

Executive Summary

Sune's IGA Market is a family owned local grocery with 8 employees. It is a well-established local business serving residents, guests, community and business entities of Drummond Island, MI. In the past year there has been a noticeable drop in the number of patrons visiting the store. Sune's highly values relationships with all its publics and its employees. This plan has been researched and designed to establish avenues to promote better communication and more mutually beneficial connections with all the entities who interact with Sune's.

To accomplish this, the major parties involved have been identified and targeted with specific measures to aid in better communication and to promote positive interactions. The first step is to identify specific reasons why Islanders choose to shop on the mainland. A survey launched online from Sune's Facebook page will provide information with which to formulate methods to draw more customers. Further steps involve meeting with employees to establish job descriptions, promote better communications and solicit their aid in all facets of the plan. Included is monitoring and optimizing available resources such as the soon-to-be released website, and better, more upgraded use of the current Facebook page. Frequent shoppers' loyalty could be better leveraged. Vendor relations will be enhanced with more consistent contact from a designated person. Participation in local events and with local organizations is the final part in an overall strategy to improve communication and alliances within the tight-knit Drummond Island community.

Situation Analysis

Sune's IGA Market has no established marketing plan. The owners admit they don't know how to go about marketing their business. They only recently established a Facebook page and have a website in the works, hiring a local woman for their social media needs. Use of both will need to be precisely targeted to enhance brand communications. Island people are frequently taking their grocery shopping to large chain stores off the island, even though the nearest chain store is an hour away. Discovering the reasons why people choose to shop off the Island is important. Guests frequently haul their own groceries instead of shopping at Sune's. Discovering attitudes towards the business might provide insights in ways to stem this. Sune's would like to find additional ways to entice the tourist trade. Overall communication with stakeholders should be smoothed and/or improved. Employees lack a sense of job ownership. Vendor

communications are haphazard and largely unscheduled. Community relationships have deteriorated by non-participation in most community organizations. This public relations plan proposes to address all the above issues and provide steps to enhance relationships based on mutual values and considerations.

Statement of Purpose

Goal: To increase Sune's IGA Market resident shopping numbers by 10% by September 30, 2020.

List of Targeted Publics

Island Residents: Sune's highly values their relationships with Drummond Island residents. The recent COVID-19 epidemic and the measures the store took to serve the Islanders should be noted to reassure the general public of appropriate steps ongoing in fighting the virus. The next nearest grocery store is in the located in the mainland village near where the ferry docks. The nearest large chain stores are 72 miles away. Sune's wants to create better relationships so Islanders will buy groceries on the Island rather than driving to the big box stores.

Non-residents: Sune's values the non-resident's opinion. During the summer the island is attractive to tourists who come to fish, ORV and vacation. There are also many summer residents who have homes here. Sune's wishes to encourage tourists to shop for their supplies after they get to the island, rather than hauling supplies from home. The summer residents are accustomed to having the conveniences of the larger cities and towns where they live in the winter. Island food selection is limited in their eyes. Sune's wants to change this perception.

Employees: There are 8 employees who depend on Sune's for their livelihood. They are loyal, dedicated group. A drawback is that communication of goals is somewhat sporadic. There are no written job descriptions or procedures. Most communications are on the spur of the moment, changing with the circumstance. Sune's sees value in their employees' input and wants to enhance the way important news is shared and delineating job responsibilities more clearly.

Vendors: Sune's has 15+ different vendors and suppliers for the groceries, vegetables, baked goods, meats and liquors they stock. Keeping and encouraging better relationships with their vendors is very important. Sune's is a small store and it's becoming increasingly difficult to entice vendors to do business with such a small entity in such a remote area. Additionally, the service their vendors supply isn't always good

quality. Frequently items are missing, outdated or, with vegetables, rotten, before they reach the store. This is primarily because of the long distances delivery supply drivers must come. There is only one available grocery vendor to service them at this time, so enhancing this relationship would be prudent.

