

AGM Manager's Report 2020

First off, I would like to thank you all for attending this year's online AGM.

We have seen many personnel changes over the last year with some long-standing employees leaving for retirement and we at the Coop appreciate their hard work and dedication they put in through the years. We want to say a big thank you to Brian and Phyllis from all of us!

We have been able to run a grocery flyer and a weekly newsletter for all 52 weeks and had some great specials and giveaway contests, including our turkey giveaway, which has received overwhelming support from our members.

A big thank you to all the little ones who participated in our colouring contest. Their artwork really brightens the store and was a delight for all workers and members alike to see their hard work.

Despite our hard work, we still had a drop in sales during 2019. Sales were not helped by a 4-month union boycott targeting our store. We received hundreds of emails from different union members informing us they would not be shopping at EEFC to show support for the strike at FCL at one of their oil refineries.

So far, in 2020, we have seen drastic changes in our store lay out and we had to dismantle our entire bulk section however, the changes to the bulk area did not seem to affect sales as they are up 10% in 2020 so far! We have lost a few selling points beside our end caps for stacks and displayers but even with all the changes and losing selling space in the store, we are still up on the year with four strong months from March to June. EEFC has been able to break even or show a very small profit in the later months.

Sales through August 31, 2020 are \$1,553,061 vs. the original budgeted figure of \$1,286,445. This \$266,616 increase which comes to 20.7% over budget through 8 months. This is due to the strong sales performance during the height of the Covid-19 period starting in March and continuing through July. As a comparison, for the same period last year sales were \$1,293,370. Breaking this down by some key sales categories, grocery is up through 8 months by 17.3% vs. budget, dairy by 16.7% and produce leads the way at 27.4% over budget.

The budget was revised in mid-March to project the effects of the virus on store sales. Those numbers turned out to be a bit overstated, but still not too far off. For that 4 month period from April through July, the Coop did \$820,822 in sales vs. the budget of \$895,000, only a little more than 8% off projections. As a comparison, those 4 months last year totaled \$647,063, indicating that the Covid peak period increased our sales by almost 27%. If the Coop simply meets its original budget forecast for the remainder of 2020, it will produce a sales result of \$2,196,616, which would be 12.6% over budget.

We still have a limit of six customers in the store for ideal social distancing. We offer hand sanitizer to all customers who enter. All baskets and handcarts are sanitized before they go in to customer use. Since the start of the pandemic, we have an enhanced cleaning process, which is why we changed our hours from an 8:30am to a 9am open. We all wear masks for our protection as well as the communities. We have not changed but only added to our enhanced

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cleaning processes since this has started and will continue do so for the future until we are all safe. If you are able to wear a mask, please do so for our staff's safety.

EEFC has partnered with Grandview Woodland Food Connection based out of Britannia. This meal share program helps elders in our community that are in need and we supply groceries at cost weekly to help them stretch their dollars further. We also had a fundraising campaign at the store for Grandview Food Connection with a goal of \$1000 for seniors in need and by the many donations from members, non-members and staff alike we doubled that amount and raised a whopping \$2000!! Thank you all from the bottom of our hearts!

To you our amazing members who continue to support your store during these difficult times we applaud you!!

I cannot finish this without talking about the hard work and dedication that the new staff and our core team have done this past year. At times, it has been difficult and worrisome for us but all their perseverance and dedication has kept us moving ahead at the Coop! We have hired an additional two employees and will continue to put our money back into our community!

We thank you all for making us a stronger coop!!

Sincerely,

Louis Campbell, G.M.