

METRIC	RESULT	COMMENTS
CO-OP MEMBERSHIP		
Total members	89,141	Under the new membership program, we've grown membership from 66k members at the start of the year and have had more members join this year than in the past 10 years.
New members (% growth)	35%	This was the most growth in one year and follows the introduction of a new membership program that introduced the opportunity for a dividend and exclusive member offers, deals from partners and events.
Average dividend back to members (\$)	\$46.93	As a result of the new membership program, PCC is providing members its first-ever member dividend. The PCC dividend is a sum of money paid to active co-op members out of the profit the co-op makes specifically from member sales. The PCC Board of Trustees determines if a dividend will be issued for each fiscal year based on the co-op's financial results and the needs of the business.
Member only offers (\$)	~\$300 in value	With the new membership program, members are provided exclusive offers for a range of products. In 2020, members were provided 34 offers for free products including buy-one-get-one salmon, free PCC organic yogurt and free olive oil.
Members who participated in events (#members)	1,300+ Registrants (530+ attendees)	PCC was able to hold two member events in-person at the start of the year in Greenlake Village and Redmond stores. We pivoted with the pandemic to host experiences via Zoom which allowed us to reach even more members. The BECU financial webinar was our best attended experience of the year. And one of the most interesting and entertaining was the August wine tasting, which included PCC's beer and wine merchandiser, Jeff Cox, and two Washington wine makers that we have exclusive wines with.
EDUCATION		
Sound Consumer article page views (# page views)	247,137	This is an increase from 187,332 page views in 2019.
PCC Cooks classes (# classes)	600+	With the impact of COVID-19, PCC quickly updated its Cooking Class program and moved classes online. Last year, the co-op provided over 1,000 hours of instruction.
PCC Cooks number of different cuisines taught (# cuisines)	30	PCC classes showcased cuisines from around the world, including Nigeria, Italy, Thailand, Vietnam, Pakistan, Brazil, Portugal, Mexico, Russia, Philippines, Turkey and Iran.
GREEN STORES		
Green building certified stores (# stores)	4	Three of our stores are LEED-certified - Redmond, Edmonds, and Burien. In 2020, our Ballard location became the first grocery store in the world to achieve LBC Petal Certification, the world's most rigorous green building standard. Our West Seattle, Bellevue, Downtown, Kirkland (new), and Madison Valley stores will also be pursuing LBC Petal Certification.
Carbon footprint (scope 1 & 2) (metric tons CO ₂ equivalent)	-346	We achieved carbon negative store operations in 2020 by reducing our overall emissions and by purchasing carbon offsets. These offsets directly supported the planting of over 1,000 trees in Marysville, WA through Forterra's Evergreen Carbon Capture program. Without the offsets, our carbon emissions amounted to 5,460 metric tons CO ₂ e. This is an 8% reduction compared to our 2017 baseline year, despite opening five new stores.
Store energy use intensity (site EUI - kBtu/Sq ft)	304	Our average store energy use intensity (EUI) decreased by 17% compared to our 2017 baseline year. We attribute this to high-efficiency fixtures and equipment in our new Ballard and West Seattle stores, as well as energy retrofits that we implemented at existing stores through our green store audit program.

