

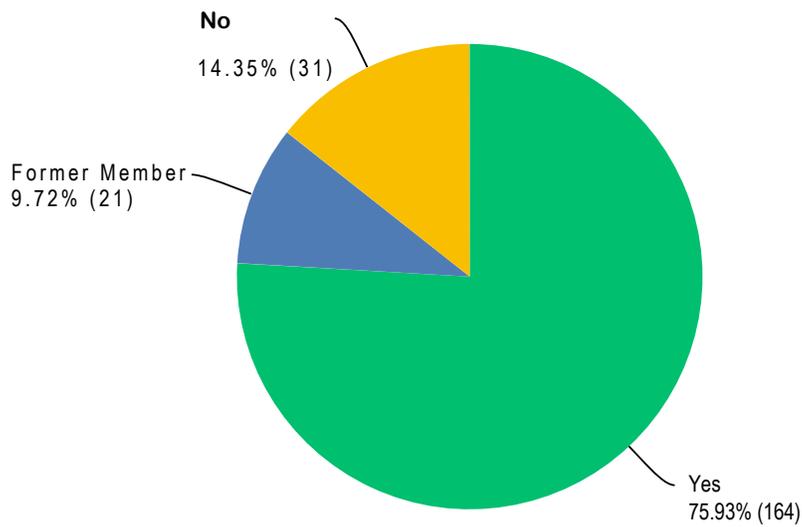
Q1 Name (optional)

Answered: 87 Skipped: 129

Names have not been provided in this summary.

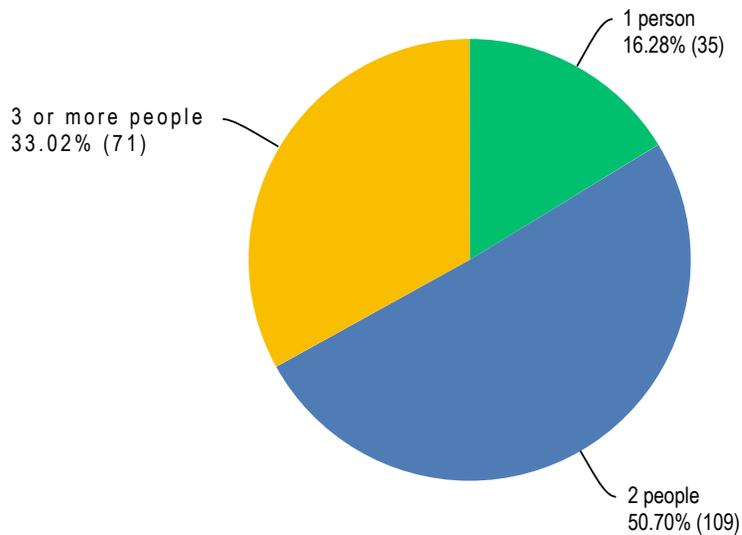
Q2 Are you a member-owner?

Answered: 216 Skipped: 0



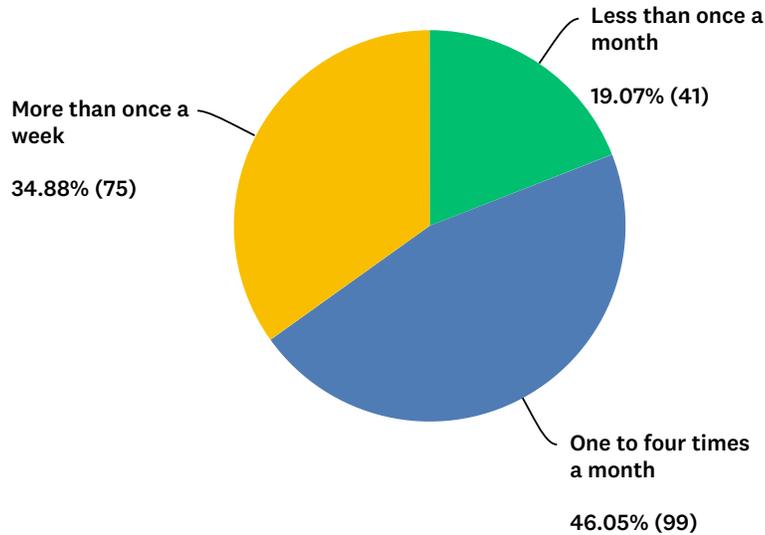
Q3 Number of people in your household

Answered: 215 Skipped: 1



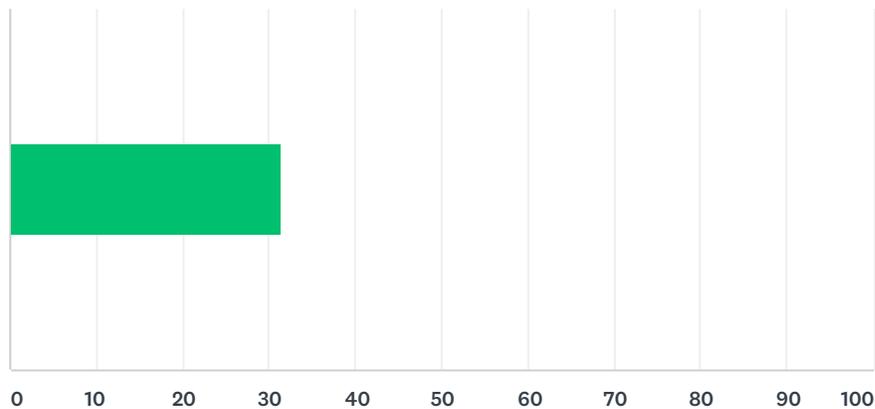
Q4 About how often do you shop at the Co-op?

Answered: 215 Skipped: 1



Q5 What proportion of your grocery dollars do you spend at the Co-op? (Optional)

Answered: 207 Skipped: 9

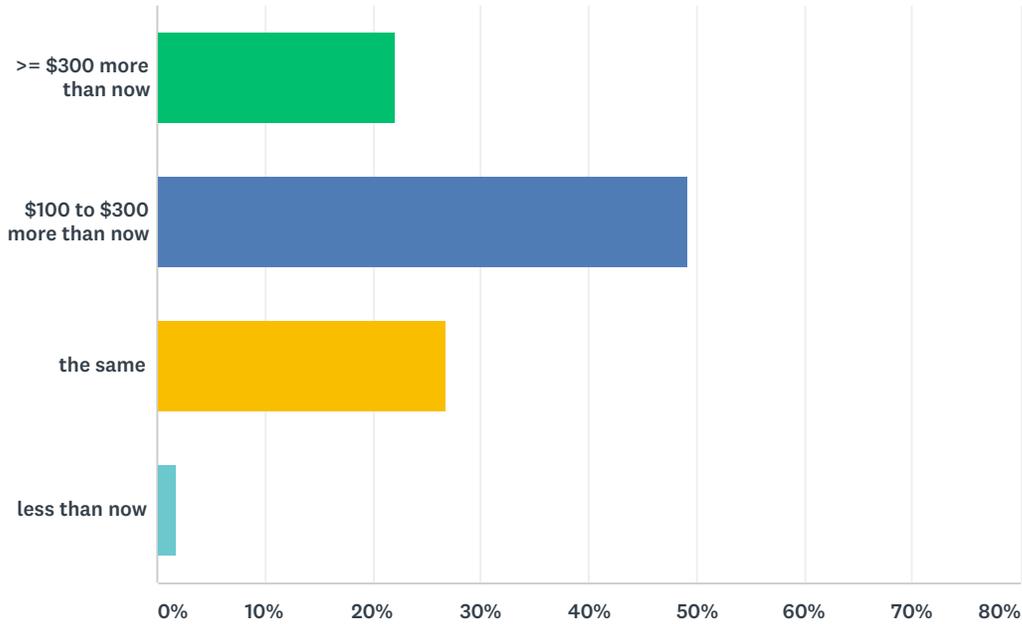


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	31	6,476	207
Total Respondents: 207			

BASIC STATISTICS					
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
0.00	100.00	23.00	31.29	26.90	

Q6 If all active member-owners spent an additional \$300 per year, the Co-op could stabilize its finances. How much more are you willing to spend at the Co-op in the coming year compared to last year?

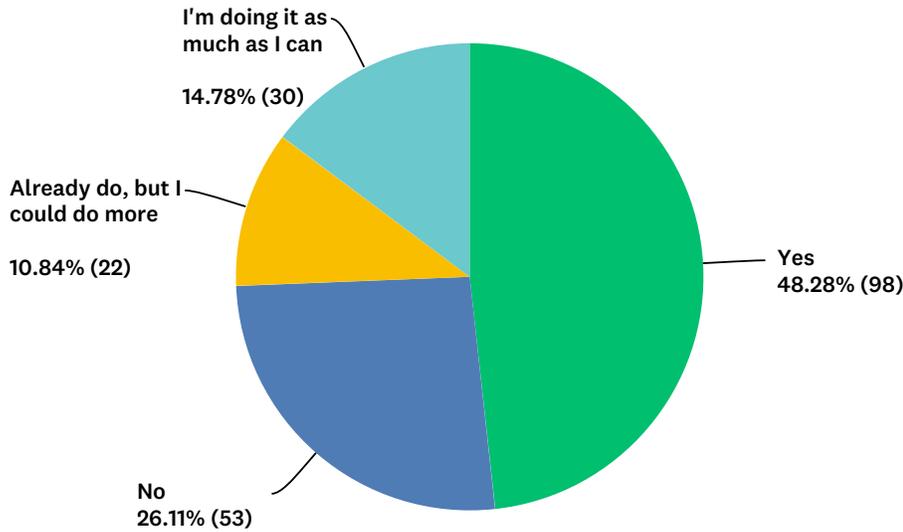
Answered: 209 Skipped: 7



ANSWER CHOICES	RESPONSES	
>= \$300 more than now	22.01%	46
\$100 to \$300 more than now	49.28%	103
the same	26.79%	56
less than now	1.91%	4
TOTAL		209

Q7 Prebuying groceries helps the Co-op in two ways: it decreases credit card fees and it provides the store with working capital. Are you willing/able to prebuy your groceries?

Answered: 203 Skipped: 13



#	COMMENTS?	DATE
1	Don't know what "Pre-buying is."	8/7/2019 1:32 PM
2	I don't use a credit card when I shop	8/6/2019 11:13 AM
3	I think this will be an attractive option for a lot of people.	8/4/2019 6:41 PM
4	I try to pay with cash	8/3/2019 7:05 PM
5	What type of free advertising is being done. Sidewalk signs, FB, FPF posts? Are grocery prices going down so I can afford to feed my family there?	8/1/2019 7:04 AM
6	Odd options. I simply "already do" this. Doing more would mean lending hundreds more to the Coop. The prepay option already is basically a loan, which I'm fine with doing. I prepay \$200 or so and up my balance whenever it gets low. The coop always has extra \$ from me, averaging about \$100.	8/1/2019 3:28 AM
7	Haven't done it yet, but I'm willing.	8/1/2019 2:35 AM
8	I do not have enough disposable income to purchase a gift card. It would be really nice if when promoting gift cards we were more sensitive about it not being something everyone can afford to do.	7/31/2019 9:37 AM
9	Here is what has stopped me from doing this: when I checkout with my groceries and there are other people waiting behind me, I don't want to hold up the line so just pay for what I've bought. Maybe the process is faster than I imagine, or maybe there's a way to remind shoppers of this option right at the register and make it super simple & clear?	7/31/2019 6:40 AM
10	Already do, couldn't do more	7/31/2019 6:04 AM
11	Change the name from "gift cards" to "pre-buy cards", or some other name without the word gift in it. Calling them "gift cards" just creates confusion, meaning you are losing possible users of the pre-buy system.	7/31/2019 4:58 AM
12	Maybe	7/29/2019 6:33 PM
13	If this means using a gift card, then yes, I already do and will continue.	7/29/2019 12:50 PM

Plainfield Co-op Survey

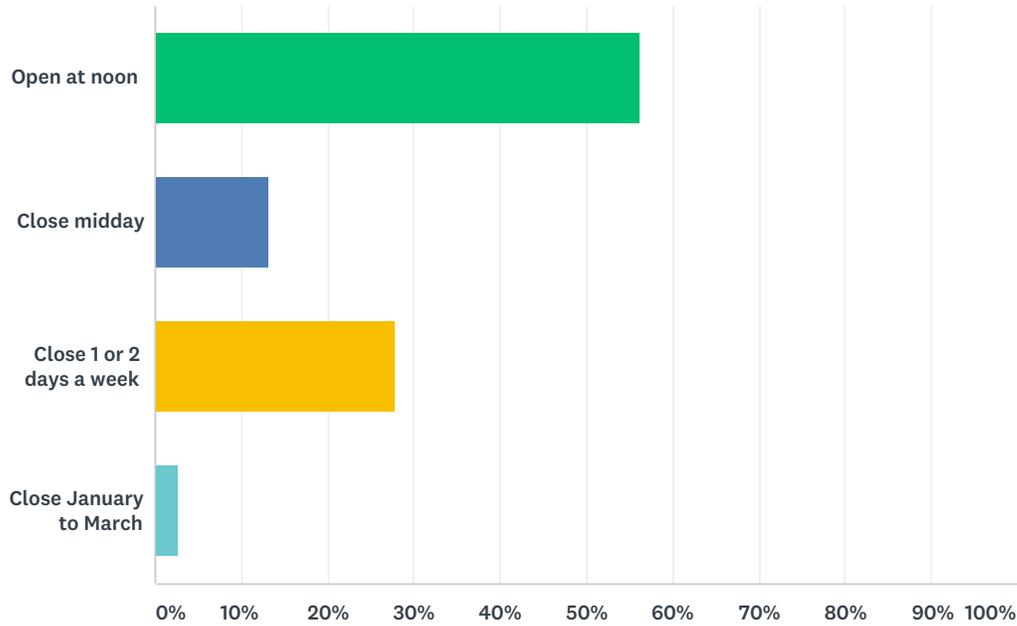
14	Love the gift card! Very fast checkout.	7/29/2019 9:40 AM
15	Do you mean giving a check and then using it down? I am happy to do that.	7/29/2019 2:09 AM
16	Maybe, but part of the reason I don't shop at the coop is I'm not interested in buying many of the items and some stuff I've wanted to buy that I would consider basics (such as plain apple juice - the closest was apple mango if I remember right) were not in stock when I went in.	7/28/2019 7:13 PM
17	SDisourage credit cards, paying up front is like debt in reverse	7/28/2019 6:13 PM
18	I'm not familiar with this program. It would depend on what groceries were available to prebuy.	7/28/2019 5:37 PM
19	I always pre-buy.	7/28/2019 4:51 PM
20	I think that's a bit risky, given the financial state of the co-op.	7/28/2019 4:44 PM
21	Don't know the mechanism, but certainly would consider buying staples this way. (Flour, oatmeal, pasta)	7/28/2019 2:16 PM
22	It is a great way to shop. Easy for me, benefits the co-op	7/28/2019 2:04 PM
23	I have been for awhile, but will stop! I've noticed that my balance is less then expected.. and 2x after I gave my account number , the cashier asked if I wanted to use my balance, but when I looked at the screen, they put in someone else's name/number... it's very frustrating.	7/28/2019 1:24 PM
24	It doesn't work with our cash flow	7/27/2019 11:51 AM
25	I'd have to see what the options are for this. We've never done it before.	7/27/2019 10:25 AM
26	I only pay with checks at the co-op to save you money on additional fees.	7/27/2019 9:16 AM
27	I didn't know we could prebuy. I'll definitely look into it	7/27/2019 7:59 AM
28	My husband is the member for our household, while I am the member at Buffalo, Hunger Mt, and City Market. He is willing to pre-deposit \$100 at a time. Maybe we really could spend more than 300 additional this year	7/27/2019 6:02 AM
29	Don't understand the system	7/27/2019 4:42 AM
30	I've never done it. I'll look into it. I have tried to get the coop to carry items I like and have been unsuccessful. Items such as Stevia soda and cauliflower crust pizza.	7/27/2019 2:32 AM
31	I can do better here.	7/26/2019 6:15 PM
32	I buy a gift card, is that what u consider pprebuying	7/26/2019 4:11 PM
33	Funds have been tight this year, but it's been my intention to prebuy as soon as I can.	7/26/2019 11:24 AM
34	I really appreciate the gift card system. It helps tremendously.	7/26/2019 7:54 AM
35	I'll do it, thanks for the reminder	7/26/2019 5:15 AM
36	My situation takes me out of the country 3-5 months per year, although I want to support the coop, I can only do so when I am here.	7/26/2019 2:35 AM
37	I could do some pre buying.	7/26/2019 12:43 AM
38	Confused on how this works. Is this the account balance thing? I put in \$300 at the beginning of the month and just get groceries from that balance?	7/25/2019 8:00 PM
39	Very much would be interested in this!	7/25/2019 6:32 PM
40	Comment for #6 - I'm broke and don't have that kind of control over my food budget, and I already buy everything I can at the coop. So I can't really say.	7/25/2019 6:32 PM
41	I don't really know what prebuy means. Most people I know are short on cash and coop shopping is expensive. Wish I could support it more.	7/25/2019 6:27 PM
42	I didn't know This was a thing. Maybe advertise it better? I would be happy to do this but you need to offer discount to make it worthwhile for us as customers	7/25/2019 6:14 PM
43	don't really understand how this works so I don't know	7/25/2019 5:55 PM
44	I'm not sure I understand what pre buying groceries means.	7/25/2019 3:25 PM
45	That's an interesting idea. I will consider it.	7/25/2019 2:21 PM

