

Gold Is Where You Find It

BY LARRY BRUCIA

There's a saying in the gold business that is simple and to the point but makes a lot of sense. When people ask gold miners where they can find gold, the weather-hardened gold miner looks the city slicker in the eye, curls down his mustache and says with deep reverence, "Buddy, gold is where you find it."

Now, you are probably wondering why this article is about "where to find gold," especially in a magazine dedicated to helping co-ops improve their sales and the bottom line. It really comes down to this. The products in your store are "gold" to your customers—but only if those products are what your customers are seeking when they come into your store. When was the last time you asked your customers, "Do we have what you want? Did you find what you needed?" Do you know where your customers shop when they are not shopping in your co-op?

Gold is where you find it. Your customers are looking for gold—oh, sorry, products. And if they don't find what they want in your store, guess what? They are going to where the gold can be found: another store.

The question you should be asking yourself is, "How can we make ample room in our co-op to provide our customers with a wide array of products so they do not shop at other stores?" You certainly don't want them to be mining other stores for gold—again, products.

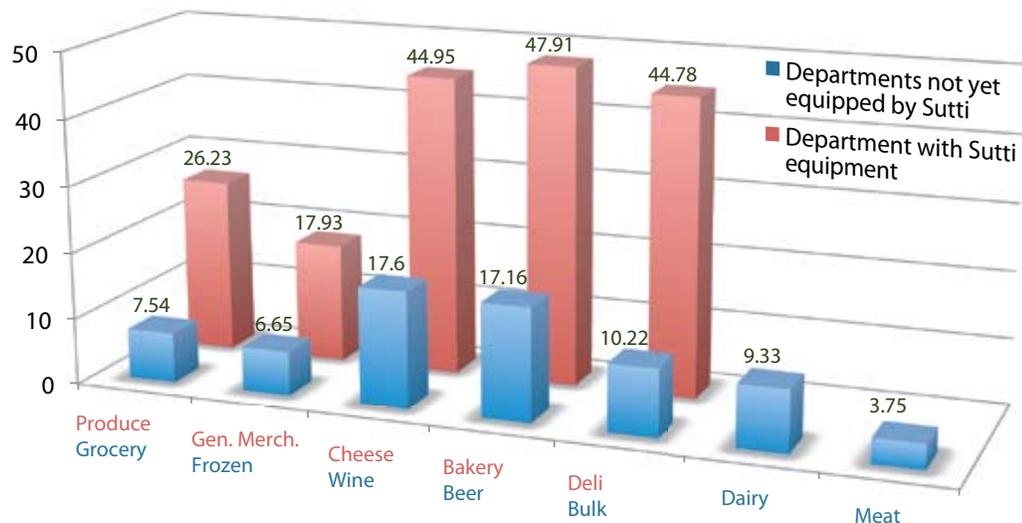
There are lots of ways to make room in a store for more products. Possibly five or more years have gone by since you last reviewed your merchandising space. Today, there are numerous new displays and fixtures which are more energy and space efficient and can increase product offerings in the same amount of space. By providing a greater variety of products in your co-op, your customers will spend more of their food and nonfood dollars with your business.

Maybe it's time to tour other stores and co-ops to see what merchandising fixtures they are utilizing. You may be surprised. What if you could compress your shelving depth and create more floor space? And with that floor space you can create some new displays, or seasonal promotions, or maybe even install a new department that creates excitement and curiosity with your customers.

Take, for example, one of the tools that Davis Food Co-op in Davis, Calif. used in their recent remodel. By working with Sutti and Associates,

Remodeling Rewards: Comparing Sales Growth

Davis Food Co-op worked with Sutti Associates to redesign store sections



located in Burlingame, Calif., the Davis Food Co-op was able to add over 700 square feet to their existing store footprint by changing their gondolas from Lozier shelving systems to Metro shelving systems. This was not done through new building construction. It was space that was always there, it just was underutilized. Even though Metro shelving is more costly than Lozier shelving, it is a lot less costly than adding 700 square feet to your existing building.

Using Metro shelving systems not only increased their product offerings and facings, it gained the store enough space to increase their food service area, which allowed them to introduce a hot food bar and a salad bar. The food prep area, bakery, and cheese offerings also all increased dramatically in their product presentations and merchandising displays. Just as gold attracts peoples' attention, effective product merchandising displays are key to getting your customers to look at your products.

