
- The Co-op will be a site sponsor for the full 2022-2023 Artwalk season, meaning we'll be hosting a reception and vendor tasting every third Thursday from October - June. The first reception will feature Lynnlin Qiao on Thursday, October 20th from 4:30 - 7 p.m. in the deli reception area.



We welcomed art by retired WSU professor of veterinary medicine, Dr. Duane Mickelson, to the gallery as of September 1. His oil paintings of local scenery, animals, historical figures, and this awesome handmade clock were on display through September 30.

Featured organizations - Change for Good Q4



We rolled out "Change for Good" in April 2022 with the goal of reframing the 21¢ bag charge. In brief review, Change for Good is our customer-powered donation program focused on reducing single-use waste across the store. Customers are given a 5¢ token to which they can donate to one of three featured nonprofit organizations or causes.

We'll soon have the donation totals for Q3 (July - September) and will share when those totals are calculated.

As of October 1, we'll feature Palouse Land Trust, Alternative Giving Market of the Palouse, and the Co-op's FLOWER Program.