MARKETING UPDATE

Our gallery show featured Julene Ewert, a local artist who specializes in bright, textured pieces. Stop by the Co-op before December 31 to see our Staff Show, comprised of pieces made by our talented team members.

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New team member:

We hired Cortney G. to be our Marketing Coordinator. Cortney will focus on events and classes, as well as management of Co-op programs like Change for Good and Co-op Kids. Feel free to say hi to Cortney next time you see her at the store, or at the Artwalk event on Thursday, January 19th! We're very excited to welcome her to the team!

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 January Promo Playbook and is shared with the operations team, as the events below may influence promotions and foot traffic.

- Kwanzaa Mon., Dec. 26 - Sun., Jan. 1, 2023
- New Year's Eve - Closing @ 6 Saturday, December 31
- New Year's Day - CLOSED Sunday, January 1
- Inventory! Monday, January 2 from 6 AM - 2 PM
- Board Meeting Tuesday, January 3 at 6 p.m.
- Co-op on Campus Reopens Monday, January 9
- Regular Classes resume @ UI/WSU Wednesday, January 11
- Artwalk Thursday, January 19 *volunteer opps available!
- Board Applications Due Friday, January 27 by 8 p.m. Pacific
- PCFC Food Summit Friday, January 27

Celebrating Change for Good donation totals

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.

As of January 1, we're featuring the Kenworthy Performing Arts Centre, Family Promise of the Palouse, and the Co-op's FLOWER program.

The deadline for organizations to apply to be featured in from April - June 2023 is March 10, 2022.

Donation total to local nonprofits in 2022 (as of Dec. 27): $3,381.35

CLICK HERE TO LEARN MORE

Overview of upcoming sales cycles

January A Wednesday, January 4 – January 17
- Our Theme: Resolutions/Fresh Start
- Recipe #1: Greek Meatloaf
- Recipe #2: Honey-roasted Citrus
- *Special Feature: Retro Recipe - Bread

January B Wednesday, Jan 18 - Tuesday, 1/31
- NCG Theme: Soup's On
- NCG Recipe 1: Solyanka (Kielbasa Soup w Olives)
- NCG Recipe 2: Lebanese Cabbage Salad
- NCG Produce Feature: Citrus
- *Special Feature: Retro Recipe - Soup

February A Wed., Feb. 1 - Tuesday, Feb. 14
- NCG Theme: Game Day/Sweet Treats
- NCG Recipe 1: Margherita Dip
- NCG Recipe 2: Strawberry Lassi
- *Special Feature: Retro Recipe - Side Dish

We'll be hiring a local professional photographer to capture photos of some of our most iconic breads and recipes to share in a cookbook that will be available for sale toward the end of 2023 (during the holiday giving season).

We'll also be featuring historic recipes from our earlier cookbook edition (published in 2005) during each sale cycle through 2023.

Marketing, Outreach & Education Briefs:

- 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. Our upcoming Artwalk on Thursday, January 19th will be a kick-off to our year of celebrating our 50th anniversary! Stop by from 4:30 - 6:30 p.m. to enjoy free samples from Micropolis and Paradise Creek Brewing, as well as free snacks. See below.

- We will host a Bulk & Wine Sale December 29 - 31. Stop by to save on wine and your favorite bulk items, including soap, detergents, and body care!

- 2022 Annual Event Recap: We hosted a very impressive 48 total in-person events through 2022! This was a big increase over our total of 18 for 2021.

- Speaking of events, our new Marketing Coordinator Cortney G. will be focused on bringing even more events to life at the Co-op. See the included PDF document of projected events for 2023.

December's Wine, Cheese & Chocolate event on Thursday, December 15 was a super hit! It was fun to see so many customers join us (we estimate ~ 150 folks visited our vendor tables from 4:30 - 6:30 that evening.

The City of Moscow's Artwalk event on Thursday, January 19 will be our "kick-off" celebration of a year of 50th anniversary festivities! We'll be featuring a fully historic and memorable installation in the Good Food Gallery

The first draft of the 2023 Annual Marketing Plan is complete. This document will also include plans set by each department in order to reach our management-level goals for the year. This document will be available to the Board for review in March.

(Left) We're really excited about our new MOSTLY LOCAL logo merchandise! Olive trucker hats, hunter green and black hoodies, and canvas totes with the retro flower were all designed by Chloe and printed by Little Moose Prints in Troy!

The gray hoodie was printed by College Hill in Pullman, and the canvas totes with the berry design were printed by EnviroTote in Oregon.