What does this increase in floor space mean to your customers? It means more products to buy and enjoy. To your co-op, it means more sales and profits to support your community and co-op members.

By increasing square footage space utilizing Metro shelving systems, Davis Food Co-op experienced a sales increase in all of the

departments in the store. The numbers on the Davis Food Co-op sales graph (above) were developed while the store was still being remodeled, where some departments had not yet been remodeled and others were being completed. The initially remodeled departments were impacting the sales of all the departments. When the remodel was completed, overall store sales increased by over 25 percent.

Sutti and Associates has been helping retailers increase their sales for over 30 years. Our premise is simple: It is all about the product. Naturally, we use an extensive variety of tools and techniques to show and tell your customers about the products. Design layouts, architectural plans, equipment and fixture recommendations, and construction are just a few of the many services available to help you master your merchandising needs.

You can't see gold, unless you are very lucky, without spending many hours panning for it. But your customers can. By creating a display that illuminates your products and triggers their curiosity, they will find it golden. Remember, gold is where your customers find it! ■

Classic Good Taste

Redwood Hill Farm's creamy Goat Milk Cheddar, Smoked Cheddar, Fresh Chevre and Raw Milk Feta are a natural for your customers and YOU... Traditional, delicious Artisan goat milk cheese in convenient, shelf ready packaging.



GOAT MILK CHEDDAR 🌿 While cheddar has traditionally been made from cow's milk, the rise in demand for goat milk cheeses has paved the way for new twists on an old favorite. Our goat milk cheddar pairs smooth texture with a sweet, mild flavor. Free of the pungent aromas and flavors associated with most rind-ripened goat cheeses, this cheddar is a great introduction to the world of goat cheese.

SMOKED GOAT CHEDDAR 🌿 This version of our twist on an American classic has a smokey flavor strong enough to hold its own with salty chips, zesty salsas, and hoppy beers. Like our Goat Milk Cheddar, this smoked version possesses an even, smooth texture and milky flavor over which the rich smokey taste rests. While good on its own, this cheese also lends itself well to two other American classics, the hamburger and grilled cheese!

CHEVRE 🌿 A fresh, light-textured, rindless goat cheese that is similar to cream cheese but softer and more fluffy. Don't let the tub fool you—this is a true French-style Chevre packaged in a no-waste, picnic ready resealable container. Four delicious flavors: versatile Traditional Plain, Three Peppercorn, Garlic Chive and NEW Fire Roasted Green Chili.

RAW MILK FETA 🌿 Redwood Hill Farm Goat Milk Feta has been a consistent gold medal award winner for more than 15 years! We handcraft from the finest grade A raw goat milk, gently cutting the curd and forming into blocks by hand. Brined in natural sea salt, this classic Mediterranean Feta pairs a creamy texture with tangy, mouth watering flavor.

Ask for Redwood Hill Farm artisan cheeses, yogurt and kefir from your natural or specialty foods distributor, or contact us for direct ship ordering information. Taste Redwood Hill natural goat milk products at Natural Products Expo West, booth #2365! March 6-8, Anaheim, California.



We Believe In Quality and Sustainability.

At Redwood Hill Farm we produce healthful, natural and delicious goat milk products. Our complete line including award-winning natural kefir, artisan cheese and goat milk yogurt is kosher certified and free of sugar, coloring, preservatives, stabilizers or powdered milk.

We Believe in humane treatment for our goats. We are the first goat dairy in the U.S. granted humane certification by Humane Farm Animal Care (HFAC).

We Believe in Fair Trade. We compensate our family farm producers with the highest pay for milk production in the industry.

We Believe in paying a Living Wage as defined by Sonoma County, CA, to all our employees. In addition we pay fully for each employee's (and their families) health benefits and offer other benefits for a competitive compensation package.

We Believe in REDUCING, REUSING, RECYCLING. We reclaim as much energy as possible to run our facility and recently installed all new lighting which will use a fraction of the energy used previously. We are currently installing a solar hot water system. In addition we purchase recycled goods and supplies, have a strong recycling program at the farm and creamery and over the years have consistently lowered the amount of plastic in packaging used for our products.

We are proud of our philosophy on Quality and Sustainability—it is the cornerstone on which our company has been built. We realize that you have many choices, but you can feel good every time you purchase Redwood Hill Farm goat milk products for your valued customers.



Sustainably Farmed and Family Owned Since 1968

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