Plainfield Co-op Survey

46	Just moving to Plainfield in October so I don't quite understand this question.	7/25/2019 2:07 PM
47	If you mean buying a 'gift card' I am 100% doing that. Easy!	7/25/2019 1:13 PM
48	What if I pre buy and the Coop closes. Don't I lose my investment? Or, can you assure pre-buyers their unspent money will be returned?	7/25/2019 10:44 AM
49	We mostly buy produce which is why we don't shop at the Plainfield co-op as much as we would like to because the produce section is quite limited. We would be more likely to pre-buy groceries and we would spend a lot more at the co-op annually if the produce section expanded.	7/25/2019 9:56 AM
50	I cannot afford to pre-buy groceries.	7/25/2019 9:03 AM
51	I do not use credit cards at the co-op	7/25/2019 8:32 AM
52	I rarely use credit or debit cards or checks at the coop. Prebuying seems to me to be just kicking the can down the road for cash buyers. I can see the advantage with non-cash buyers. If a person puts \$200 on a credit card for prebuy and then shops a dozen times then eleven credit charges are saved. I don't know the details. Is the fee related to the size of the charge or a per transaction fee? If the coop's prices and volume are adequate to support the operation prebuying by cash customers would have little value except the interest on half of the amount for the time it takes to extinguish it. A couple bucks at the interest a CD would pay. I have to ask if there are products that are unsupportable because of low margins. Then the question would be is it worth it. It may be.	7/25/2019 8:31 AM
53	i'm hoping to hit one of the big lottery jackpots and completely finance a cafe at the front, where the flower garden is now...any day now (at least that's what i tell myself) ps--i like the signage out front in which the co-op is described as the community grocery. more people should realize that there's a nice little grocery store in the village...	7/25/2019 7:04 AM
54	My only concern would be if the coop folded and there was a large gift card out there.	7/25/2019 6:51 AM
55	by "pre buying" do you mean to buy in bulk? I have been shopping much more and ordering bulk from you since I discovered that you were struggling. I love you guys so much and can't bear to lose you!	7/25/2019 5:59 AM
56	I maintain a gift card and use it when I shop.	7/25/2019 5:54 AM
57	Your pricing is just too high compared even to Hunger Mountain.	7/25/2019 5:51 AM
58	Please create signage about Pre-buy....not a gift card, though gift cards can be given to others. Pre-buy your own items or give a gift to others--something like that.	7/25/2019 5:40 AM
59	Depends on what selection of groceries is. I'm limited on what I spend there based on if you carry what I need	7/25/2019 4:40 AM
60	Work here so I use my tab	7/25/2019 4:26 AM

Q8 Co-op sales slow way down in the winter. Which of the following options would be best for you in the winter?

Answered: 183 Skipped: 33



ANSWER CHOICES	RESPONSES	
Open at noon	56.28%	103
Close midday	13.11%	24
Close 1 or 2 days a week	27.87%	51
Close January to March	2.73%	5
TOTAL		183

#	THOUGHTS?	DATE
1	I love the coop being open 7 days. Either opening late or closing in the middle is fine with me. I prefer the latter, but understand that would probably be more annoying.	8/8/2019 2:19 AM
2	I will shop more in the future because I recently retired and don't want to have to go into the big cities	8/6/2019 11:13 AM
3	Any of the first three are really OK. what does your Point of Sale system indicate would be most effective? You should be able to tell when sales are slow.	8/6/2019 11:11 AM
4	Do we know the reasons why sales slow down in the winter?	8/4/2019 6:41 PM
5	My most likely time to come by is Sunday around noon	8/3/2019 7:05 PM
6	None of the above.	8/2/2019 8:02 AM
7	Decrease wages of highest paid staff during slow season. Have managers get paid on sales basis during those months.	8/1/2019 7:04 AM
8	Closing a few hours during the day, either for the morning or in the middle of the day, works for me. I typically go toward the late afternoon/evening, or - occasionally- in the morning.	8/1/2019 3:28 AM

Plainfield Co-op Survey

9	There's a huge difference bet. "better for [me]" and what's best for the co-op. I worked for the food & bev. industry, intermittently, throughout my adult life. Too often, reducing hours is a death knell for a business.	8/1/2019 2:35 AM
10	If schedule is regular, our family can adjust to closed days and plan accordingly and I think many others can as well.	7/31/2019 3:44 PM
11	None of the above. Our experience in the past is that people get confused about when we're open and end up not coming when we actually are. If anything, we could possibly close an hour earlier from November 1st to March 1st. This is based on my experience working evenings. In the winter people tend to shop on their way home and then stay home. The last hour is often dead. If we closed completely in the Winter I don't believe we would ever recapture the market share we would lose during those months and would likely close our doors for good.	7/31/2019 9:37 AM
12	A or b : but it would be frustrating	7/31/2019 7:45 AM
13	or close a few hours in the middle of the day strongly opposed to last option	7/31/2019 6:04 AM
14	Create a lunch business to increase traffic and open at 11.	7/31/2019 4:30 AM
15	maybe if this is a must, close for only a few hours per day, this decision would greatly effect the staff in a negative way by reducing current hours needed to survive on the below livable wage staff currently are frozen with.	7/30/2019 4:47 PM
16	How can this work for coop employees counting on the income to stabilize their income?	7/30/2019 5:08 AM
17	Closing for Q1 would be be very bad. Huge risk of losing both customers and staff. Plus unemployment insurance costs.	7/29/2019 2:34 PM
18	close earlier -- 7PM on weekends?	7/29/2019 1:54 PM
19	Opening at noon would impact me the least (other than impacting my own work shift) but folks would get used to the change in hours. I think mid-day closing would be more confusing for customers, especially anyone who does not regularly shop at the co-op. Closing from Jan-March would be the kiss of death, both customer wise and staff wise.	7/29/2019 12:50 PM
20	I think it's best you decide your hours based on slowest traffic time	7/29/2019 11:27 AM
21	The days are shorter in winter. Maybe closing earlier, 7pm? Maybe opening a little later, 9am?	7/29/2019 9:40 AM
22	Closing on Monday or Tuesday would probably work for me. Or both. Closing on the weekend would not as I tend to use the coop the most on the weekend.	7/29/2019 2:09 AM
23	Closing from January through March is a terrible idea. All the ideas here are NOT GOOD! Trying to increase the number of people shopping at the co-op is best.	7/28/2019 9:27 PM
24	Do not do the last one	7/28/2019 6:13 PM
25	Close from Jan through March sounds like a disaster--a betrayal of the village shoppers who walk to the Co-op when it's most difficult to drive farther away. Also people could get used to shopping somewhere else. Terrible idea.	7/28/2019 4:51 PM
26	I definitely wouldn't suggest closing any days other than holidays. Shortening hours would work. 10 am -6 pm	7/28/2019 3:17 PM
27	Doesn't matter.	7/28/2019 2:39 PM
28	You could both open later and close 2 days/week.	7/28/2019 2:16 PM
29	Closing entirely I believe would lose customers.	7/28/2019 2:04 PM
30	I stop at coop 2x per day.. morning & afternoon	7/28/2019 1:24 PM
31	This survey is dumb	7/28/2019 10:53 AM

Plainfield Co-op Survey

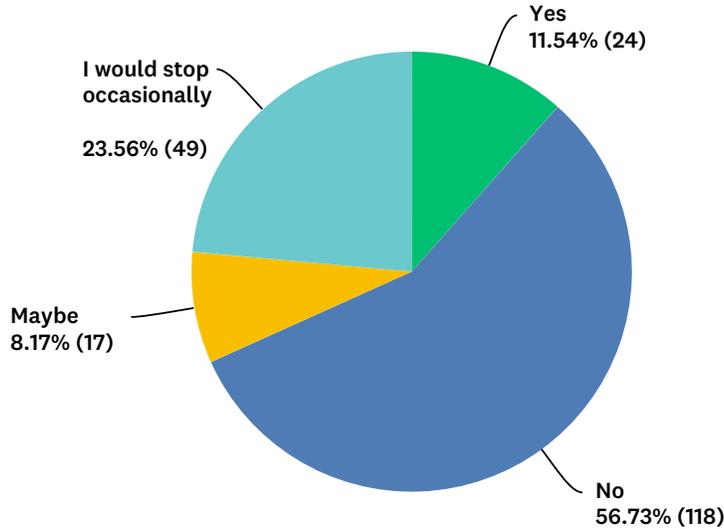
32	Staff would know the slowest times during the winter. What do they advise? The co-op has had a POS system for about 5 years now, I believe. Can one extract reports from the system to find out the normally low volume times during the winter? Though I realize reducing hours seemed like a popular option at the membership meeting in June, the co-op should be very careful executing such a measure. A reduction of hours of 30%, for instance won't bring about a 30% reduction in operating costs. The board and management should be confident that the related loss in gross profit (due to fewer sales) won't be so great as to be more than any operating cost savings. As the now closed St. Johnsbury co-op started to go under, it reduced hours. It didn't turn out to be a solution. Maybe reach out a former manager or board member there to get their take on how it might be done successfully.	7/28/2019 10:35 AM
33	but I anticipate that two shifts are less efficient then opening at noon.	7/28/2019 5:43 AM
34	These choices seem to not have included actual data around when sales are the highest. Please let me know what data was used to offer these choices.	7/27/2019 2:30 PM
35	Not always being open and "available" might actually make people focus their shopping more	7/27/2019 1:27 PM
36	I think that the first few options are better than the last option; it's super convenient having the coop there in the winter. The coop already opens at 9am (after many people leave home) so closing a few hours in the AM may not be a big deal. Closing a day or two a week may be more ideal than closing a few hours in the middle of the day when folks may come for lunch things...?	7/27/2019 11:26 AM
37	Any of these could work for us, but closing entirely seems a risk. If people start to think of the Co-op as closed, they might create other patterns and not return after March. Wasn't this a problem for Maple Valley when it used to close for part of the year?	7/27/2019 10:25 AM
38	Open at noon on weekdays and 9 am on weekends.	7/27/2019 9:16 AM
39	Closing 1 or 2 days, and closing entirely are the worst of the 4 options. Could maybe handle hours in the middle of the day	7/27/2019 6:02 AM
40	With food expiring - it doesn't seem feasible to close down for two days. Few hours in middle of the day ? We know that there are slower times in the middle of the day ? Do deliveries occur then ? And a staff person would work , take off them come back to work ? Need more information before I could answer this .	7/27/2019 4:19 AM
41	That's odd that's when I shop there more regularly.	7/27/2019 2:32 AM
42	I would let data drive this decision. I chose open later, only because I'm an "after work" shopper. I would strongly recommend you not reduce hours.	7/26/2019 6:15 PM
43	I wonder why this is. Is it because alot of your traffic is tourists? It seems odd.	7/26/2019 1:32 PM
44	close Sunday and Monday? Might be more efficient for the heating system to cool down 5 - 10 degrees for 2 days in a row.	7/26/2019 7:54 AM
45	I mostly shop at the end of the day after 5pm.	7/26/2019 7:28 AM
46	close as needed	7/26/2019 6:45 AM
47	Close a few hours every day. Or close 1 or 2 days every week. Or both.	7/26/2019 5:34 AM
48	Dangerous options for a retail grocery, could cause downward spiral and lead to worse situation. Maybe open 1 hr later and close 1 hour sooner.	7/26/2019 5:15 AM
49	Self checkout ? No staff	7/26/2019 2:11 AM
50	I wish y'all opened at 8!! I rely on coffee and breakfast from you but I'm not around during the day on weekdays. Coffee makes a big impact. Maybe lean into that and have more breakfast stuff but close for lunch in the winter? ldk	7/25/2019 8:00 PM
51	None of these are sustainable business options	7/25/2019 7:05 PM
52	None of these are OK.	7/25/2019 6:45 PM
53	The second two options, especially the last will be the death of the coop. People will form other habits and not switch back. I am extremely familiar with the annual rhythms of the coops sals, Q1 is a bitch most but not all years, but implore you, do not close for Q1, you will kill the coop. Also, you will be creating a hardship for people with less reliable transportation during the time of year travel is hardest, that is hurting the community, not helping	7/25/2019 6:32 PM
54	Open a little later, close a little earlier	7/25/2019 6:22 PM

Plainfield Co-op Survey

55	What about open 11am to 7pm?	7/25/2019 5:43 PM
56	Wow, too hard to choose any of these choices	7/25/2019 5:33 PM
57	Seems like you'd lose people if you close entirely for three months. We just moved here and plan to join but it would be hard to set up a regular shopping trip and have to make other plans for three months (in my humble opinion).	7/25/2019 4:51 PM
58	None of these options feel right.	7/25/2019 4:48 PM
59	What does your data show? Probably easier for people to remember open at noon. I know in my past in EHarswick I would show up at the post office when closed during the day because I did not remember the exact times.	7/25/2019 1:13 PM
60	Have some early morning openings. Like 8:00 am	7/25/2019 12:59 PM
61	Reading between the lines I see an attempt to cut costs. But narrowing buying times might backfire. Have you studied the hourly trends of the coop buyer?	7/25/2019 10:44 AM
62	Any hours that are not regular are confusing to remember.	7/25/2019 9:03 AM
63	I don't know what the pattern of use is. It might be a good plan to close at the times when traffic is minimal. I worry that having closed times will get people into the habit of not shopping at the Coop because they don't remember when it is open and may buy stuff at a supermarket before leaving the city that they would prefer to buy at the coop. It would be interesting to see how much cost would be saved by scheduling closed times. That would also affect the income of the employees at a time when their income may be stretched by heating bills. In general I think closing is a bad choice if a reserve of profit can be built up to sustain the store through the lean months.	7/25/2019 8:31 AM
64	people who work can't and don't stop and shop in the morning. opening at noon and closing at eight (or better yet, seven pm) would allow people to shop on their way home after work and they should be encouraged to do so. say, perhaps by offering a small discount for shopping after 5pm, or some such...	7/25/2019 7:04 AM
65	this would be easiest for me.	7/25/2019 6:57 AM
66	I would rather just shop more at the coop so you can make it through the winter.	7/25/2019 5:59 AM
67	Reduce staff payroll --- the coop used to be run by two individuals	7/25/2019 5:51 AM
68	Really, whatever the data shows. Does it track time of sale? People can change their habits if clearly and frequently reminded.	7/25/2019 5:40 AM
69	Open at noon is easiest to remember. I am okay with total closure since I am away, but it might be bad for the store	7/25/2019 5:39 AM
70	I imagine that the majority of sales happen in the late afternoon/early evening, around supper time. Closing in the middle of the day could be complicated for staff and confusing for shoppers. Closing two days a week would really take a whack at perishables.	7/25/2019 5:20 AM
71	If we close entirely for part of the year we run the risk of losing customers. Many do not want to be bothered remembering if this is the time of year the store is opened or closed. It would be less bother to just stop in town.	7/25/2019 5:09 AM
72	Staffing already set up for full days. Opening and closing are time-consuming shifts so having fewer of those seems reasonable. Easier to remember and plan to shop by which days it's open than what hours it's open.	7/25/2019 5:00 AM
73	Open at 10 maybe.	7/25/2019 4:26 AM

Q9 If the Co-op opened early with fresh coffee and breakfast snacks, would you make stopping part of your regular morning routine?