Community Organizations: Local businesses are frequently the benefactors for community events and celebrations. Sune's donates moneys, food, meat trays, breads and assorted sundries as the occasion requires and has done so since inception. Recently however, donation requests have outpaced the company's ability to provide. Requests for very expensive meat trays noticeably increased. These requests come from residents who don't shop at the store, which isn't a mutually supportive relationship. Sune's owners have refused to donate to several, which has fostered some ill-will. These might include community influencers whose opinions could be swayed toward positive outcomes. Re-establishing better communications with these individuals would aid in store sales. Community outreach in the form of participation in local events and organizations have diminished due to time and Coronavirus constraints.

Sune's IGA Market Public Relations Plan

Stated value

Sune's values their customers, their employees, their business associates and their community. They strive to provide the best service possible at the best price with the most variety of products within their power. Sune's takes pride in serving the diversity of full-time residents, summer residents as well as Island guests. Core values are honesty, loyalty, hard work, perseverance and respect for all.

Research Strategy

Demographics gathered from the State of Michigan online has been combined with informational research gathered on how other small grocery business have successfully handled their social media. Ideas from this research have indicated several steps. Current patron attitudes need to be identified. Sune's would like to know the best way to leverage their new social media presence to drive business into their store. For this exercise a survey is recommended. A survey will determine the current sentiment of stakeholders toward the business to enable development of a marketing strategy. It should indicate what prompts Islanders to drive two hours to the larger stores to buy their groceries. Intent is to discover and better target local influencers, nudging them toward a more favorable view of the business. Other measures will involve customer, employee and vendor relationship improvement steps.

SURVEY

Question 1: List the places where you buy your household groceries:

Drummond Island

___ Sune’s IGA Market

Sault Ste. Marie

___ Walmart Supercenter ___ Target ___ Meijers ___ K-Mart

___ SOO SuperValu Foods ___ Save A Lot

Other: (please specify) _____

St. Ignace

___ Family Fare Supermarket

Other: (please specify) _____

Petoskey

___ Walmart Supercenter ___ Meijer

___ Gordon Food Service Store ___ ALDI

Other: (please specify) _____

This is an open-ended question intended to discover where groceries are bought. It’s important because it will show where people prefer to buy their groceries.

Question 2: Which of the following most important to you about grocery shopping?

___ Selection of items ___ Price ___ Ability to buy in bulk ___ Experience of shopping

This is a closed ended, mutually exclusive question designed to find out attitudes about shopping preferences. It shows what people look for when shopping.

Question 3: On a scale of 1-5, (1 meaning poor, 5 meaning excellent) how would you rate your experience shopping at Sune’s IGA Market: 1.____, 2.____, 3.____, 4.____, 5.____.

This is a scaled question intended to solicit attitude about shopping at Sune’s. It’s important because it provides a basis from which to build marketing strategies and/or show need for improvement.

Question 4: I would shop more at Sune’s IGA Market if:

____ They offered more selection ____ They had better service ____ They had lower prices

Other: (please specify) _____

This is a partially open-ended question designed to discover what people say about their experience and what would improve their desire to shop at Sune’s.

Questions 5: Having a nearby grocery store is important to me (choose one):

Yes ____ No ____

This is a dichotomous question to find if people prefer to shop nearby. It’s important because it provides further attitude knowledge.

COMMUNICATION AUDIT

The goals of Sune’s IGA are maintaining mutually beneficial relationships with their employees, Island residents and non-residents, local community organizations, other business and vendors. Core values are honesty, loyalty, hard work, community, perseverance and respect for all.

Current communication channels are face to face discussions, telephone calls, letters, office bulletin board, e-mails with vendors, texting with customers, a new Facebook page that show weekly specials, an about-to-be-launched website, participation in local events, publicized local sponsorship of community events, and memberships in local golf leagues.

