

Submitted 03/23/22

# 2021 ENDS REPORT

HANOVER CONSUMER COOPERATIVE SOCIETY, INC.

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## THE CO-OP ENDS

by Paul Guidone, General Manager

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*For many years, we have summarized the Co-op Ends as **the end results we aim to achieve in the world**. This year is no different.*

For this report, it is important to note there were no changes to the Ends for full year 2021. An interpretation and supporting data follow each End. My thanks to the Co-op Leadership Team for compiling these data.

### **1) Shoppers have access to a range of goods and services including, but not limited to:**

- Fair trade goods
- Locally produced goods
- Organic goods
- Conventional foods
- Affordable goods and services

**Interpretation.** I interpret this to mean that our Co-op, being in the food-access business, makes available for sale high-quality affordable food, goods, and services. To the greatest extent possible these products are reasonably priced and sourced locally (e.g., grown or produced in Vermont and New Hampshire consistent with the definitions for Local established by the Department of Agriculture of both states).

Therefore, compliance will be demonstrated when shoppers have access to a wide variety of choices by product (SKU), brand, categories of product and vendor that serve their needs.

## **The Data**

Access is demonstrated by the availability of product in all Co-op stores and as quantified by the data below—specifically, the total number of Shop Keeping Units (SKUs), commonly referred to as products on offer, availability of multiple brands, product categories, sub-categories and local vendors. The column labeled 'By Dept. Range,' lists the departments with the fewest and most SKUs on offer. This is a means of demonstrating the variety of products on offer within a given department. It is important to note the number of SKUs on offer for locally produced goods declined in 2021 largely as the result of vendors discontinuing product lines or closing down during the pandemic.

The source of these data is ECRS's Catapult system. Sales data for 2021 is provided as a means of demonstrating that shoppers were not only aware of the products on offer but they actually took action by purchasing product.

END # 1	Criteria	Total SKUs	Brands	Categories	Subcategories	By Dept Range	2021 Sales	Total Vendors	Local Producers
Fair Trade goods	Products are certified as fair trade by a 3rd party organization and/or vendors are committed to equitable sourcing partnerships with their suppliers	849	74	42	64	Bakery (1), Grocery (374)	\$ 1,860,759.41	32	5
Locally Produced goods	Products are grown and/or produced in New Hampshire or Vermont and designated as local by the Co-op in accordance to specific state regulations.	3,831	402	95	270	Grocery Non-Food (5), Grocery (723)	\$ 15,582,039.00	240	403
Organic goods	Products are 95 to 100% organic (according to USDA regulations) and retail packaging carries the USDA organic seal	4,454	555	114	350	Prepared Foods (3), Grocery (1,983)	\$ 14,449,409.82	113	70
Conventional goods	Products in the following departments that are not certified organic, are not generally considered to be in the natural and/or specialty products market, and are generally not locally grown or produced: Produce, Meat, Grocery, Health & Beauty Care, Dairy, Frozen Foods, Beverage, Beer, Bakery, and Deli. As exceptions, local items are included for Dairy and domestic beer	8,549	1,353	146	413	Meat (224), Grocery (4,000)	\$ 22,749,344.95	50	11
Affordable goods (Co-op Basics)	Co-op Basics items offer the lowest and most competitive retail price in their respective categories; they are typically generic brands but some name brand products are also designated as such	534	41	59	117	Beverage (1), Grocery (235)	\$ 2,642,698.06	8	0

**Compliance Determination:** I report Compliance.

## **2) Shoppers experience a positive, personalized experience.**

- Shoppers have access to goods and services at times, places, and modes that meet their needs.

**Interpretation.** I interpret this to mean that shopping at our stores and service centers are as pleasant and convenient an experience as possible. Shoppers feel safe, welcome, and well-taken care of.

Therefore, compliance will be demonstrated by showing shoppers have sufficient access to, and knowledge about, Co-op products and services as demonstrated by available hours of operation, locations, means of delivery, physical surroundings, and how well they are treated by employees.

### **The Data**

The table below details the Co-op's hours of operation in all known locations and describes all available modes of shopping: in-store, curbside, and food access programs. Shoppers are made aware of this access and availability through communication across multiple media sources. Throughout 2021, and in response to COVID-19 from its inception in 2020, special dispensation was made for at-risk populations and those who chose to limit exposure through avenues such as online ordering.