Answered: 208 Skipped: 8



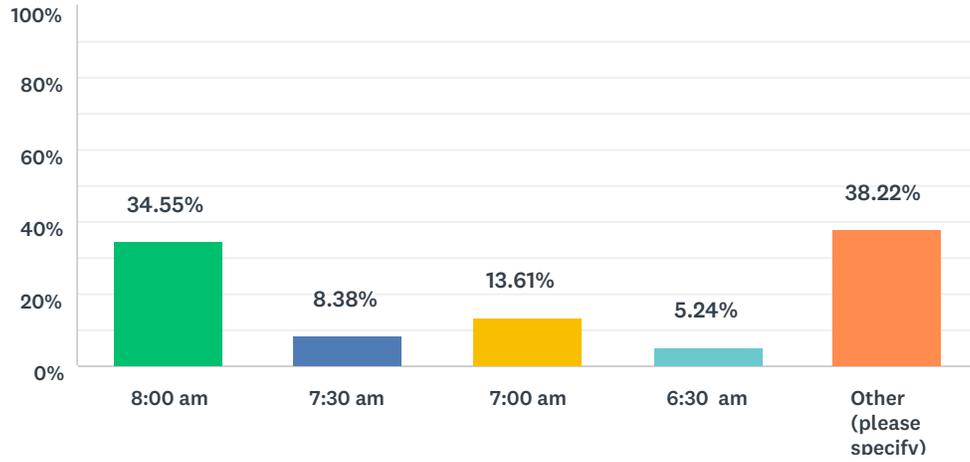
#	OTHER (PLEASE SPECIFY)	DATE
1	I can't do sugar in the morning, so it depends on the snacks. Need protein. But that would be a fantastic option, if it was affordable!	8/8/2019 2:19 AM
2	The Co-op already opens at a decently early time with coffee and food.	8/2/2019 8:02 AM
3	I'm out of town by 5am, so cannot commit to stopping in early.	8/1/2019 10:52 AM
4	depends on what snacks.	8/1/2019 3:28 AM
5	We need to find a way to bring in more traffic: advertised sales, regular items (e.g., milk, eggs, condiments) that are *always* bargains. It's a crazy expensive place; we have to bring them in for one reason and then play on their impulse-buying.	8/1/2019 2:35 AM
6	That's a great idea and it needs to be advertised	7/31/2019 4:30 AM
7	I do not consume those.	7/29/2019 6:33 PM
8	Not for me, but it might work for some.	7/29/2019 2:34 PM
9	The coop is not along our routes to work.	7/29/2019 12:17 PM
10	yes, yes, yes!!! I have often needed to shop after dropping kids at school, and sad that the coop isn't an option - opening earlier would be great for me and others following kid drop off.	7/29/2019 2:38 AM
11	But I know other people who might.	7/29/2019 2:09 AM
12	My morning routine takes me away from the village	7/28/2019 7:13 PM
13	Not an applicable question in my case - I work at home.. You are not on Route 2; your "natural" commuting traffic is Maple Hill and East Hill	7/28/2019 6:13 PM
14	Not on my morning route but seems like it could be a good idea to encourage folks to stop in.	7/28/2019 5:37 PM
15	I often stop at the coop for breakfast.	7/28/2019 4:27 PM
16	Doesn't have to be early, snacks should be good quality, if there were 2 or three tables+chairs, might be an attraction.	7/28/2019 2:16 PM
17	Unless it is worth my while. Then would maybe make it a routine.	7/28/2019 2:04 PM

Plainfield Co-op Survey

18	Those living in the village would have a different perspective, but since most of the work week traffic is towards Montpelier in the morning and back out in the afternoon, and since the Route 2 entrance and exit "ramps" in/out of the village proper are much friendlier during busy traffic times when coming from Montpelier, I think enticing traffic off of Route would be more successful in the afternoon than the morning. And Maplefields has the quick morning stop market sewn up. I should think the focus would be the potential larger purchases from the heading home crowd.	7/28/2019 10:35 AM
19	Depends on how early. My fiance says she'd stop "every damn day" if it opened at 7am.	7/27/2019 11:26 AM
20	I have to watch my dollars, and I don't spend money this way.	7/27/2019 10:25 AM
21	Great idea but I don't have time in the morning. Sorry.	7/27/2019 9:16 AM
22	Unfortunately it is not on my way too work	7/27/2019 7:59 AM
23	Seems counter to last question of closing early.	7/27/2019 4:19 AM
24	I would stop by for coffee before noon, provided there was a place to sit and chat. There is no coffee shop in town. I think it would be a great idea for the coop to have a small area with coffee and seats.	7/26/2019 1:32 PM
25	Don't live in Plainfield, nor pass through on a regular AM basis, so that'd be hard.	7/26/2019 11:24 AM
26	I cant eat most breakfast snacks and like my coffee really really dark	7/26/2019 7:54 AM
27	only if they had espresso drinks	7/26/2019 7:28 AM
28	Sounds like a good idea	7/26/2019 5:17 AM
29	More breakfast snacks regardless	7/26/2019 5:15 AM
30	No. Retired.	7/26/2019 4:37 AM
31	YAAASS	7/25/2019 8:00 PM
32	It's a nice idea but at the moment location is a barrier. The intersection to Rte 2 is terrible when I go to work so it's not ideal to go over to the coop unfortunately.	7/25/2019 6:32 PM
33	if it was located in a more convenient spot	7/25/2019 6:27 PM
34	No only because I don't drink coffee and am not a morning commute type worker.	7/25/2019 4:48 PM
35	I don't do coffee and my morning routine does not take me out of the house.	7/25/2019 2:21 PM
36	I do not typically drive through Plainfield in the AM	7/25/2019 8:32 AM
37	It isn't on my way	7/25/2019 8:23 AM
38	my wife and i are retired and drink our coffee at home...also, as i said earlier, eople on their way to work don't usually have the time to stop...	7/25/2019 7:04 AM
39	yes, but you would have to have much better coffee. It often tastes burnt and stale.	7/25/2019 5:59 AM
40	Sounds nice but I work from home.	7/25/2019 5:00 AM

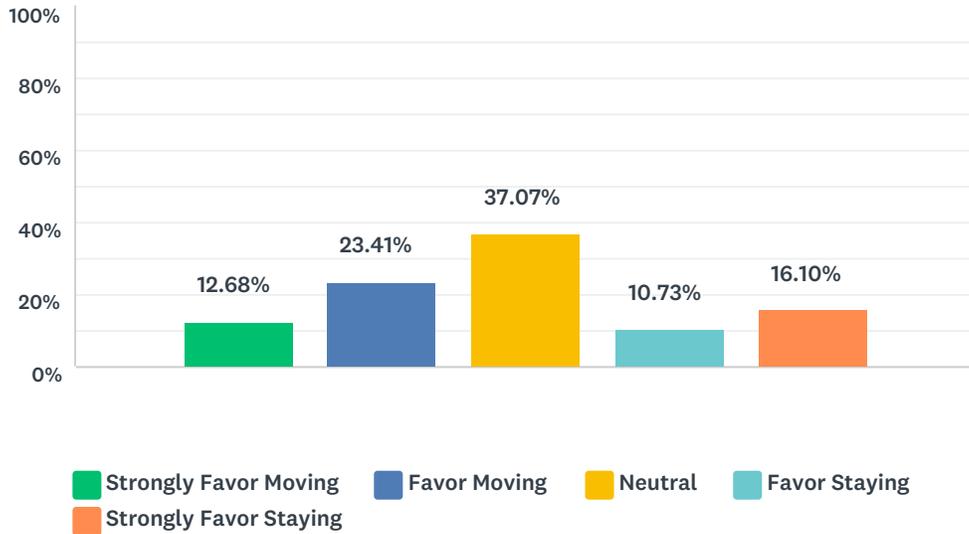
Q10 What early opening time would work for you?

Answered: 191 Skipped: 25



Q11 There are strong reasons to stay in our present building, and strong reasons to move to a new location on Route 2. What do you think would be better for the Co-op?

Answered: 205 Skipped: 11



STRONGLY FAVOR MOVING	FAVOR MOVING	NEUTRAL	FAVOR STAYING	STRONGLY FAVOR STAYING	TOTAL	WEIGHTED AVERAGE
12.68%	23.41%	37.07%	10.73%	16.10%	205	-0.06
26	48	76	22	33		

#	THOUGHTS?	DATE
1	I want you to stay because I can walk there easily. I probably wouldn't walk to rite 2. But I am happy to drive there if it's financially better for the coop and would keep it viable!! I love this coop	8/8/2019 2:19 AM
2	doesn't matter to me	8/6/2019 11:13 AM
3	I don't believe the Co--op could afford to do this.	8/6/2019 11:11 AM
4	We need to be on rt.2 for visibility	8/5/2019 8:20 AM
5	I don't know any of the reasons. Concern on Rte 2 is parking and traffic. If moving is what it takes to keep the coop viable, then so be it.	8/3/2019 7:05 PM
6	If the co-op is finacially in the red, how is it feaseable to finance a complete removal and re-opening?	8/2/2019 8:02 AM
7	It's cute but out of the way and misses out on tons of traffic. Times are changing and the Co-op needs to change with it to stay afloat which means upsetting some old timers who have not been able to keep up with the times.	8/1/2019 11:35 AM
8	Parking is a problem, the current building is quite old, there's not enough room for expansion, more product options would bring more business, being on RT 2 would have higher visibility for increased walk-in traffic by people who don't even know the store is in our town.	8/1/2019 10:52 AM
9	Having 2 locations. One can specialize in groceries the other can be a cafe/lounge/community area.	8/1/2019 7:04 AM
10	Not familiar with the pros and cons. seems we might get more traffic from marshfield commuters and tourists if more visible and if there was a reason for tourists to stop in.	8/1/2019 3:28 AM

Plainfield Co-op Survey

11	Traffic. I imagine that the delivery fees would be cheaper, too. Look, I live across the street. It's convenient for me to run over and pick up what I need; I'm paying for the convenience. But I'm In the minority.	8/1/2019 2:35 AM
12	How about merging with Hunger Mountaion AND moving to a new location on Rt. 2?	7/31/2019 8:51 PM
13	I imagine that moving would be a great deal of work with an added cost. But I believe that sales for non-locals and non-members would increase.	7/31/2019 3:44 PM
14	We own the current building, where on rt 2? Will such a change make enough difference to support the costs of a whole new location?	7/31/2019 2:25 PM
15	We need to acknowledge that we are a corner convenience store and market ourselves that way. In this economic climate it is extremely advantageous that we own our building and do not have a mortgage. We need to work on marketing ourselves to the larger community, while also marketing ourselves to the tourist and Goddard community as a destination with the flavor of 70s Vermont. The two are not incompatible. We need to work more on the mix of products on our shelves, set up a "shopping basket" of basic products that are priced for everyday purchase, superficially repair the outside of the building, and purchase and hang a new sign on the front. I am in favor of changing the name to "Plainfield Market, a Community Food Coop" and actively working to book events of interest to the community in the community center. There are many creative ways to raise money for advertising and marketing and we need to move beyond the self defeating mantra that we can't afford to advertise. Examples include a campaign to raise funds for a new sign and working with local journalists to generate news items that get covered for free. Also community events that get us exposure and remind people we are here.	7/31/2019 9:37 AM
16	Route 2 exposure with cafe/seating available in morning (8 am) would be great, lots of morning commuters could be new Coop customers	7/31/2019 7:45 AM
17	Current location is invisible except to those already in the know, which makes it something like a club. I would say we should actively investigate options for moving and get a clear picture of the comparative financial impact over the next 20 years. Not to conduct this investigation would in my mind be short-sighted and close-minded.	7/31/2019 6:40 AM
18	Not sure where, while I would love Maple Valley to reopen, perhaps that building would work.	7/31/2019 6:17 AM
19	Doesn't affect me, but moving to Route 2 may make it difficult for some who now walk to the Co-op. On the other hand, a Route 2 location would attract more drivers/commuters.	7/31/2019 4:58 AM
20	it seems like a waste of time and money to have to rent a new space, and move everything there, when we all ready have a current location, instead of moving better advertisement and a sign on route 2 and on the local street might help a lot.	7/30/2019 4:48 PM
21	I say this without any knowledge of the new location	7/30/2019 2:59 PM
22	If it made sense to move the location, I could be for it. I would think moving to a new location would allow for more shelf space and better produce/fruit coolers allowing the co-op to buy at a lower price and potentially sell more product. I could be in favor of that.	7/30/2019 11:11 AM
23	I support what is best for keeping the coop opened. I also think a RTE 2 location could better pull in random dollars from passersby. Could be a strong point for moving.	7/30/2019 5:08 AM
24	A new location is a big undertaking. Be cautious to invest if you are currently having trouble financially. A better time for a new endeavor is when you are thriving financially.	7/30/2019 3:01 AM
25	Where would you move to? If it were larger and more visible with more parking, you'd probably be able to have more shoppers. I think the main problem is the expense of the items. Small shop equals high prices. What would make sense is if you cooperated with other coops to buy together to bring your prices down. That would make it more cooperative. :)	7/29/2019 6:33 PM
26	I think that question can only be answered after looking at the numbers first. Yes, sales would go up, but so would debt and operating costs. It depends primarily on the acquisition costs of the new building. Comment on question 12: The Community Center would need to generate a lot more income than it does now to cover operating costs. Plus, The Opera House would be a competitor and they have a lot more parking than the Co-op. Renovation costs would be significant.	7/29/2019 2:34 PM
27	I have been saying that the coop could look into buying the Lucky Day Poultry Farm and expand into a cooperative/natural foods distribution center for northeast cooperatives. Just a thought. But that's in Marshfield... I can't imagine where it could be on Route 2 at this point, other than Lucky Day.	7/29/2019 1:54 PM

Plainfield Co-op Survey

28	I live in Plainfield so depending on where on Rt. 2 it moved to there may be a slight impact but I'm likely to keep it as my regular grocery store. I understand both sides of the reasoning. Wondering how much the activity at the Community Center upstairs might be impacted by a Rt. 2 move? I do prefer the current location due to ease of accessibility and parking.	7/29/2019 12:50 PM
29	Without knowing the reasons on both sides, I'm unable to make a decision this casually.	7/29/2019 12:17 PM
30	Having a location on Rt 2 with decent parking, a larger space with more variety would be a huge improvement and your sales would definitely increase.	7/29/2019 11:27 AM
31	The building is payed for. A new location would mean taking on a lot of debt.	7/29/2019 9:40 AM
32	If the right place can be found.	7/29/2019 4:45 AM
33	RT 2 would likely be better for business	7/29/2019 2:42 AM
34	Until finances are stabilized, it seems SUPER RISKY to consider laying out \$\$ for a new space. The financial security the coop has is that it owns the building. And is seems unlikely/uncertain if someone would buy the building if we tried to sell it.	7/29/2019 2:38 AM
35	Well, moving is very expensive, that seems to me the biggest problem. I think if the coop moved to the Maple Valley location and if the coop had a good deli with some tables I think that would be great and get more people in - but that's a tall order.	7/29/2019 2:09 AM
36	The CO-OP owns the building. Comment for #12 Moving to Rt 2 is a crazy idea being that the co-op has to borrow money to make payroll and is in the red now. Moving the store is very costly. Hopefully sometime in the future if there is a future that can be done.	7/28/2019 9:27 PM
37	If the new place has more space for a better selection of items, then I'd favor moving. Also would support moving if costs were lower	7/28/2019 7:13 PM
38	But you can't have an albatross of a building	7/28/2019 6:13 PM
39	It's not easy to drive into the village from route 2 because of that dangerous intersection. If you were on Route 2 and more visible, I'd shop there more.	7/28/2019 5:37 PM
40	It's important to have a local grocery that people in the village can walk to, as well as staff who live nearby. I wouldn;t want to walk along Route 2. We cannot compete with Hunger Mt., but we can serve our rural community well. Perhaps work out an arrangement with Twin Valley Sr. Center to deliver groceries to folks who can't get to the store, or to provide rides to and from the Co-op. Maybe we have to make some changes in the products we carry, but I wouldn't want to see a significant shift away from organic and healthy.	7/28/2019 4:51 PM
41	The building is a constant drain on finances, and the location absolutely sucks, in terms of getting any outside traffic.	7/28/2019 4:44 PM
42	I think the community center is a huge asset to both the coop and the community. I also think it is really important to have retail in the village, have jobs that allow people to walk to work, etc.	7/28/2019 4:27 PM
43	There was an opportunity to move years ago and it wasn't done. I don't know where it could go at this point with adequate parking and delivery access.	7/28/2019 2:39 PM
44	We need the cultural center upstairs as much as we need the food coop. The free and open space of the former grange has benefitted the community enormously with classes, dances, performances, art exhibits and public meetings.	7/28/2019 2:39 PM
45	I can see that a Rt 2 location could enhance utilization. Better quality food than one finds at Tim's, yet the traveler knows nothing of it. If staying put, what about a sign before the blinking light?	7/28/2019 2:16 PM
46	There is no visibility and the parking sucks. Being on Route 2 would catch a lot more customers which would then increase sales.	7/28/2019 2:05 PM
47	I'd have to say that my opinion would be completely dependent on what that new location would be. It's impossible to judge this without that information, don't you think?	7/28/2019 1:57 PM
48	It would depend on the location on route 2, if it's within safe walking distance from the village I could be in favor of moving.	7/28/2019 1:42 PM
49	Location is important in the retail world, but ultimately for a cooperative, the depth of the community's engagement in the co-op's mission is the most important measure of success. Deeper engagement could happen in the present location, as it could in a Route 2 location. For me, the location is somewhat secondary.	7/28/2019 10:35 AM