Face-to-face discussions are ways to discover attitudes, but lack of foresight on how to manage negative comments can cause problems. Time to talk to customers when they’re son premise is not taken advantage of due to the owners many duties and responsibilities. Telephone calls are helpful but seldom used unless there’s an issue. E-mails with vendors are haphazard and unscheduled. The Facebook page is doing well, however the person monitoring should be more responsive. It’s in its early phase of deployment. The website isn’t up yet, so could be a source of future communication management. Overall participation in local events in the face of the COVID-19 pandemic poses a problem when many gatherings have been cancelled or scaled back.

Speaking with one of the managers via phone, he seemed well-aware of the issues facing the business. He's been employed there for ten years and has witnessed all the mentioned communication issues. His interest was in better communication between owners and employees. Clear communications about job expectations and duties was also something mentioned.

Soliciting further information from one of Sune's customers was helpful. She is a local hairdresser who returned to live on the Island. She is a Sune's shopper, however, and a distant cousin. More information from another source would have been prudent, but time prevented speaking to anyone else. She was chosen because she's influential in that she deals with the same locals. She and her husband are active community members and a part of many organizations. Her opinions of the communication issues with the general public agreed with what the owners had said because she faces some of the same ones, as do many local businesses. She was well informed of the difficulties Sune's has competing with the large box stores. She shared a sentiment that it is easier now to go off-island, but the ferry boat is raising their rates in July, which may be a small factor in keeping people shopping locally.

Communications Chart

Communication Channels										
		In Person	Telephone	Emails	Bulletin Board	Letters	Texting	Facebook	Website	Local Newspaper
Publics										
Patrons		X	X				X	X	?	X
Employees		X	X		X		X		?	
Vendors		X	X	X		X			?	
Community Organizations		X	X	X					?	

SWOT Analysis

Strengths: Experienced grocery store owners, local connections, location, loyal employees, flexibility with employee family issues, variety of specialized vendors, recently updated interior, custom cut meats, fresh bakery items baked on-site, large liquor selection, specialized knowledge of popular liquor, vendor expertise, COVID-19 prevention measures instituted. Established Facebook page. About-to-be-launched website.

Weaknesses: Product selection limited by vendors available and store size, time scheduling, no formalized and infrequent employee communications, small amount of advertising, lack of branding, no mission, values or goal statements, managerial skills, lack of candidates to replace in case of employee turnover, older equipment with frequent breakdowns, weather/equipment related ferry stoppages, power outages.

Opportunities: Number of residents is growing, number of white-collar workers is growing, demographic is skewed 50+ years old, ferry boat fees are rising, local ORV park popularity, local festivals, celebrations and gatherings where products could be showcased or donated providing branding opportunities, new website, enhanced Facebook application availabilities.

Threats: Big box stores luring away shoppers, number of non-residents who pack their groceries from home, local influencers' avoidance, abandonment by grocery or other important vendors, employee turnover, low availability of employee replacements, extended power outages, long ferry outages, equipment breakdown, loss of liquor license, major illnesses of employees/owners.

Goal Grid

Goal: To improve Sune's IGA Market's relationships with shoppers, employees, vendors and community organizations	
Public:	Island residents, non-residents, employees, vendors and community organizations.
Resource(s)	Shoppers bring their money to exchange for items Sune's provides. Positive impressions by customers will increase patronage. Employees bring their skills, dedication, loyalty and work ethic. Vendors supply necessary goods and services. Fostering mutually beneficial shared goals is important. Loyalty, respect, honesty, a willingness to be open-minded and positive relationships are mutually beneficial resource factors in all publics. Sune's IGA Market supplies residents with necessary grocery, liquor, fresh baked goods, dairy and meat items at as low a price as possible
Value(s)	Core values are honesty, loyalty, hard work, community, perseverance and respect for all.
Message	We value patron's, loyalty and opinions and want to know how we can better serve them. We hold our employees in high esteem and want them to accomplish their tasks to the best of their abilities. Mutually beneficial vendor relationships are important for success. Community organizations encourage common shared goals and aspirations which Sune's shares and wishes to participate fully in
Media	Face-to-face contact with existing publics, community groups and vendors. Facebook page. New website. Professional photographs of the store. Text messages and phone calls. A list of delivery customers and frequent shoppers. Professional posters re-assuring practice of strict COVID-19 preventative measures. Facebook Live videos. A geofence app. Written job description, emergency plans and procedures, posted schedules and a bulletin board. Phone calls, messages, emails and/or meetings.