Food Stores	Standard Hours of Operation <sup>A</sup>		Products Available <sup>B</sup>			Communication			
	Location	Open	Close	Instore	Online	Access Programs <sup>C</sup>	Website	In-store	Email
Hanover	8am	8pm	23,348	9,070	SO, DUB, FFA	Covid page, store page, main page, webslider	doors, A-frames	weekly email blast	Facebook, Instagram
Lebanon	7am	9pm	28,137	10,232	DUB, FFA	Covid page, store page, main page, webslider	doors, A-frames	weekly email blast	Facebook, Instagram
White River Junction (WRJ)	7am	8pm	18,200	N/A	DUB, FFA	Covid page, store page, main page, webslider	doors, A-frame, roadside sign	weekly email blast	Facebook, Instagram
Community Market (CCM)	6am	8pm	5,168	N/A	DUB, FFA	Covid page, store page, main page, webslider	doors	weekly email blast	Facebook, Instagram

Changes in Hours of Operation:

- 3/18/2021-3/21/2021 CCM closed
- 3/22/2021-3/28/2021 CCM reopened 7am-6pm
- 3/29/2021 CCM reopened 6am-8pm Monday-Friday and 7am-6pm Saturday and Sunday
  
- 8/11/2021-8/13/2021 WRJ Closed
- 8/14/2021 WRJ resumes standard hours of operation

	Access	Availability	Locations
<sup>B</sup> Products Available:	Instore	All year	Hanover, Lebanon, WRJ, CCM
	Online	All year	Hanover and Lebanon

<sup>C</sup> Access Program Key:	Program Abbreviatic	Program Availability
	SO = Senior Order	year round
	DUB= Double Up Food	year round
	FFA = Food For All	year round

Auto Service Centers	Standard Hours of Operation <sup>A</sup>		Products Available			Communication			
	Location	Open	Close	Instore	Fuel	Access Programs	Website	In-store	Email
Hanover	7:30am	4:30pm	All year	All year	Car Connects	Covid page, service center page, main page, webslider	doors	weekly email blast	Facebook, Instagram
Norwich	7:30am	4:30pm	All year	N/A	Car Connects	Covid page, service center page, main page, webslider	doors	weekly email blast	Facebook, Instagram

Changes in Hours of Operation:

There were no changes to standard hours of operation in 2021 at either location

**Compliance Determination: I report Compliance.**

### **3) Our community has choices with positive environmental, health, and social impacts.**

- Shoppers understand the environmental, health, and social impacts of their choices.

**Interpretation.** I interpret this to mean when shoppers choose to purchase goods or services through our cooperative, they are choosing a business that makes investments in positive environmental, health, and social initiatives in our community. Shoppers have options for where they can purchase their groceries, fill their gas tanks, or participate in cooking classes. When they choose to invest in those goods and services from the Co-op, they can be assured that the choice supports a business that prioritizes a triple bottom line approach (note: the triple bottom line is an accounting framework with three major components—social, environmental, and financial impact).

Compliance will be demonstrated when a) a majority of shoppers independently surveyed indicate that the Co-op is better than the competitors on social, environmental, and financial impact metrics, and b) shoppers demonstrate through their actions their awareness of choices available by participating in cooking classes, paper shred events, food drives, the car connects program, and Pennies for Change.

#### **The Data**

In our most recent shopper survey, the majority of shoppers indicated the Co-op is better than competitors in all of the following social, environmental, and financial impact areas. Please see the first chart below.

The data in the second chart shows important social impact programs that were running at the Co-op during 2021, the number of people participating in the programs, and the impact the program had in the community. In addition, shoppers were made aware of each program through a variety of primary communication channels at the Co-op such as the email newsletter reaching over 15,000 people, the website with over 500,000 visits in 2021, and social media with 7,500 followers.



Shoppers are categorized by the level of shopping they indicated they do at the co-op.

Casual Shoppers = less than 25%

Mid-Level Shoppers = between 25%-50%

Power Shoppers = greater than 50 %



2021 Program	2021 Participation	2021 Impact	Advertising		
			Email	Web	Social
CLC Classes	1005 individuals	143 Programs	Y	Y	Y
Paper Shred Events/ Food Drive	308 individuals	14,000 pounds recycled 1097 meals donated	Y	Y	Y
Holiday Basket	799 donors		Y	Y	Y
Willing Hands	n/a	136,144 pounds of food donated	Y	Y	Y
Pennies for Change	27 organizations	\$153,323	Y	Y	Y
Car Connects* (data since program started)	109 vouchers issued  90 households with 210 people	\$11,040 donated	N	Y	Y

**Compliance Determination:** I report Compliance.