Plainfield Co-op Survey

50	I get that the increased traffic would help but I love the squeaky floor boards. I wouldn't mind the move so much if the new place was just as cozy. It would also be a fraction more convenient which does make a difference.	7/28/2019 5:43 AM
51	We own our building. This has saved us in hard financial times. I am also a proponent of figuring out how to stay at our current size and make that financially stable. Growth does not need to happen for something to be stable.	7/27/2019 2:30 PM
52	I think it would be great to be able to stay in current building unless, of course, the building itself (maintenance, etc.) is cost prohibitive	7/27/2019 1:27 PM
53	Moving is super expensive! And I love the current building, but that's just me being sentimental.	7/27/2019 11:51 AM
54	Depends where on route 2.	7/27/2019 11:47 AM
55	It depends... what are other available spaces? What advantages do they offer? It's nice that the coop is walkable from downtown (in downtown) and one doesn't have to engage with the danger of Rt 2 and that terrible intersection to get to the coop. I like that the coop is on my way home and away from home every day. Maybe the coop could have a big sign on Rt 2? What are advantages to having the coop directly on Rt 2? I imagine that it may be more advantageous if there were a commercial kitchen / prepped foods space in a building on Rte 2... but i don't know.	7/27/2019 11:27 AM
56	If the coop would attract more traffic, I'm in favor of moving. The current spot is so sweet and quiet, but I want it to thrive!!! Would it attract more traveling traffic on rt. 2? Probably, and visibility is good for business...	7/27/2019 10:47 AM
57	I think moving to Route 2 would bring more people into the Co-op, people driving by who may want to stop and pick up a few things without coming all the way into Plainfield. That said, I think moving too far out of the village would be a mistake.	7/27/2019 10:25 AM
58	I was for moving to the Red store years ago. I wonder if the hardware store would want to join forces with us? Unfortunately, they don't have storage space.	7/27/2019 9:16 AM
59	If you get a lot of traffic from Plainfield folks walking to the store, I wouldn't move	7/27/2019 7:59 AM
60	if we could find a location on Rt 2 in Plainfield or Marshfield, not E. Montpelier! moving for visibility makes sense. If Maple Valley store and cafe is available ...hm.. high visibility, some pre-existing good -will and tourist expectations from that location -- all in our favor.	7/27/2019 6:02 AM
61	I think there would be more people stopping because the coop's visibility would increase dramatically. Current building is not accessible upstairs.	7/27/2019 4:42 AM
62	I favor moving a. If there were money to do so b. We were able to find a building that is suitable.	7/27/2019 4:19 AM
63	I don't know. If it would save the coop from dissolution I guess I'd say move...but it would be sad and there's no way to know moving would work..	7/27/2019 2:32 AM
64	The coop has low overhead right now, while suffering from very little Rt 2 traffic. The business decision to be made is whether the newly gained Rt 2 traffic would be enough to cover the overhead increase. I would estimate that it would, but it's no small investment. Where does the capital investment come from?	7/26/2019 6:15 PM
65	I'd like to hear from both sides of this argument.	7/26/2019 4:11 PM
66	What location on Route 2? I could better weigh in if I knew specifically. I think you'll get more traffic off Route 2, especially if you offered coffee and deli sandwiches and a place to sit. Like the craftsbyrny general store or hardwick coop.	7/26/2019 1:33 PM
67	I think it's best to be in the lower village for practical and historical reasons, but if a suitable location within Plainfield village can be found, and affordably renovated, I'd be open to that idea.	7/26/2019 11:24 AM
68	As long as there is better parking	7/26/2019 9:22 AM
69	We OWN this building. Moving out to Route two is a horrible idea. Spending money doesn't save money. Leave the co op alone.	7/26/2019 9:09 AM
70	that whole Maplefields thing.... Would have been lovely to have the old red store - walkable! But maybe something near the new library going in?	7/26/2019 7:54 AM
71	whatever is best for coop	7/26/2019 7:28 AM
72	For me, this would depend on the cost difference between the locations, and upfront cost and inherent debt uptick that would come with the move and set up of new location	7/26/2019 7:18 AM

Plainfield Co-op Survey

73	move to location that is best for long term...Goddard dorm?	7/26/2019 6:45 AM
74	More general traffic and potential income.	7/26/2019 6:33 AM
75	Being on Route 2 would give the co-op opportunity to cater for more customers and would give the opportunity to offer more diversified services. However, staying and moving can co-exist. That would retain the shop in the village, and the location on Route 2 would attract customers that commute between Montpelier and the villages north of Plainfield.	7/26/2019 5:34 AM
76	More traffic and visibility	7/26/2019 5:18 AM
77	That intersection terrifies people - and rightly so.	7/26/2019 5:18 AM
78	Would strongly favor if the right location available. I can't imagine a new building on empty lot would be financially possible. Like it in/close to village	7/26/2019 5:15 AM
79	Move to Maple Valley. Remove seating at Maple Valley and do more ready made meals, like Hunger Mountain coop does.	7/26/2019 4:12 AM
80	I think there would be more business at a Rt. 2 location, especially with proper signage.	7/26/2019 2:35 AM
81	Wonder if Maple Valley Cafe would be a good location.	7/26/2019 12:43 AM
82	Please don't move	7/25/2019 8:00 PM
83	I don't think we're financially ready for a move. Also, the location is important to the village.	7/25/2019 7:09 PM
84	You need to State the new location to be able to compare	7/25/2019 7:09 PM
85	I love our location and am afraid of losing the feel of our wonderful coop but hard times call for hard changes and moving to rt2 seems like a solid choice for financial stability.	7/25/2019 7:07 PM
86	Better access and visibility. Perhaps work a deal out with Goddard to rent one of their buildings. See next question. I think there is an opportunity with Goddard for a community space/co-op/community garden.	7/25/2019 6:32 PM
87	Moving to Route 2 would make it harder for me to get there but surely would increase sales. HOWEVER, and this is big, not having rent or a mortgage is a huge advantage that I would only reluctantly give up, but I understand a big risk might be necessary and moving could make a lot of sense if done right. As for the next question: wouldn't you need to sell the building to move? I know you couldn't get a lot but more than they sales price the new place would have to be doing pretty damn well to cover the upkeep, like say, heat.	7/25/2019 6:32 PM
88	When Hestia cafe was on route 2, I know many people who made it part of their morning routine to stop there. Easy accessibility is important to the morning crowd if you were to start opening earlier. Also since there isn't a decent food store between Montpelier and St. J. being on route 2 would attract the tourist crowd and people coming home from work maybe as well. The current location is nice but not very practical for increasing visibility.	7/25/2019 6:27 PM
89	Not sure where you are planning on moving to, but the location of the co op should be walkable from downtown	7/25/2019 6:14 PM
90	Not sure that moving will solve the situation.	7/25/2019 5:38 PM
91	visibility and parking	7/25/2019 5:37 PM
92	I live inMarshfield and , while it's not a huge distance I still feel like I would shop more if it was more convenient for me. I'll stop at MapleTim's for milk or butter even though I'd rather go to the coop just because of convenience. Also, the tourist and commuter traffic on Rt. 2 is significant. No brainer from where I see it. Take the leap	7/25/2019 5:33 PM
93	Last time when the coop went through this 'grow or die' phase, we got hamstrung by old-timers who still think that what works in 1972 works today. The coop simply needs to adjust to the realities of business and adapt or it won't continue.	7/25/2019 5:19 PM
94	Being new to the area I don't know what would work best. However, parking can be challenging at the current location. I don't mind walking but it can be hard for folks when it's icy.	7/25/2019 4:51 PM
95	I don't like a lot of the proposed moving locations but I'm not opposed if the space is suitable.	7/25/2019 4:48 PM
96	I'm happy with where you're located	7/25/2019 3:25 PM

Plainfield Co-op Survey

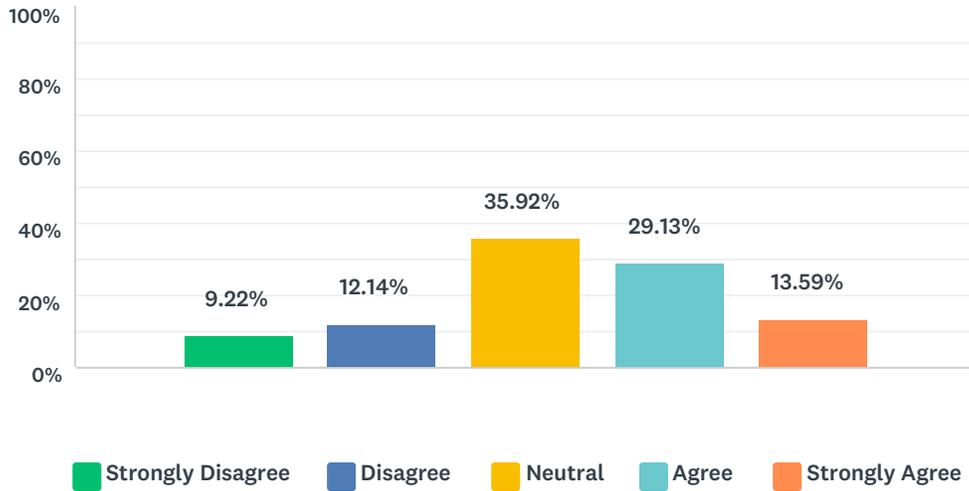
97	As you are well aware, this issue keeps arising. Staying tucked away in the village could be a contributing factor to the coops troubles. So, perhaps trying a new location, if at all feasible, is worth the risk. Leta try whatever we can possibly do before closing down.	7/25/2019 2:57 PM
98	if there is at least as much parking in new location	7/25/2019 2:31 PM
99	The current location works fine for me. However, I acknowledge that a location on Rte might be better for the Coop if the costs were not much higher. I would be fine with that.	7/25/2019 2:21 PM
100	If moving means having a larger space and more product, I favor moving and may shop more there. Presently I travel from Marshfield to Hunger Mountain for the selection. I only eat organic.	7/25/2019 2:00 PM
101	Not sure where the exact location on Rt 2 would be, but a new location may attract and provide accesibility for new customers.	7/25/2019 1:57 PM
102	Location location for business and ease of travelers and day to day commuters. Look how busy the mini mart is inside.	7/25/2019 1:13 PM
103	If the old Maple Valley Cafe was available and the coop moved there, the coop might get more business due to visability.	7/25/2019 12:59 PM
104	Our coop needs to draw in more sales and people. If it was on route 2, say the former Maple Valley store, the parking and access would improve. Visibility could enhance sales and a small deli could draw drop-by tourists. Sell the old building and redo as housing.	7/25/2019 10:44 AM
105	If the new location on route 2 was still in Plainfield and not far from the current location, that's fine with me! It does seem that visibility on route 2 might help business.	7/25/2019 9:56 AM
106	If the location is right	7/25/2019 9:25 AM
107	If the current site is too expensive or not functional for some reason then a move might be a solution. I wouldn't count on a lot more business in a new location. I doubt that the tourists driving down Rt#2 are going to pull over for a snack. The locals know where it is now.	7/25/2019 8:31 AM
108	Cost	7/25/2019 8:23 AM
109	I don't see the purpose of the Co-op moving, unless you think that you might get more business being on the main drag. I'm just spoiled as you are currently right near my home.	7/25/2019 7:04 AM
110	i realize that the current location is not perfect and perhaps a route 2 location would attract more passing traffic, but i like the co-op being down in the village. however, if route 2 would give a bump in sales, i would be fore it.	7/25/2019 7:04 AM
111	I wanted to move the last time we had this discussion. I love the old structure, but if it can't make enough money we need to move.	7/25/2019 6:57 AM
112	Only as long as it's walkable from the village. If it were on Route 2 by the Hardware store that wouldn't work.	7/25/2019 6:54 AM
113	I can see both options and depends where on Rte. 2, which could provide more stop ins possibly...but I like the current building.	7/25/2019 6:51 AM
114	It is vitally important to our community to have a small grocery store in Plainfield. That said, the space seems too physically small to be financially viable given all other market conditions. I think moving should be considered as long as it is to a more accessible/expansive location in/around Plainfield. Having more basic grocery offerings may make the co-op a more attractive, local alternative to the big-box stores.	7/25/2019 6:32 AM
115	I love visiting you guys there. It is so close to us, but whatever keeps you in existence I will go along with.	7/25/2019 5:59 AM
116	I do not want to go to Rt 2 because of the traffic and the fumes.	7/25/2019 5:54 AM
117	I don't think your main problems are location, but more that you have a larger staff than needed. You would get more customers on rt 2, but your pricing would have to come down to attract and keep shoppers.	7/25/2019 5:51 AM
118	We have to drive anyway so we're not affected much. What percent of sales are from folks who walk in? Where on Rte 2 could you possibly go? What about the upcoming disruption from the rebuild of the main intersection with Rte 2?????	7/25/2019 5:40 AM
119	Location, location, location.	7/25/2019 5:31 AM

Plainfield Co-op Survey

120	I have to believe that higher visibility would encourage more sales. Current location is handy for town residents but doesn't seem to be enough business to keep the boat afloat.	7/25/2019 5:20 AM
121	or a more visible/larger location in the village and either move only if we can prove to sustain it financially.	7/25/2019 5:11 AM
122	Whatever works. The building is nostalgic but the coop much more than a building.	7/25/2019 5:00 AM
123	As long as the coop stays open and doesn't move too far!	7/25/2019 4:54 AM
124	Moving to higher traffic area would likely increase sales and larger store would allow for more selection	7/25/2019 4:40 AM

Q12 How do you feel about converting the present store to a community center and moving the store to a location on Route 2?

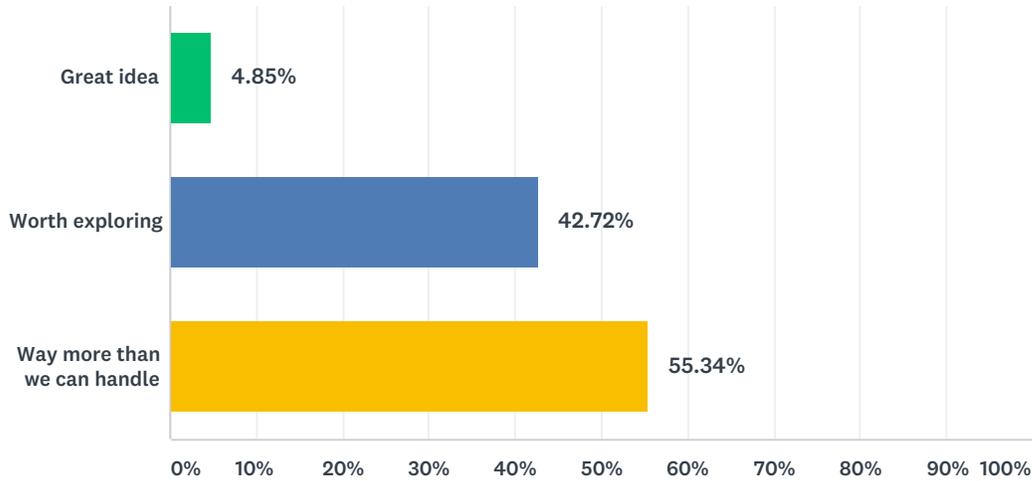
Answered: 206 Skipped: 10



STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
9.22%	12.14%	35.92%	29.13%	13.59%	206	0.26
19	25	74	60	28		

Q13 What about opening a satellite grocery with a coffee shop on Route 2 and maintaining the current store in the village?