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GREEN STORES cont.		
Electricity use (kWH)	14,717,880	Since measuring our baseline in 2017, we have opened five new stores. Our total square footage increased by 47%, while our electricity use only increased by 26%. We attribute this to our new stores' high energy efficiency, as well as energy retrofits that we made at existing stores.
Natural gas use (therms)	404,324	Since measuring our baseline in 2017, we have opened five new stores. Our total square footage increased by 47%, while our natural gas use only increased by 6%. We attribute this to our new stores' high energy efficiency, as well as energy retrofits that we made at existing stores.
Water use (CCFS)	31,368	Since measuring our baseline in 2017, we have opened five new stores. Our total square footage increased by 47%, while our water use only increased by 7%. We attribute this to our new stores' high water efficiency, as well as plumbing retrofits made to our existing stores.
Landfill diversion rate (%)	82	In 2020, we diverted 82% of our waste from the landfill into composting, biodigestion (WISErg System), recycling and food donation. This is an improvement of 3% compared to our 2017 baseline year. Our goal is to achieve zero waste (90% diversion rate) by 2022.
Solid waste to landfill (tons)	1,686	The amount of landfill waste generated in 2020 increased by 41% compared to our 2017 baseline year. Two factors contributed to this. We were no longer able to compost waxed cardboard in 2020 and had to landfill it (not accepted in recycling). We also opened five new stores since 2017. We remain focused on reducing landfill waste generation through source reduction, improved recycling programs, and ongoing waste audits.
Hauled and processed compost waste (tons)	2,699	We saw around a 39% increase in composted waste in 2020 compared to our 2017 baseline year due to improve sorting of compostables and additional volume from five new stores that we opened since 2017. We sort compostable waste, such as organic trimmings and compostable packaging, to ensure that it doesn't end up in the landfill. Once it's sorted, we either haul it to commercial composting plants or process it in our WISErg biodigestion systems at three of our stores.
Recycled waste (tons)	3,965	We saw around a 63% increase in recycled waste in 2020 compared to our 2017 baseline year. This is likely due to improved sorting of recyclables and increased volume from five new stores that we opened since 2017.
PRODUCT SUSTAINABILITY		
Organic grocery products* (# SKUs)	8,105	Our total number of organic products increased by around 13% in 2020 compared to the previous year. We have since added 1,353 new organic products to our shelves over our 2017 baseline.
Fair Trade products (# SKUs)	593	The number of Fair Trade certified products increased by around 22% in 2020 compared to the previous year.
Local products** (# SKUs)	9,803	Our local economy is important to the co-op and our community. The number of local products in our stores increased by 4% in 2020 compared to the previous year.

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METRIC	RESULT	COMMENTS
COMMUNITY + GIVING / SOCIAL IMPACT		
Financial and in-kind support to bolster organic and sustainable food systems and healthy communities (\$)	710,000	<ul style="list-style-type: none"> Despite the myriad of challenges brought forth during the pandemic, we continued our work to build healthy, communities and sustainable food systems across the Puget Sound and beyond. In partnership with Ventures, we introduced a new Diverse Entrepreneur Grant to support BIPOC, female and LGBTQIA+ Ventures' entrepreneurs. We furthered our commitment to farms, farmland and organic producers across Washington through our ongoing partnership with Washington Farmland Trust (formerly PCC Farmland Trust) and our second annual Organic Producer Grants. We also supported turnkey pandemic relief efforts to local nonprofits like Northwest Harvest.
Funds raised by the community to support the community (\$)	384,000	<ul style="list-style-type: none"> The PCC community came together to raise more than \$250,000 for the member- and shopper-funded PCC Food Bank Program. We also provided partners with retail space to raise funds for nonprofits focused on sustainable food systems, including for the Center for Whale Research, Long Live the Kings, and Washington Farmland Trust. In partnership with Organically Grown Company, we sold bagged apples whose proceeds benefitted farm-to-school programs at Oxbow Farm & Conservation Center, Green Plate Special.
Food bank donations (# meals)	1,400,000	We continued our focus to make high-quality, organic, local food accessible to more people. We contributed 1.7 million pounds of food and product to 40 grocery rescue partners.
ADVOCACY		
Regulatory & legislative advocacy (# PCC actions)	50	From sign-on letters to joining petitions, we had a full year of making sure that PCC was seen and heard on the issues we know our members care about. Over the course of the year, PCC advocated on organic and sustainable food systems to municipal, state, and federal officials, organized meetings with state and federal legislators, participated in stakeholder policy development forums, and testified before legislators and other government officials.
Policy recommendations (# topics)	35	This year, we weighed in on numerous topics and issues, including advocating for COVID-19 aid to smaller farmers and producers, supporting protections for Chinook salmon and Southern Resident Killer Whales, contending unclear GE labeling rules, reaffirming our commitment to climate action, and supporting policy to strengthen the organic label.
PCC Advocates emails (# topics)	15	Our alert emails encouraged action on submitting comments to the National Organic Standards Board, funding the organic cost share program, supporting equity in farming, improving WA State's proposed food safety rule, urging the USDA to implement organic animal welfare standards, strengthening organic enforcement, and helping to pass the Washington State Soil Health Initiative.

* Excludes mercantile, deli, and health & body care products

** All local products, including mercantile