



# FEATHER RIVER FOOD CO-OP

SINCE 1978

Monthly General Manager's Report  
Board Meeting Date: April 22<sup>nd</sup>, 2024  
Covering: March 2024  
Submitted by Marcie Wilde  
FYI REPORT ONLY

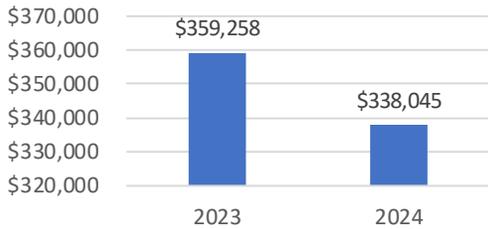


## Both Locations:

March Sales: \$338,045.07

### Prior Year Sales Comparison - Decrease of -5.9%

Sales Both Locations - Prior Year Comparison



Both Locations - 3 Yr Customer Count Comparison



Both Locations - Average Basket Size - 3 YR Comparison

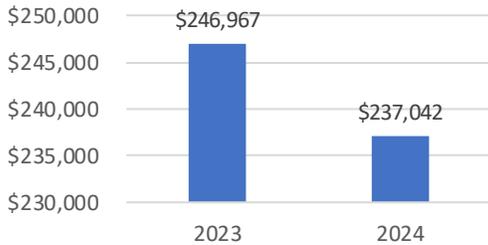


## Quincy Location:

March Sales: \$237,041.62

### Prior Year Sales Comparison - Decrease of -4.0%

Sales Quincy Location - Prior Year Comparison



Quincy Location - 3 Yr Customer Count Comparison



Quincy Location - Average Basket Size - 3 YR Comparison

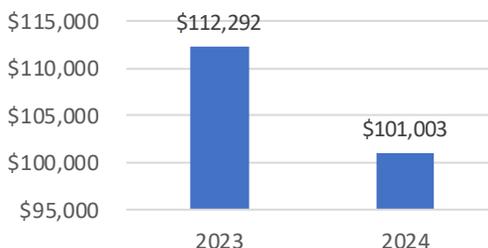


## Portola Location:

March Sales: \$101,003.45

### Prior Year Sales Comparison - Decrease of -10.1%

Sales Portola Location - Prior Year Comparison



Portola Location - 3 Yr Customer Count Comparison



Portola Location = Average Basket Size - 3 YR Comparison



## **Outreach Update:**

Round Up at the Register Update – March 2024:

Quincy: Plumas Animal Welfare Society (PAWS) - \$985.57

Portola: Plumas Fire Safe Council - \$164.80

**Total Donated: \$1,150.37**

## **Summary:**

March started off with a major snowstorm that lasted a number of days. This directly impacted sales, with decreases in sales at both locations. Overall, we saw a decrease in sales of -5.9% when compared to March 2023.

The first few days in March there was a very bad snowstorm that resulted in the power being lost to the Portola location for 3 full days. This resulted in significant product loss, wage loss, and revenue loss. An estimated \$30,000 was lost in this time. We have insurance coverage for a portion of this loss.

The bakery oven in Quincy lost its ignition switch in March. The bakery was not able to bake for a full week while the part was on order. We estimate a loss of about \$5,000 in sales.

Our Portola shelving upgrade is underway. In March we purchased the shelving and are awaiting the delivery date. We are looking at a fall center store re-set for that location. New shelving will increase our inventory by about 20% at that location.

The Quincy location received a generous gift of a salad bar and hot bar from Chico Natural Foods Co-op in March. During the break in the weather, the GM traveled down to Chico to pick up this equipment. We are looking at a soft opening, starting with the salad bar, on April 23<sup>rd</sup>. We will introduce the hot bar in the fall.

For 19 years the co-op hosted the Quincy Certified Farmers' Market in downtown Quincy. In 2019 that market was disbanded. We are currently applying for a grant to revitalize this market to bring more fresh, local produce back to the area. Stay tuned for more details and ways you can help us bring the market back!

We are exploring the possibility of participating in the WIC (Women, Infants, Children) program. This program assists families in purchasing nutritious foods for their families. Eligibility requires us to change our product mix to include specific brands and types of products that we have not traditionally carried.

As we prepare for the busy season, we are currently recruiting for a new Store Manager at our Portola location, along with a number of Store Associate and Prepared Foods positions at both locations.