Answered: 206 Skipped: 10



ANSWER CHOICES	RESPONSES
Great idea	4.85% 10
Worth exploring	42.72% 88
Way more than we can handle	55.34% 114
Total Respondents: 206	

#	ANY OTHER IDEAS?	DATE
1	Unsure of viability. But would be great if it works	8/8/2019 2:19 AM
2	Again, why are you trying to extend the already stretched reach of the co-op finances?	8/2/2019 8:02 AM
3	Traffic, traffic, traffic.	8/1/2019 2:35 AM
4	Merge with HMC.	7/31/2019 8:51 PM
5	Absolutely not. There are already two other venues offering coffee and groceries on Route 2.	7/31/2019 9:37 AM
6	Operate two grocery stores when the current one is creating a significant debt? That doesn't quite make sense... but I'm open to hearing it out. I would want to see clear financials on the cost, and how it would serve to boost sales at the current store.	7/31/2019 6:40 AM
7	Is Dan opening Maple Valley? If so, worth considering having only one coffee stop in the town instead of all of a sudden having two competing places. I really do vote for a place to stop and meet up with other members of the community. THIS is a great idea overall!	7/30/2019 5:08 AM
8	That sounds like a surefire way to go into debt and out of business. Who would be paying for the community center?	7/29/2019 6:33 PM
9	Maybe home delivery. Or pre-order and pick-up service	7/29/2019 2:34 PM
10	Coffee shop must be on north side of route 2 or it won't work. Keep the hours short and keep the overhead low.	7/29/2019 1:54 PM
11	Spreading ourselves too thin when already on shaky ground.	7/29/2019 2:38 AM
12	Again, it's a tall order...	7/29/2019 2:09 AM
13	This too would cost money that the co-op does not have.	7/28/2019 9:27 PM

Plainfield Co-op Survey

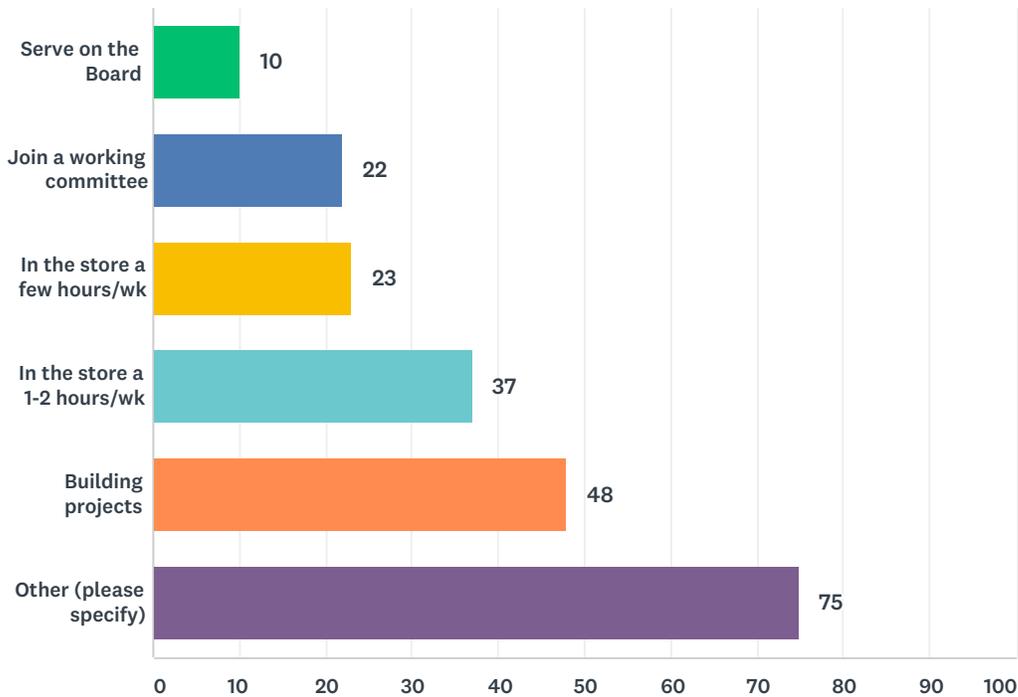
14	Opening eateries is always risky. The coop is already on shaky ground it sounds like. Seems to me that opening a second location is risky and could sink the whole enterprise.	7/28/2019 7:13 PM
15	I like the idea of a combined grocery store and coffee shop on route 2. The coop could be more of a community gathering place like the Adamant Coop is.	7/28/2019 5:37 PM
16	All of the resources need to go into making the new store viable.	7/28/2019 4:44 PM
17	I think the coop in the existing location is ok. Revenue is good. Expenses are high. Need to find a way to either reduce expenses or increase revenue. My understanding is that the coop sees a boost when the community center has events. I think the coop should take the Preservation Trust of Vermont up on the offer for technical assistance to look at both finances and accessibility at the current location. Call me for more info. 802-917-2994.	7/28/2019 4:27 PM
18	Nice idea, but I doubt it would generate enough income to offset the additional expense.	7/28/2019 2:39 PM
19	Wouldnt that just add expenses that are unaffordable/	7/28/2019 2:39 PM
20	Terrible	7/28/2019 10:53 AM
21	I think the synergy of the co-op's store at the same location as other regular co-op related activities (community center, cafe, whatever) is important. Are there other small co-ops that have a cafe/restaurant in a separate location from their store? It would be good learn of their experiences. Store and cafe are very different operations, but with some obvious connectivity. How much of that would be lost by not being in the same building?	7/28/2019 10:35 AM
22	Depends on the capacity to explore this idea... doesn't seem like the coffee shops of the past have survived for too long on Rt 2. I don't get how this would help... seems like stretching more thin...	7/27/2019 11:27 AM
23	I think a realistic cost-benefit analysis would have to be done in terms of the cost/upkeep/management of two spaces.	7/27/2019 10:25 AM
24	You mentioned serving breakfast snacks in the morning... there really isnt a place to get a good quality breakfast sandwich. Plainfield hardware is good, but takes a long time! Offering something similar to red hen bakery may be beneficial	7/27/2019 7:59 AM
25	I'm not sure location's the problem. Prices are higher with us. We should sponsor weekly open mike nights like the Whammy Bar and sell sandwiches sodas and beer. Get some of our local talent performing..poets, musicians art openings..etc.	7/27/2019 2:32 AM
26	This will sink the ship. It's an overhead increase, reduction of focus, logistical nightmare.	7/26/2019 6:15 PM
27	Seemed like a good idea when it came up a dozen or so years ago. But may be too much now.	7/26/2019 11:24 AM
28	if needing more customers is the main issue, then going to RT is obvious, either that or serious marketing and outreach, how about buying the church on main street	7/26/2019 7:28 AM
29	Something this small scale would compete directly with Tim's and the co op would lose due to pricing. The full store moving would at least offer something Tim's can't.	7/26/2019 7:18 AM
30	flex to live please	7/26/2019 6:45 AM
31	I feel that a rt2 location gives the coop more visibility	7/26/2019 3:13 AM
32	I think one location on route 2 would be enough.	7/26/2019 2:35 AM
33	Would help if the pay was good. Truly love Plainfield Coop and think a cafe is a brilliant idea.	7/25/2019 8:00 PM
34	We're currently already struggling too much with daily operations to handle adding more responsibility.	7/25/2019 7:09 PM
35	Again, you must give the new location for a reasonable answer	7/25/2019 7:09 PM
36	I have experience working in a cafe and another business that I owned on rt 2. This is a money pit. I have detailed information about this if you would like to be convinced not to do this, and when you try it and fail I will say I told you so until the end of time.	7/25/2019 6:45 PM
37	Yes!!	7/25/2019 6:32 PM
38	nah, people want to have access to the full selection at their convenience, not have to get half what they want and travel someplace else for the other half. Also, wouldn't it be twice as expensive to have 2 stores?	7/25/2019 6:27 PM
39	why stretch ourselves thin? I don't think both is an option...one or the other. I prefer the coop in town	7/25/2019 5:43 PM

Plainfield Co-op Survey

40	Why bother? All resources need to go into the relocation. Plainfield already has places to get coffee.	7/25/2019 5:19 PM
41	Has combining with another co-op been explored? Could save on costs but also might lose individuality.	7/25/2019 4:51 PM
42	Return to bulk purchases and member labor.	7/25/2019 4:49 PM
43	This I think is a step in the right direction in terms of taking a risk to turn things around (just make sure you have tea, too!)	7/25/2019 4:48 PM
44	I commute and often time I'm too late in waking up to make coffee. I would stop anywhere convenient that didn't serve green mountain coffee	7/25/2019 3:25 PM
45	Development and fundraising	7/25/2019 1:46 PM
46	Too many buildings to heat and cool. Create one route 2 location. Maybe Plainfield Hardware's greenhouse could be updated and used? Have a greenhouse cafe like at Burlington's Gardeners Store?!	7/25/2019 10:44 AM
47	Unclear to me why both locations would have groceries.	7/25/2019 9:56 AM
48	More money will be spent with heating, electricity, etc., and with Maple Fields right there I don't know if it would be profitable. Maple Fields prices are quite high so if you can serve people at a lower cost it may be worth looking into.	7/25/2019 7:04 AM
49	if the finances were available that might be a good idea but i don't think it would be too long before the store down in the village would dry up...	7/25/2019 7:04 AM
50	I love the coffee shop at the Hunger Mountain coop. It would be really nice if you had an outdoor eating area as well.	7/25/2019 5:59 AM
51	sounds complicated	7/25/2019 5:40 AM
52	With a combo grocery/ coffee shop on rt.2, why carry additional overhead of current location?	7/25/2019 5:20 AM
53	Sustain 1 business first.	7/25/2019 5:11 AM
54	Why pay for two sites?	7/25/2019 5:07 AM
55	I don't think that would fix the current challenges	7/25/2019 4:40 AM

Q14 The Co-op might operate with fewer staff if we had more volunteers. Are you willing to

Answered: 169 Skipped: 47



ANSWER CHOICES	RESPONSES	
Serve on the Board	5.92%	10
Join a working committee	13.02%	22
In the store a few hours/wk	13.61%	23
In the store a 1-2 hours/wk	21.89%	37
Building projects	28.40%	48
Other (please specify)	44.38%	75
Total Respondents: 169		

#	OTHER (PLEASE SPECIFY)	DATE
1	work as a volunteer a few hours a month	8/6/2019 11:13 AM
2	Sorry, not a very good co-op member, even though I believe strongly in them.	8/3/2019 7:05 PM
3	The Co-op already has very close to the minimum staff, trying to replace at least basically trained staff with untrained, moderately interested members could very well end up with unruly, uninterested, and undevoted "Employees"	8/2/2019 8:02 AM
4	The Co-op needs staff and should be an employer in the community. This is a bad idea from an economic perspective. Plus most volunteers are in the older age bracket which doesn't help the Co-op shift into the changing times.	8/1/2019 11:35 AM
5	Right now, I'm overwhelmed w/ work at my job. But this is important.	8/1/2019 2:35 AM
6	I hosed a kitchen table conversation in June. I don't have time for volunteering further at this time.	7/31/2019 8:51 PM

Plainfield Co-op Survey

7	we are in process of moving to Calais and so unable to commit to volunteering at this time. If we were staying local, I would definitely want to volunteer.	7/31/2019 3:44 PM
8	sorry	7/31/2019 2:07 PM
9	I seriously do not see how the store can operate with fewer employees since we are already working a skeleton crew and in desperate need of reliable member workers to meet basic, critical needs such as re-bagging bulk items, stocking shelves, culling produce, cleaning, membership development and services, developing a preorder system, developing the community center, and doing outreach to the community. Additionally, it has been extremely difficult to find reliable member workers for a number of possible reasons. This makes it nearly impossible to do any advanced training to meet store needs. The situation will only get more critical if our goal is to service the store for higher sales.	7/31/2019 9:37 AM
10	It would be great to get twinfield students involved here: they have mandatory community service hours as a graduation requirement and this would be a good avenue for them as well as an asset to Coop	7/31/2019 7:45 AM
11	I am dubious about this proposition. Volunteers require supervision and guidance, which must come from paid staff. Would it really save money? Would it contribute to a more efficient and stable operation? I also wonder if this approach attempts to balance the budget on the backs of our employees.	7/31/2019 6:40 AM
12	Not able to commit due to health issues in my family.	7/31/2019 6:17 AM
13	This is another idea which would greatly negatively affect staff by further reducing hours that they have already lost.	7/30/2019 4:48 PM
14	I am willing to commit to (and would love to) a volunteer position in one year (after the initial push to build my practice and business).	7/30/2019 5:08 AM
15	I would, but not this year.	7/29/2019 6:33 PM
16	I am a working member now. I would rather see using volunteers for specialized tasks that would normally incur extra costs. Things that aren't getting done now. Then we would not be taking anyone's job or hours.	7/29/2019 2:34 PM
17	I'm willing to help to cull the mailing and email and membership lists, if needed. I'm willing to take a 1-2 hour shift at the cash register once a week/two weeks/month. Once a week could be a little difficult, but I think having members scanning groceries is a good job for people who have that skill set. I'm not going to do so well with bagging bulk things. I think it is good to have a job you are trained in and a regular time. I'd like to free up the more skilled labor to do the things that they do best.	7/29/2019 1:54 PM
18	No.	7/29/2019 2:09 AM
19	Fewer staff is not a great idea.	7/28/2019 9:27 PM
20	In my informal and non scientific observation, there are too many staff: your labor cost ratio to sales must be problematic	7/28/2019 6:13 PM
21	If the Co-op felt more like a community hub, I'd be willing to volunteer for fundraisers or work parties, in other words, get more involved because it was strengthening the community.	7/28/2019 5:37 PM
22	I am already a working member but not as a volunteer in the store.	7/28/2019 4:51 PM
23	I don't have the time available.	7/28/2019 2:39 PM
24	Contribute to cultural events as an artist and organizer.	7/28/2019 2:39 PM
25	I spent 100% of our families grocery budget at the coop.... I need to work to get paid enough to support my coop habit	7/28/2019 1:26 PM
26	Dumb Dumb Dumb Dumb	7/28/2019 10:53 AM
27	I'd like to think I will be in the position to volunteer in the store again in the future (did quite a bit 20-30 years ago!), but can't commit for now.	7/28/2019 10:35 AM
28	This is asking volunteers to be scabs.	7/27/2019 2:30 PM
29	I'm unable to volunteer.	7/27/2019 11:47 AM
30	In the future i may have more time to volunteer in different capacities, but am pretty full at the moment outside of isolated events that i can plan for.	7/27/2019 11:27 AM

Plainfield Co-op Survey

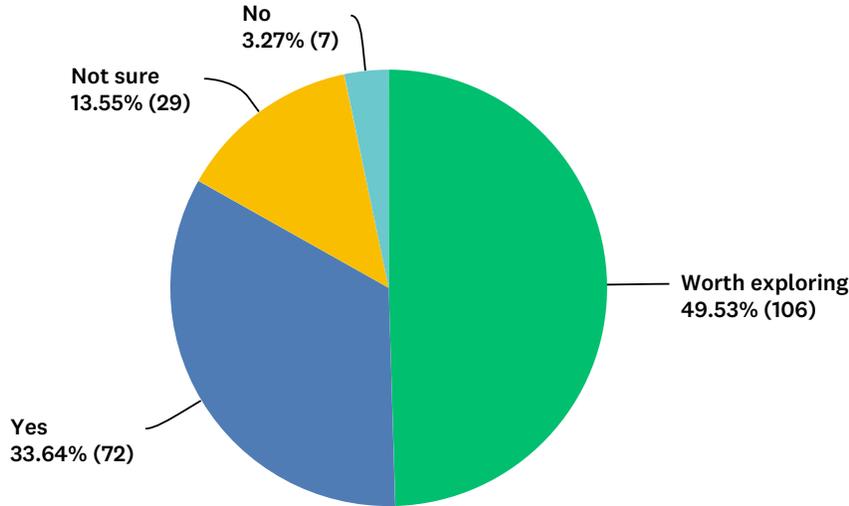
31	I don't have a lot of time to volunteer. I already put in many extra hours for jobs at nonprofit educational institutions.	7/27/2019 10:25 AM
32	I already am a working member. But I could possibly find time to volunteer in the store 2 hours a month.	7/27/2019 9:16 AM
33	The co-op in Plattsburgh, NY used to trade volunteer work for memberships & discounted memberships. Might bring more business, and reduce the need for more staff	7/27/2019 7:59 AM
34	Bulk buying club	7/27/2019 7:05 AM
35	I'll ask our current household member if he would -	7/27/2019 6:02 AM
36	Do posters and advertising for free.	7/27/2019 2:32 AM
37	I currently work 2 hrs a wk as volunteer	7/26/2019 4:11 PM
38	Not really interested, but would become a member	7/26/2019 1:33 PM
39	Good luck with this one.	7/26/2019 9:09 AM
40	I DO work 2 hours a week	7/26/2019 7:54 AM
41	my partner Adrienne does some volunteer, I unfortunately don't have time.	7/26/2019 7:28 AM
42	I already volunteer my time.	7/26/2019 5:34 AM
43	No	7/26/2019 5:05 AM
44	A 4 hour block of time a month	7/26/2019 3:11 AM
45	I could do a little more	7/25/2019 8:00 PM
46	Wheres the non of the above option?	7/25/2019 7:09 PM
47	Staff positions should be paid. Volunteer positions in the store are already borderline illegal, which is why Hunger Mountain pays its working members. The coop is not a charity. It's a for profit business.	7/25/2019 7:05 PM
48	No	7/25/2019 6:57 PM
49	No.	7/25/2019 6:45 PM
50	Or a few hours a month	7/25/2019 6:32 PM
51	I would be totally willing to volunteer if you offered a worthwhile discount in exchange. It is too small to be worth it right now.	7/25/2019 6:14 PM
52	currently very swamped with my life and realistically can not	7/25/2019 5:55 PM
53	I already volunteer about 2 hours a week. I don't think I can do more	7/25/2019 5:43 PM
54	One of our family members used to volunteer at a former co-op we belonged to and might do so again.	7/25/2019 4:51 PM
55	I like the idea of volunteering, but it doesn't work for me.	7/25/2019 4:15 PM
56	unable to help at this time	7/25/2019 2:31 PM
57	I would like to help, but I doubt that I will have time in the next few years. Perhaps after I retire if the Coop is still around.	7/25/2019 2:21 PM
58	I have too much on my plate to do any of these. If the store expanded, I would be willing to join and volunteer some time monthly.	7/25/2019 2:00 PM
59	Research and Development, grant writing	7/25/2019 1:46 PM
60	I work full time and care for an elderly parent. Don't have much time available.	7/25/2019 12:59 PM
61	probably not	7/25/2019 11:56 AM
62	Maybe a couple of hours a month	7/25/2019 11:42 AM
63	Although I support co-ops as opposed to profit-making grocery stores, unless the Plainfield co-op is able to reduce prices to be comparable to Hunger Mtn Co-op, I cannot afford to shop there very often. I would volunteer if prices of groceries were low.	7/25/2019 9:03 AM
64	I would rather pay more than spend my time volunteering regularly.	7/25/2019 8:31 AM

Plainfield Co-op Survey

65	Difficult to commit	7/25/2019 8:23 AM
66	I'm 81 and a bit creaky in the joints to volunteer. and, when i used to volunteer i was often given the job of cleaning the bottom shelves. it was hard for me to get down there and get up again and also not exactly rewarding work. i don't think its necessarily to give volunteers the jobs nobody else wants to do.	7/25/2019 7:04 AM
67	I can't.	7/25/2019 6:57 AM
68	Already volunteering	7/25/2019 6:48 AM
69	My schedule prohibits volunteering/serving at the moment, but it is something I would consider in the future.	7/25/2019 6:32 AM
70	I am open to all options to help the coop survive. I love you!!!	7/25/2019 5:59 AM
71	I am not able to be a volunteer.	7/25/2019 5:54 AM
72	I'm 88 and a full time caregiver at home, so can't get out, however I would be willing to do work from home.	7/25/2019 5:51 AM
73	My wife and I both run our own businesses and are maxed!	7/25/2019 5:20 AM
74	2-4 hours a month, all at one time--not 4x a month	7/25/2019 5:11 AM
75	I wouldn't mind but I have other obligations.	7/25/2019 5:00 AM

Q15 Would you favor consolidating with one or more other cooperatives if it could be a way to make our store sustainable?

Answered: 214 Skipped: 2



#	THOUGHTS?	DATE
1	I don't understand the implications of that. Would anything change?	8/8/2019 2:19 AM
2	We give up control if we join with a larger Co-op and if we join with another small one that is also struggling, it may not help much.	8/6/2019 11:11 AM
3	What are the implications?	8/4/2019 6:42 PM
4	Are other co-op both financially sound enough, as well as interested enough to basically bankroll another business as well as their own?	8/2/2019 8:02 AM
5	sounds really good, though again, not sure on the cons?	8/1/2019 3:28 AM
6	Was thinking about this before I started the survey.	8/1/2019 2:35 AM
7	Absolutely!	7/31/2019 8:51 PM
8	Possibly, Hunger Mountain. Details are important and would need to be considered carefully.	7/31/2019 9:37 AM
9	I strongly favor this approach. Buying power and greater long-term, economic stability.	7/31/2019 6:40 AM
10	if it's possible to maintain fundamental local control, yes	7/31/2019 6:04 AM
11	I don't want our coop to lose its autonomy.	7/30/2019 2:59 PM
12	Hmm, merge with who? Adamant Co-op?	7/30/2019 3:01 AM
13	That makes sense. Like I was saying, you need to bring your prices down.	7/29/2019 6:33 PM
14	That process would probably take months (years?). It may help long term, but not for 2020.	7/29/2019 2:34 PM
15	Why not? I can't understand why we are in a world of competing cooperatives. (not that we're being competitive) The idea is so strange and so far off from what I think of cooperatives.	7/29/2019 1:54 PM
16	Hunger Mountain Coop is losing money in their deli. All the money other departments make goes to subsidizing the deli. Might not be a good option for us.	7/29/2019 9:40 AM
17	Only if consolidating was for buying from suppliers	7/28/2019 9:27 PM
18	I regard to this strategy, we may have something to learn from the issues resulting from Act 46 mergers. Bigger is not always better. Only die-hard capitalists believe this.	7/28/2019 4:51 PM

Plainfield Co-op Survey

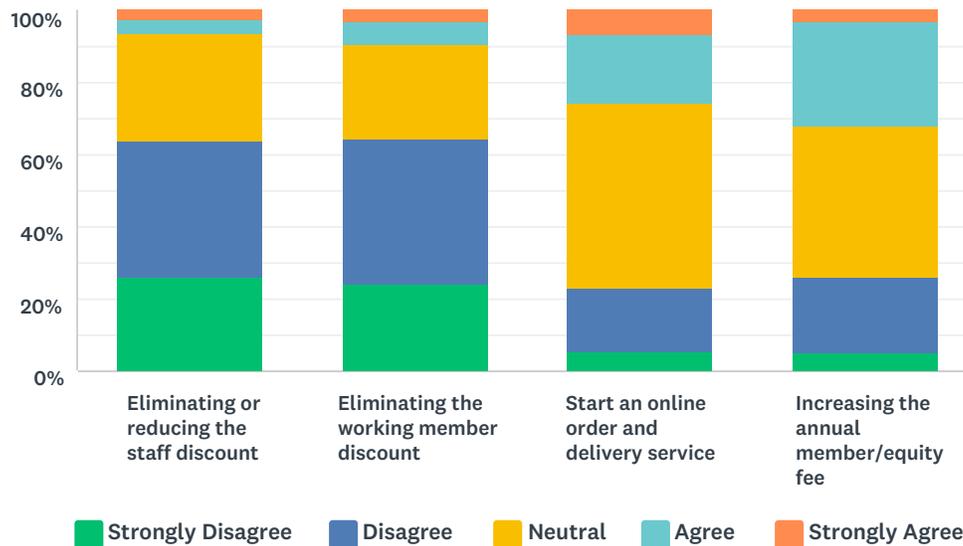
19	I think it's a necessity, if we're going to get the buying power to get the co-op so most people can afford to shop there.	7/28/2019 4:44 PM
20	If Granite City Grocery ever gets up and running they would be the nearest location.	7/28/2019 2:39 PM
21	Sure, it's worth exploring. Other co-ops have done so. In a way though, this question could be asked in many equally reasonable ways..."Would you favor if it could be a way to make our store sustainable?"...and receive generally positive responses.	7/28/2019 10:35 AM
22	would this mean closing the current location?	7/28/2019 5:43 AM
23	NOT Hunger Mountain!!	7/27/2019 1:27 PM
24	I see this as a path that should definitely be considered - and perhaps the best available path forward (not to mention it is "cooperative" in and of itself and asks for an act of solidarity with and from other coops). I think that a consolidation which allows for semi-autonomy in terms of particular management decisions, etc. is ideal. Maintaining small coops throughout Vermont is in the interest of all coops' social / economic missions, in particular food access.	7/27/2019 11:27 AM
25	Again, what's the cost-benefit analysis?	7/27/2019 10:25 AM
26	I would be interested in consolidating with Buffalo Mtn.	7/27/2019 9:16 AM
27	I'd hate to see our co-op be governed by Hunger Mtn's. more corporate-style management, but worth exploring. Buffalo Mt.? Adamant?	7/26/2019 11:24 AM
28	Granite City Grocery in Barre could be an option . Good for buying power.	7/26/2019 9:22 AM
29	LOATH the bureacrats at Hunger Mountain. NEVER shop there. Maybe Adamant or Buffalo Mt.	7/26/2019 7:54 AM
30	Centralized purchase would give more market to local suppliers, would reduce waste of perishable foods, and widen the spectrum of the products offered by the co-op. It would make the local co-ops more visible, and would become a stronger alternative to chain grocery stores. More local money spent locally that will stay local. It would also help keeping prices low, improving our way to compete with chain groceries by offering a better product at competitive price.	7/26/2019 5:34 AM
31	Working with hunger mtn or others, for sure!	7/26/2019 5:15 AM
32	This would help with volume buying.	7/26/2019 2:35 AM
33	Plainfield co-op is so special. I would hate to see anything go or change.	7/25/2019 8:00 PM
34	Yes! Coops unite!	7/25/2019 6:32 PM
35	I would need to hear more about that. Could we get lower prices from UNFI?	7/25/2019 6:32 PM
36	What other cooperatives are they between Montpelier and St. J?	7/25/2019 6:27 PM
37	don't understand how this would logistically work	7/25/2019 5:55 PM
38	I live in Marshfield and belong to Buffalo Mountain because I spend time in Hardwick rather than Montpelier. Note: I say "Yes" only *if* it would make the store sustainable.	7/25/2019 5:38 PM
39	Whatever it takes to survive. Again, last time we went through this about 12 years ago, we had old-timers saying that merging with Hunger Mtn was like selling out to Whole Foods. This naive idealism will kill the coop if it happens, again.	7/25/2019 5:19 PM
40	no, although I recently had a thought about this that I will put into writing more thoroughly.	7/25/2019 4:48 PM
41	Worth exploring if you were able to sustain the current location.	7/25/2019 3:25 PM
42	hesitant to do this	7/25/2019 2:31 PM
43	The culture seems to favor single people. I'm not sure how but the culture needs to become more welcoming of married people.	7/25/2019 2:00 PM
44	Especially if it would affect pricing.	7/25/2019 1:13 PM
45	Do you mean that we could be buying partners? If so, Yes!	7/25/2019 10:44 AM
46	Not sure what the upsides and downsides would be to that, but would be good to know!	7/25/2019 9:56 AM
47	if it wouldn't change the character of our store...	7/25/2019 7:04 AM
48	this could be a way to get products more cheaply.	7/25/2019 6:57 AM
49	Maybe, depends on what that means exactly.	7/25/2019 6:51 AM

Plainfield Co-op Survey

50	Strongly favor	7/25/2019 6:48 AM
51	As long as there is still a location in/around Plainfield	7/25/2019 6:32 AM
52	hmmmm. I think I am not qualified to a make a comment on that. Please keep you lovely staff. I love visiting you all at the coop!	7/25/2019 5:59 AM
53	Any that would work: Hunger Mtn, Buffalo Mtn., Barre??	7/25/2019 5:47 AM
54	Why not?	7/25/2019 5:20 AM

Q16 How do you feel about any of these other ideas for the Co-op?

Answered: 213 Skipped: 3



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Eliminating or reducing the staff discount	25.94% 55	38.21% 81	29.25% 62	4.25% 9	2.36% 5	212	-0.81
Eliminating the working member discount	24.04% 50	40.38% 84	25.96% 54	6.73% 14	2.88% 6	208	-0.76
Start an online order and delivery service	5.29% 11	17.79% 37	51.44% 107	19.23% 40	6.25% 13	208	0.03
Increasing the annual member/equity fee	5.21% 11	20.85% 44	42.18% 89	28.91% 61	2.84% 6	211	0.03

#	COMMENTS	DATE
1	Trying to gain more income by charging more from your customers and employees, as well as reducing or eliminating any benefits that they receive, will absolutely end in a mass reduction of interest in the store.	8/2/2019 8:02 AM
2	I don't have enough information to know which might be most worthwhile or viable.	8/1/2019 10:52 AM
3	So you will reduce staff and remove their discount? You clearly don't want to sustain the coop that way.	8/1/2019 7:04 AM
4	I don't need delivery. Not sure what benefits of online service would be, but open. No idea on implications for reducing staff, but if that makes sense without us losing other staff to super tough workloads, great. I'm fine without the working member option but I can afford that. Not sure implications for others. Not sure on increasing membership fee as I have no idea what the benefits are other than for us to say we want to fund having a coop. But I would be fine with increasing this to \$20 or so a year.	8/1/2019 3:28 AM
5	Look, taking it out on those people who are working to keep the place thriving is NOT the way to fix this.	8/1/2019 2:35 AM
6	Don't have enough info to have an opinion on these	7/31/2019 2:25 PM

Plainfield Co-op Survey

7	Our share buy in is already higher than other Coops in the area. The other proposals are all death by a thousand cuts impacting the very people who care most about the Coop and who work the hardest for low pay. Additionally, cuts to discounts would have an unintended consequence of adversely impacting sales. Staff discounts in particular make it possible for staff members to continue to work for low pay, but also account for a large percentage of sales. It would essentially be a pay cut. Even with the discount, staff are consistently among the top spenders every year. Regarding member workers, I am actually in favor of increasing the discount for WEEKLY member workers putting in at least 2, possibly 3, hours a week as a way to recruit reliable workers and at the same time save money we would otherwise spend to hire new staff to service higher sales.	7/31/2019 9:37 AM
8	Not sure about options 2 & 3 above without seeing a financial analysis.	7/31/2019 6:40 AM
9	increase annual member/equity fee but have a needs-based sliding scale for low income members	7/31/2019 6:04 AM
10	Staff all ready are forced to stay at a frozen wage far below a Vermont livable wage, and reducing one of our only benefits would be very negative and bad for staff moral, also I think that a lot of staff might consider quitting if they were to loose this benefit.	7/30/2019 4:48 PM
11	I feel that some of this is just guesswork on my part. I am not too familiar with the operations of the coop	7/30/2019 2:59 PM
12	Hmmm, the online order service is interesting. Could we do a preorder CSA type summer/winter thing through the coop where member-owners commit to purchasing seasonal produce through the coop with a pre-purchase cost like a traditional CSA?	7/30/2019 5:08 AM
13	If you aren't able to afford many staff as it is, how are you going to be able to send someone out of the store to make deliveries? Eliminating or the working member and staff discount sounds like you'll lose business. and workers.	7/29/2019 6:33 PM
14	equity fee: Doesn't make a lot of money and we would lose some people. We don't provide a lot of member benefits now to compensate for higher fee. Members would need to stay for non-financial reasons, which many would. Working Member discount: Try making it optional. Some might give it up. The ones who really need it should keep it. Staff discount: Many of our key staff are working for wages that are lower than they could make elsewhere (buyers, etc). I know this is a big line item, but reducing it comes with a high risk.	7/29/2019 2:34 PM
15	I think that we need to look at reducing staff (maybe just through attrition?) and keeping the higher paid management down to one person. That's an inexpert opinion, but sometimes there are 4 or 5 people working in there at a time and that just seems like something we can't afford. The staff discount is the one way we offer a somewhat decent wage to the people who work there. Unfortunately, one of the realities of being the Plainfield Food Cooperative is that we aren't the best option for long term, well paid employment. Hate to say that, but there it is.	7/29/2019 1:54 PM
16	I think it makes lots of sense to have family level memberships with partners able to share one number and gift card and pay a higher fee.	7/29/2019 12:50 PM
17	I don't see how increasing equity helps solve the problem of insufficient sales revenue.	7/29/2019 4:45 AM
18	I don't know the economics of any of the options.	7/29/2019 2:09 AM
19	Eliminating or reducing the staff discount is a terrible idea! It will cut sales and it will cut income for staff.	7/28/2019 9:27 PM
20	worth exploring delivery and online orders	7/28/2019 4:27 PM
21	You need to treat your staff well.	7/28/2019 2:39 PM
22	There are no benefits for being a member whether I shop there once a month or once a day. Seems the only benefit is for staff.	7/28/2019 2:05 PM
23	Possible reduction only	7/28/2019 1:42 PM
24	Paying more and hiring a more competent staff... half the staff is wonderful....	7/28/2019 1:26 PM
25	I avoid buying fresh food at coop because it is often at or past its expiration date. There usually seem to be 4-5 workers at the coop at a time, making it physically difficult to maneuver through the aisles.	7/28/2019 1:15 PM

Plainfield Co-op Survey

26	Just a note on member-owner equity shares. Please don't refer to them in a way that people think we are still in the co-op dark ages of annual membership dues. True, some (maybe most) member-owners chose to pay their equity share by paying \$20 a year, but that doesn't turn them into an annual membership fee. A better way to state the "Increasing the annual member/equity fee" idea is "Increase the member-owner equity share." FYI, here's part of the member information provided before the membership meeting in 2012 when approval of bylaw changes for the co-op's conversion to member equity occurred. https://drive.google.com/file/d/1uQt5wzDn8tSQ116XblhZLoKMx5r5DePk/view?usp=sharing	7/28/2019 10:35 AM
27	I believe there should be benefits to working there.	7/28/2019 5:43 AM
28	Here is some actual data: 9 of the top 15 spenders at the coop from 1/1/19-6/30/19 were staff. If you remove the staff discount, I certainly would no longer be able to afford shopping at the coop. I spent \$3,696 dollars during the time span I mentioned above and received \$807 (my 18% discount). You are offering a suggestion that does the highest amount of harm to the folks that use the coop the most. It also sends a clear message to staff that we are expendable over what the data would say.	7/27/2019 2:30 PM
29	It might be helpful to discontinue discounts for a time, along with other ideas to return to previous levels	7/27/2019 1:27 PM
30	I don't have enough info for this one. If staff are getting paid enough maybe, but I think they probably need their discount.	7/27/2019 11:51 AM
31	I don't think the annual member/equity fee could go much higher or people might stop paying, but a \$5 increase/person doesn't seem unreasonable.	7/27/2019 10:25 AM
32	If we reduce the staff discount we need to make sure the staff is earning an hourly livable wage.	7/27/2019 9:16 AM
33	Online ordering and delivery would be a boon to aging and disabled coop members, but might increase staffing. Member/equity fee is difficult as there are competing coops; how many memberships can customers sustain?.	7/27/2019 4:42 AM
34	If the staff discount is still 18%, it could be reduced, I suppose. I think a delivery service would have to be very high volume to be profitable, but I could be wrong about that. But maybe online orders that people pick up on their own?	7/26/2019 11:24 AM
35	Sliding scale for member equity fee	7/26/2019 9:06 AM
36	what ever works	7/26/2019 7:28 AM
37	Nobody would work at the co op without the discount, which would butcher sales. Co op sales are guaranteed to be dominated by staff. Absolutely poor, short-sighted idea to eliminate employee discount. Also, who are you going to get to deliver groceries to the middle of nowhere year round in central VT? Is the co op going to reimburse the drivers when they get in accidents in their own cars in the middle of winter because there's a grocery delivery order during a blizzard? This will not be cost effective practice for anyone	7/26/2019 7:18 AM
38	changes as needed please...	7/26/2019 6:45 AM
39	Employees must be paid a fair salary for what they do, and for the responsibility they have, period. Members shall be all rewarded in the same way, e.g. earning points based on the amount spent at the co-op, points that can be spent towards purchasing more groceries, or donated to the community for good purposes. In the current situation, staff and working members are the only ones receiving a benefit. All other members, workers that work at some other place, workers that work hard at earning their living, are now called to step up to help the co-op. That does not seem fair, it actually seems that these members are being discriminated upon.	7/26/2019 5:34 AM
40	Don't take staff discount!!! If the coop can't afford that, than we already failed	7/26/2019 5:15 AM
41	This store means so much to me and everyone I know. It's a special place. It will get through this time.	7/25/2019 8:00 PM
42	If you remove the staff discount I will chain myself to the door until you reinstate the staff discount.	7/25/2019 6:45 PM
43	Don't you fucking dare touch the staff discount. It is gross every time it is brought up and you should be DEEPLY ashamed of yourself for suggesting it, whoever you are. I'm livid. Do you have any idea how bad it is for moral? I do, I know exactly how bad that feels, how little respect and appreciation it shows for the staff. I haven't worked there in quite some time and I am still personally hurt and offended. Apologize to the staff, trust me, you need to.	7/25/2019 6:32 PM
44	Trying to connect with more patrons seems like the best solution.	7/25/2019 6:27 PM

Plainfield Co-op Survey

45	The #1 reason people don't shop at the co op is that it is too expensive. If you made the working member discount greater, it would give people who can't afford to shop there a chance to be able to. Also, takeing away the employee discount is just a straight up carp way to treat your employees. Don't do that.	7/25/2019 6:14 PM
46	These would only make the services worse.	7/25/2019 5:38 PM
47	Hard for me to comment (new to the area) but I hate to see the working member discount eliminated as that seems an important part.	7/25/2019 4:51 PM
48	prices are too high	7/25/2019 4:49 PM
49	Online pre-order would be great if the staff is ready and willing to handle what could be a lot of new work. Delivery I'm not a fan of at all.	7/25/2019 4:48 PM
50	need more info to answer those that are blank. All are worth exploring	7/25/2019 2:57 PM
51	I don't think the coop would deliver to the far reaches of Marshfield, but it's a great idea. Keeping discounts for members and workers is very important.	7/25/2019 2:00 PM
52	Maryroehm1@gmail.com	7/25/2019 1:46 PM
53	I would think a delivery service would be very costly per unit of sale. Deciding how to charge for deliveries would be an issue. It would certainly benefit those with mobility issues. Perhaps a volunteer delivery service?	7/25/2019 8:31 AM
54	the online order-home delivery service is definitely worth looking into, especially with an older customer base.	7/25/2019 7:04 AM
55	The people who work at the coop should not suffer. The online service should only be started if you think it will make money.	7/25/2019 6:57 AM
56	Reduce to same as working member	7/25/2019 6:48 AM
57	I love the staff and I am not sure they are making a ton of money working there. I don't like the idea of decreasing their benefits. I would pay more to be a member if I had to. You got to do what you got to do.	7/25/2019 5:59 AM
58	You need to reduce staff. Don't think staff discount is the core problem	7/25/2019 5:51 AM
59	For a person who does little shopping at the coop, raising annual fees too much might be discouraging.	7/25/2019 5:20 AM
60	What working member discount? Don't know about the staff discount but it is a good idea.	7/25/2019 5:11 AM

Plainfield Co-op Survey

Q17 Other thoughts or ideas?

Answered: 98 Skipped: 118

#	RESPONSES	DATE
1	The Plainfield Co-op has been repeating this boom/bust cycle for an eternity. Isn't it time to stop re-inventing management/ hiring new managers, and then ignoring them till the place is on the verge of bankruptcy? Is there no oversight? Is there no institutional memory?	8/7/2019 1:32 PM
2	I think that since the population is aging the coop should market to retired people	8/6/2019 11:13 AM
3	This was a well-thought-out survey. I think you need to do more than just ask us for opinions though. You have the data on what hours have slow sales, what sells the best, what staff salaries are, etc. We don't know those things! We need you to make proposals to us, educate us on the reasoning behind them, and then we can try to help make a decision. Otherwise, we are just guessing.	8/6/2019 11:11 AM
4	We need to appeal to the greater Plainfield community. I've spoken with some longtime Plainfielders who have the impression the co-op is for "hippies" who eat only organic. If we called it Plainfield Grocery that would be a great start. Getting in some lower priced non-organic staples would help, too. Also, to be honest, I sometimes don't stop at the co-op when I could because I'm just not sure if the particular ingredient I need will be there - often the co-op is out of staples, which is disappointing when I've just come from Montpelier and could've gotten the item from hunger mountain. Plainfield needs a well stocked grocery store not a gift shop. I've wondered if the hardware store would be open to the co-op renting out their space between the deli and greenhouses?	8/5/2019 8:20 AM
5	I see that the Co-op has recently taken on a different management, in the form of a general manager. This seems to go against a lot of what the Co-op used to stand for. With one person in charge of major decisions for most of the store, as well as the Board only having one person to speak to, I fail to see how this is a "Cooperative management". The co-op thrived for nearly half a century with a management collective, and I believe that if it is to thrive again, the idea of reforming the M.C. should at least be considered.	8/2/2019 8:02 AM
6	Try not to please everyone. It is not in your best interest. Prioritize needs and intentions and make decisions based on that and communicate the process openly. It may be a turnoff to some but I'd down with transparency you can get more people to come along over time. It's also important to reach other populations in the area and not be such a politically one-sided store.	8/1/2019 11:35 AM
7	Listen to your current staff who have been there for years. Fire Jean as GM, reduce Kevin's hours/wage.	8/1/2019 7:04 AM
8	The produce is often a bit sad. It's been a bit better recently (summer helps?) but as it seems hit or miss I don't plan to buy those items at coop unless necessary, or during asparagus season. :) Perhaps the online ordering would provide a way to guarantee fresher food? It seems some of the displays have been spiff-ified, which looks great.	8/1/2019 3:28 AM
9	A few months ago, I was nearing the end of dinner food prep when I realized I was out of ketchup. I ran over—to find Sure Fine brand for, like, \$4-\$5. Really?! I bought it, because I decided to mix it with sriracha. But . . . come on.	8/1/2019 2:35 AM
10	- Merge with HMC. I repeat, merge with HMC. - Link with a charity--maybe a different one each year. Donate 1% of profits to that charity. It might inspire more people to shop at the Co-op. - Have a customer appreciation day! - Do away with the Free Box; it's more trouble than it's worth, and when unsupervised becomes an eyesore. - Have monthly potlucks, followed by open mic or various programs (example: introduction to The Work of Byron Katie). - Have a promotional campaign where any new customers would receive a \$5 coupon off their first purchase. - Have a FUNdraiser talent show (I think this was Erok's idea). - Have an ongoing online suggestion box in addition to the physical suggestion box in the store. - Put a recycling bin in the bathroom. - Have an employee of the month program to express appreciation for some of the employees who do such a good job! - Thanks for asking! - Have a village-wide yard sale on Old Home Day or later in the fall. People pledge to give, say, 10% of sales to the Co-op.	7/31/2019 8:51 PM

Plainfield Co-op Survey

11	Eliminate body care products and other non essential high cost product. Affordable good food should be the major focus.	7/31/2019 2:25 PM
12	For whatever reason it seems to have been telegraphed to the entire community, including Montpelier, that we are closing our doors at any moment. I find this an extremely difficult place to regroup from. We should consider how our communications have led people to believe we have one foot in the grave and try to reverse that perception. We need to recruit and develop leadership and community support to instead communicate what is valuable and essential to the community about the Coop. I think too, it is not a mystery how we arrived at this point. The old MC finance committee could not have been more clear that the projected budget for 2018 was unrealistic. We were told by the Board that budget parameters would be monitored and adjustments made as needed. That clearly did not happen for whatever reasons. Consequently, this means we have the possibility, with careful financial planning, to pull ourselves out of the hole. It will take several years, but I believe it is absolutely doable. Considering our challenges it is, however, critical to access the best community resources available to help us plot a course to recovery. It is also absolutely essential to stop treating staff as if they and their wages are the problem. The process of recovery needs to be genuinely respectful & collaborative and as an organization we need to engage in some heart felt reflection about what that looks like. We are either coming out of this together or not at all.	7/31/2019 9:37 AM
13	While the coop elicits strong emotions and attachments, I sincerely hope decisions will be made based (at least to an equal degree) on a thorough financial information regarding the likely costs and impacts of the changes we are considering. My hope is that the board will be able to present a financial sketch for each proposal under serious consideration at the next membership meeting.	7/31/2019 6:40 AM
14	more sales (as in on sale), higher profile more publicity re: options like special or bulk orders	7/31/2019 6:04 AM
15	Putting up a sandwich board on both roads including route 2 that would advertise products and our mainly our location so its easier to find. Also leaning away from and or stop taking away benefits and hours from hard working staff, this should not be part of the solution as the staff are NOT the problem and should not be continually treated as a cause for this crisis. Its better to treat the staff with more respect then try and imply that they are one of the problems that needs to be fixed.	7/30/2019 4:48 PM
16	How about a market (Plainfield Farmers) presence.	7/30/2019 2:59 PM
17	We really appreciate the ability to participate in ordering bulk foods through your vendors such as Unfi and the flour mill. I wonder if you could make better systems for "special" orders so that you can choose to stock fewer items overall. If it were really easy for customers to place and receive special orders, and you educated customers about how to do it, then you could avoid the guesswork of stocking items that don't sell or take a long time to sell. Are you really turning over all of the inventory on your shelves frequently? Having a smaller selection on the shelves would mean less money tied up in inventory and shelf-stocking labor, decreasing your costs. The other part of that situation is that we buy certain foods at other stores simply because it's too troublesome to place a special order for those foods at the co-op. If it were easier and more streamlined to place special orders, we would spend more of our food budget with you. Also, I do think having reduced hours is a great idea. The staff must already know which hours of the day are slowest. Having fewer hours is not really very inconvenient for customers once they learn the new hours. Fewer open hours means less labor cost. Overall, I favor ideas to decrease your costs rather than ideas in which you attempt to launch new programs that may or may not bring in more revenue.	7/30/2019 3:01 AM
18	Do not put too many irons in the fire at once. Start with cooperatively buying with other coops. Where on Rte. 2 would you set up shop? Maple Valley? Is that available? Parking isn't the greatest there. Are there more spaces there than at the present location? Too bad the former Red Store was converted into apartments. That would have been an ideal place. Good luck!	7/29/2019 6:33 PM
19	The time may have come to consider adding less healthy alternatives to our product line. Yes, we do have lots of non-organic products. But, we are still ignoring the needs of half of the community who don't want or can't afford high priced food. They want brands they recognize (Coke, Snickers, Hood, Hellman's, etc.). It is a philosophical decision, but maybe we should look at it.	7/29/2019 2:34 PM
20	Despite what the coop says about it's pricing, I find that some prices are higher than I'm willing to pay, especially when I can get the same or comparable food for less \$\$ in the Montpelier area. Case in point: Florida's Natural OJ costs over \$6/half gallon at Pfld coop, and about \$3.39 at either Shaw's or Hunger Mt. Coop. Eggs are quite a bit more expensive in Pfld. I simply can't justify paying these prices, despite trying to support our coop more. It also makes me suspicious about the rest of the pricing...	7/29/2019 12:17 PM

Plainfield Co-op Survey

21	Prices reflect the excellent quality of the items you carry, but I honestly can't afford to shop there on a regular basis. If there was a way to find quality but affordable items I would shop there more often.	7/29/2019 11:27 AM
22	Thank you! I love Plainfield Coop!	7/29/2019 9:40 AM
23	I am not attached to any philosophical model of commerce or governance. I would just like to see the coop thrive so it can stay in business.	7/29/2019 4:45 AM
24	Affordability is key to making the co-op a place where more people shop. I would shop more at the coop, but honestly we are really a more of a specialty/artisan/foodie store than a neighborhood grocery, and it is unaffordable for me to do more of my shopping at the coop. I cannot spend \$7 on a box of cereal for my family or \$6 for a box of crackers. Many things ARE affordable, and the bulk is a total savings for me, but much of the inventory is quite expensive, and prohibitive for people to do their "regular" shopping. I would look at making more conventional items available - not saying get Fruit Loops (good god) - but a more affordable portion of inventory that more types of people would buy at prices closer to convenience store prices. Not sure if that's possible with our purchasing but maybe a partnership with another coop could increase our buying power and bring prices down. Our communities are not rich communities. Our school FRD percentage is HUGE. The people who can afford to shop a lot at the coop is a small percentage of our population. The coop needs to meet the community where it is if it wants to become a true neighborhood grocery store.	7/29/2019 2:38 AM
25	No.	7/29/2019 2:09 AM
26	The staff has been working very hard to turn things around. Cutting hours is not good but cutting or stopping their discounts is just a terrible idea. We need to really try to increase sells before cutting anymore from the staff. The board is really trying but I'm hoping that somehow more ideas can come to light before taking more from the staff or the co-op closes.	7/28/2019 9:27 PM
27	I have friends that live in East Montpelier that put an enormous amount of volunteer effort into the Adamant Co-op. They help with three or four major fundraisers a year, they write the newsletter, they help with maintenance, they help run the weekly summer cookouts (the one this Friday brought in \$1,000.) The reason my friends are so devoted to their Co-op is because it's a community hub. It's also a welcoming space with chairs by the stove, coffee, people in and out. If a move to a bigger space that would allow the Plainfield coop to be less of a grocery store and more of a community gathering/coffee/ grocery space, I'd be all for it, and could see getting involved as my friends have in Adamant.	7/28/2019 5:37 PM
28	While I don't favor a new location, for financial and other reasons, is there some way to make the entrance to the Co-op more welcoming? It could scare me away if I'd never shopped there. Next time you enter the Co-op actually look at what you'd be seeing as a new shopper--a ridiculously steep stairway straight in front of you and a narrow, dark passageway to your left with a door at the end so you cannot even see what the store looks like. Only a mother could love this!	7/28/2019 4:51 PM
29	What we have now, at this small scale, simply is not sustainable. It's too small too either get it affordable, or to get it so one can do even half of their shopping, there. It's an expensive specialty store, essentially. We need to address 21st century realities, and get rid of the 1970's model that we seem determined to cling to, or the co-op will die. I can easily see not shopping at the co-op anymore, if we stay, because I don't feel it shows we're serious about being viable, and I'd rather spend my money in establishments that are more prudent with their financial goals.	7/28/2019 4:44 PM
30	Call Lisa Ryan at the Preservation Trust of Vermont for info about technical assistance grants. 802-917-2994	7/28/2019 4:27 PM
31	The Coop has struggled on and off for many years. Have you looked at the reasons for the most recent difficulty - is it a population shift; pricing, what you stock? When I go there I see space devoted to many things larger coops have, but are they the items people purchase from you? Maybe the issue is trying to be all things to all people and you don't have the wherewithal to do that. Have you thought about specializing in a more limited range of products?	7/28/2019 2:39 PM
32	Again, there is no benefit in being a member of the co-op although I am. I did not join to receive dividends. I did so to support the community but if there are member benefits to be had they should be fairly distributed. Not just for staff or for working members. There is no incentive to shop at the co-op and no incentive to be a member of the co-op.	7/28/2019 2:05 PM

Plainfield Co-op Survey

33	<p>Dear Coop, I attended, briefly, the last open session (the emergency meeting). I left after less than 30 minutes because what I heard said was, effectively, "the same old song" that I've heard (on and off) for the last thirteen years (as long as we've been in this state). I will start with the most basic premise that I can put forth: there is no way that any business can operate, or operate well, unless it is actually run as a business. One of the most immutable precepts with respect to running a business is this: you cannot outspend your income. You can't. The Plainfield Coop has been in and out of crises perpetually ever since I have ever set foot in that building. The staff is perpetually underpaid. It is generally not possible to work in the Coop (as a full-time job) and get paid wages that put one above the poverty line. During the last meeting (referenced above), what I heard was that "much-needed raises" were given. I do not know whether or not this was to management, the so-called "low end worker bees", or both, but I did hear that this last round of pay increases (an admirable attempt at trying to make every worker's lives a little better) was the cause of the latest debt crisis. Well, from a business perspective, that completely sucks. That is a non-operational way to sustain any business. I also heard (prior to my bailing out) that there were what I will call the usual suspects called out with respect to making additional income for the Coop - gift cards, calls for more/better/any marketing, etc. etc. I applaud any and all ideas geared towards improving the situation for the Coop. But the one fact that seems to ring loud and clear over and over again is that the Coop perpetually outspends the Coop's income. This is followed by a lot of arm- and hand-waving, calls for reform, ideas put forth for additional income generation, cries of alarm that the Coop might have to cut back on its hours or even close, etc. etc. Somewhere along the way a lot of earnest and good people run around and somehow come up with enough money, energy, time, volunteers, etc. to keep the Coop open. As they say, "this is no way to run an airline". And the Coop may not be an airline, but guess what: it's not a going concern as a business either. NO, I would not like to see the Coop close, or sold. But I can guarantee you that there are people who, if handed the reins to run the place from soup to nuts, would revamp the entire organizational structure and would find a way to make the Coop profitable. As far as I can ascertain, the Coop is seriously management-heavy. That's a huge problem - if true - and while it may be great on the one hand to pay (for lack of a better term) "salaries of significance" to those fortunate enough to have them, if the management infrastructure is overbuilt then that is a serious and major contributor to the P&L problems that the Coop perpetually (seemingly) faces. The harsh reality is that due to any number of factors, it may not be possible for ANYONE - or perhaps just a fortunate few - to make enough money working at the Coop full-time to be considered to me "making a living wage". It may simply be that the current model just doesn't support that. It may be that the Coop will have to survive by hiring smart young people who are willing to work for what would generally be considered a substandard wage, have them work for a few years, and then move onto better-paying jobs. Their positions would have to be back-filled by a similar employee type (young, smart, available, willing to work for less for a while). While that sucks from the perspective of not creating a sustainable employee culture, it sure makes more sense than paying too many employees - particularly in management positions - enough money to make the Coop unsustainable as a business. And the one thing that I can state with surety is that if the Coop goes under (and actually closes), nobody will be getting paid there anymore. My suspicion is that those in management who are being paid what passes for a reasonable or workable wage are (understandably) not interested in undergoing a top-to-bottom reorganization, with the accompanying restructuring and concomitant loss of management jobs. I get that. Were I one of the members of management, I would feel the same way. On the other hand, it is hard for me - as a paying customer - to really wish to put a lot of energy, time, money and other resources into a perpetually struggling enterprise that, from all appearances, is unwilling to look very directly and harshly at its inner workings and make some tough, tough choices - based on sound business practices. I hope I'm wrong.</p>	7/28/2019 1:57 PM
34	□□□□□□□□□□	7/28/2019 1:26 PM
35	<p>If it would help at all (and you haven't referred to it already) here are the results of the 2010 shopper-member survey. It was completed by 156 people. It was based on a food co-op satisfaction survey created by the National Cooperative Grocers Association in 2008 in conjunction with 30 food co-ops of all sizes. The Plainfield co-op board and staff edited the survey to better meet our needs, with more opportunity for commentary and questions specific to the Co-op's mission. https://drive.google.com/file/d/1pMI-_SlteW9zlipbHVj-SmLRzrNeNhqr/view?usp=sharing</p>	7/28/2019 10:35 AM
36	<p>I do love the coop so.</p>	7/28/2019 5:43 AM

Plainfield Co-op Survey

37	This survey seems in poor taste. There was no up to date actual data given to help inform decisions. The coop is not on fire, but that is the picture that is being shared. I propose that every month our community receives an update on how the coop is doing financially, the same 3-5 bullet points with actual up to date information that shows our progress over time. I'd like to see information on previous years that includes the same data to show how much improvement we have made. Personally and professionally, I don't want to see any further info shared from our board that does not include hard data. I'd also like to see an update to the data sheets offered from the big meeting that was held at the coop with membership.	7/27/2019 2:30 PM
38	I love the idea of the satellite grocery/coffee spot/prepared foods on route 2- I think people driving through town are way more apt to stop than to deal w the blinking light intersection when it's unfamiliar.	7/27/2019 11:51 AM
39	I wish I did.	7/27/2019 10:25 AM
40	While accessibility has improved over the years I am unable to navigate the parking lot through winter and mud season. Floors are uneven and narrow. Most of my business in the winter goes to hunger mountain even though I love our coop.	7/27/2019 8:10 AM
41	I wish i had more time to be able to help.	7/27/2019 7:05 AM
42	Maybe lighter staffing, especially at lighter shopping times - a combo of one volunteer + one staff for safety reasons. I am willing to wait longer for my turn to check out.	7/27/2019 6:02 AM
43	It would seem that there should be some synergy with the Adamant coop and perhaps Buffalo Mountain. Maybe Hunger Mountain, but that business is increasing less responsive to customer needs and input. There is some development around the continuation of the Calais General Store and, although the direction is not clear yet, a coop is a possibility. I had shopped Plainfield for items that were more expensive at Hunger Mountain, but prices on those items have increased in recent months to match Hunger Mountain. Coops need to make a profit, but should not engage in price gouging.	7/27/2019 4:42 AM
44	I wish I knew how to solve this problem Xoxo	7/27/2019 4:19 AM
45	Market conditions have created a challenging situation for the staff, BOD, and customers of the coop. Thanks to everyone who has been putting in the work to get through this. I've heard a lot of negativity, but that will pass. Yesterday's market conditions are not today's. This is either solvable or time to look at the next chapter. Either way, let's get there together. We can only forward now. I look forward to participating however I can, even if only spending more at the coop.	7/26/2019 6:15 PM
46	The community space is underutilized. I would favor a board member engaging in some targeted outreach and advertising to get yoga and fitness classes or other things, like knitting meetups, would be great. Lots of people are yoga instructors and need space to teach. And making it easily rentable by the public would be good. If you have classes upstairs and coffee and sandwiches available to purchase I think you'll get some revenue and build community.	7/26/2019 1:33 PM
47	Not yet. I'm curious how local csa's and the coop might work together. I currently have a csa and I wonder what the relationship could be there. One of the main reasons I don't shop more at the coop is because of the small and somewhat expensive fresh food section.	7/26/2019 1:23 PM
48	I hope the current effort is successfully raising the energy needed to move forward! Living halfway to Montp. makes it hard for me to be in closer touch, as shopping at the co-op is often the only reason for me to go to Plainfield, other than for occasional events. Thanks to all!	7/26/2019 11:24 AM
49	Get in touch with Granite City Grocery board. Aldrich Library 2nd Tuesday 6 pm.	7/26/2019 9:22 AM
50	The board should repay the 16K that they wasted on the survey last year.	7/26/2019 9:09 AM
51	Raise our awareness in Marshfield & Cabot. Still folks there that don't know about us. Being on Rt. 2 might help. Maybe - have a series on fast but healthy meals to make at the library or Opera Hall with demonstrations?	7/26/2019 7:54 AM
52	coop app for prepaying that tracks what you buy and how much you spend with regular specials and ways to connect to others.	7/26/2019 7:28 AM
53	There should be some sort of accountability for the board before they do any big spending, such as running ideas by whatever form of management is going at the co op. Staff at the co op are more in tune with co op needs. (No offense intended towards the board here, the staff is naturally more linked to the.co op than the board)	7/26/2019 7:18 AM
54	flexibility or we die...same as Goddard	7/26/2019 6:45 AM

Plainfield Co-op Survey

55	It is time to change the way we operate. It is time to change the size and the scope of the coop. To become sustainable, to offer sustainability to our local suppliers, and to finally be able to support our local community, something we keep saying, but unable to do.	7/26/2019 5:34 AM
56	Consider employee ownership Consider selling to an individual This is more likely to work with owner-operators. Most members have limited experience running a business, so they aren't in a position to make sound business decisions.	7/26/2019 5:18 AM
57	I don't see us being sustainable while the majority of the community says we are too expensive. I strongly feel we need to do what Burlington did and expand our product line to bring in more customers, who can't pay our prices. We are considered elitist, and that does not increase our customer base, or improve our finances.	7/26/2019 5:18 AM
58	Do a one time fundraiser to buy time or build special project fund. I would give \$100 and so would others.	7/26/2019 5:15 AM
59	Sandwiches? Catering?	7/26/2019 5:05 AM
60	Carry organic OJ.	7/26/2019 4:37 AM
61	None	7/26/2019 4:12 AM
62	I LOVE YOU PLAINFIELD COOP	7/25/2019 8:00 PM
63	The food I shop for most is fresh vegetables. More often than not there are few choices. The choices are limited and often pretty sad looking.	7/25/2019 7:31 PM
64	I'm concerned about the disconnect between what the board is doing and what is actually going on at the co-op. They seem to be operating under a detached and uninformed self-interest with little to no communication with the staff or committees before or after board actions. While the board has their own fund to do with as they please, they are spending it irresponsibly while telling the co-op that money is too tight for vital investments such as advertising. And while the co-op is currently doing much better financially, the board does not communicate this to the member-owners, opting for a perpetual negative outlook. This could potentially foster burnout, resulting in a defeatist mindset in the community.	7/25/2019 7:09 PM
65	No	7/25/2019 7:09 PM
66	I am one of the highest spending members at the Plainfield Coop. These questions are infuriating and the person who wrote these should apologize to me personally and the staff for being so offensive.	7/25/2019 6:45 PM
67	I have a lot of feelings. None of which are productive to share. But there are people who are owed an apology, I'm sure they will never get it. Don't kill my coop.	7/25/2019 6:32 PM
68	I'm excited about a possible move to route 2.	7/25/2019 6:27 PM
69	A little crazy, but... Rebuild bridge from upper floor to current WNESU office (which will soon not exist) to access elevator.	7/25/2019 6:22 PM
70	The constant "sky is falling" message is counterproductive to any efforts to help the co-op. I strongly question the motives of several members of the board, and why these missives are always framed as a worst case scenario. Does the board want the co-op to close? Because that is exactly what it sounds like.	7/25/2019 5:57 PM
71	Yes. When the food coops started 40 years ago, they had two advantages: one was the cooperative spirit, and the other was the fact that coops were the only source of organic/local/whole/ and healthy food. Now these foods are available in every supermarket, and there are CSAs and farmers' markets everywhere. Society has changed in that volunteerism is at a real low. I think the day of the food coop has come and gone. Everything that begins ends, and I think it is time for that cooperative energy to turn elsewhere. Specifically to cooperative ownership of tools and work-spaces, like the bike coop in Montpelier. Shared ownership of tools and transportation (cars and ride-share) would be very helpful to those of us trying to move toward self-sufficiency. Times are changing.	7/25/2019 5:38 PM
72	Thanks so much for your hard thinking and work for the coop	7/25/2019 5:37 PM
73	Again, those who are clinging to some nostalgia/aesthetic, while good intentioned, must realize that if they stand in the way on this again, they will bear some serious responsibility for the coop's demise. Having witnessed that shitshow first hand, last time, it can't happen, again.	7/25/2019 5:19 PM
74	This survey was a great idea and I hope you get lots of respondents.	7/25/2019 4:51 PM

Plainfield Co-op Survey

75	Yes, I will email a board member some of my thoughts from my chats with various people at my teahut and the farmers markets.	7/25/2019 4:48 PM
76	Our family loves the store but it is more expensive than normal grocery stores. For our family, since I drive through Montpelier on my daily commute, I could easily stop at a bigger grocery store for our needs. Even with the understanding that we would be directly helping our community by shopping with the co-op, the savings we gain from shopping with cheaper prices helps my family immediately.	7/25/2019 3:25 PM
77	sure hope you can stay afloat! seems like take-out &/or delivered meals other than breakfast would be more cost-effective.	7/25/2019 2:31 PM
78	The main reason we do not shop more at the Plainfield Coop is that the atmosphere is not particularly friendly. It seems that if we are not young and hip, the people there do not want to have anything to do with us. I would like to be more involved locally, but this negative atmosphere has hurt my wife several times.	7/25/2019 2:21 PM
79	What about asking member owners to pay member fees in advance (voluntarily) ? Strongly favor some sort of cafe with tables, perhaps cooperatively run, upstairs or at satellite route 2 location. Member workers could help run it. Espresso?	7/25/2019 2:15 PM
80	Just wanted to say that Plainfield coop has been a cozy place to shop and I always have enjoyed the interactions with staff and other customers. My actual support may be limited (work full-time and two kids...), but I will support either option (moving/not moving) for Plainfield coop if it can sustain its business.	7/25/2019 1:57 PM
81	Fundraisers	7/25/2019 12:59 PM
82	One challenge we have is that inventory is unpredictable, which means that in order to know that we can get something, we will go to Montpelier or a chain grocery store. Also, we can get more in bulk in Montpelier such as peanut butter. I tend to go to the coop on my way home so if you don't have what I want, I'm stuck. I hope the coop can survive, but I can't guarantee we'll spend more (especially since our household has shrunk with kids gone!)	7/25/2019 11:56 AM
83	40 years ago this coop offered unique foods. Now the time is to creatively freshen up our offerings. We need to draw in people with local foods, moderately priced fair, and comfortable setting and easy prepared dishes, off route 2 location.	7/25/2019 10:44 AM
84	I would just like to re-iterate that a bigger produce section would be a big incentive for me to shop more at the co-op (and less at hunger mountain).	7/25/2019 9:56 AM
85	How about a buying club/bulk order club where folks could get food cheaper and shop for extras when picking up their orders	7/25/2019 9:25 AM
86	Perhaps the number of staff, especially management, could be reduced? (The staff are always helpful and friendly.)	7/25/2019 9:03 AM
87	Charge a Family Membership (everyone living in the household - having all of their names on the membership): \$50.00 Single Membership: \$30.00 annually For a person who can't afford the membership, they can apply to have this waived. Also, maybe have a donation email sent to the members asking if they can contribute periodically (quarterly), explaining that even if it's \$5.00 it will be of help - just as a reminder. Sending out the email you may be able to update the member on specials, discounts, new items, or an item request form - just as a hello, asking for donation, and giving them an update on products to keep them interested.	7/25/2019 7:04 AM
88	yes, i'm serious about building the cafe, after i hit the lottery...but, please, don't hold your breath...	7/25/2019 7:04 AM
89	The move to Rt 2 which the Board at the time favored needs to be tried. The Plainfield Hardwire is doing really well there. I go there for many things, and they have expanded greatly since their move.	7/25/2019 6:57 AM
90	Could you host fund raiser parties?...with really great food? You already have the great vibe!	7/25/2019 5:59 AM
91	I LIKE HAVING THE CO-OP IN PLAINFIELD AND I HOPE WE CAN FIND A WAY TO STAY OPEN.	7/25/2019 5:54 AM
92	Dropping any product line or department that is too expensive relative to sales. Post list of needs, volunteer needs, and/or Pledge sheet (for pre-pay or donations) at cash registers to remind every shopper/member of their responsibility to support co-op.	7/25/2019 5:47 AM

Plainfield Co-op Survey

93	Would a name change help? Plainfield Market or the like. Is there any evidence that folks don't think they are allowed to shop at the Coop? Carry non-organic yet safe veggies, some real basics or, to the extent they are already there, point them out. It's worth time and money to save a trip to Barre or Montpelier, etc.	7/25/2019 5:40 AM
94	More shoppers would stop if the coop were more visible and if it opened earlier. Route 2 at 7 am!	7/25/2019 5:24 AM
95	Rebrand: The Plainfield Market, open to all! Get more visibility, pr, newspaper articles, interviews. Connect with the RAMP program, grants etc. Need to get more and younger members! How to sell sustainability??	7/25/2019 5:11 AM
96	Include 'Market' or 'Grocery Store' in co ops title	7/25/2019 5:09 AM
97	Keep up the good work!	7/25/2019 5:00 AM
98	Explore moving the store to the Goddard College campus, and combining it with other unmet needs/interests in the immediate area in partnership with other interested parties (small fitness center / yoga studio, culinary classes, a coffee shop, etc.). if we can consolidate several such services in one place, like the Goddard campus, we could increase foot traffic and sales at the co-op.	7/25/2019 4:54 AM