Goal: To improve Sune's IGA Market's good will standing with its publics.

Objective: Improve resident/non-resident shopper numbers by 10% by September 30, 2020.

Strategy: Seek ways to better understand what motivates shoppers. Reach out to the non-residents to showcase store specials. Find ways to improve services/offerings to attract additional shoppers. Leverage the Facebook page and new website to extend brand reach.

Tactics:

- Create a press release to the Drummond Island Digest newspaper reassuring Islanders of Sune's proactive steps taken to partner with them to combat the Coronavirus.
- Institute a survey to determine reasons people shop elsewhere. Use one or several of the findings to positively impact relationships.
- Use Facebook and Facebook Live to post weekly demonstrations/showcase products.
- Use professional photos on the new website to extend professional brand reach.
- Establish schedules to contact current delivery patrons for repeat services.
- Commission and hang posters assuring competent Coronavirus measures are in place.
- Establish a Geofence cell phone app for proximity notifications of store events and specials.
- Establish a list of current frequent shoppers to offer them extended discounts on specific items and/or first pick of specialty items.
- Establish a list and timetable to contact current delivery customers to solicit timely service requirements.

Budget: Cost of Survey: \$500. Cost of photography, \$100. Cost of new posters, \$200. Training for taking and uploading videos, \$150. Cost of Geofence app: \$200.

Special Requirements: Knowledge of online survey administration and analyzation. Photographer. Videographer. Dedicated employee to make delivery contacts. Geofence app set up: Google Analytics account.

Designated Person(s) to accomplish: Online survey and analysis: PR person. Facebook and website maintenance, Geofence applications management: Current web manager. Facebook

videographer: Can be an employee. Frequent shopper list: Owners. Current delivery customers list: Owners. Dedicated employee to monitor and handle communications: Chosen by owners. Graphics and printing of posters: Owners

Goal: To Establish employee job descriptions, open multiple channels of communications and mutually beneficial goals.

Objective: Define job descriptions, responsibilities, expectations and both written and verbal which can be posted/printed for reference by July 12, 2020.

Strategy: Collaborate with employees to gain their input and ideas on ways to better serve customers and improve their job satisfaction.

Tactics:

- Schedule separate employee meetings to solicit their ideas on ways to improve service and communications with customers and management. Meet with each employee to garner their input. Compile likely ideas to discuss for implementation. Determine plan for follow-up actions.
- Meet as a group to enlist their input on job descriptions, obtain their buy-in for video ideas and to determine best practices and means to efficiently communicate. Compile job descriptions. Formalize an employee package describing jobs. Distill and condense each job description into one page for distribution to employees.
- Establish a monthly written and posted store-wide schedule of planned hours, events, duties and responsibilities by utilizing a bulletin board in the private employee break room.
- Establish emergency procedures, contacts, chain of replacement personnel backups.
- Use a bulletin board in the break room for daily notice of important items.

Budget: Office supplies, \$50.

Special Requirements: Meeting space/time set aside to meet. Place to post bulletin board. Computer and printer.

Designated Person(s) to accomplish: Office space for meeting, binders, paper, pens/pencils, data entry: Owners who would lead the meetings, volunteer employee to take notes. PR person to

generate data, create binders, and share results with employees/management. Person to monitor bulletin boards: Lead employee and/or owners.

Goal: To foster closer partnerships with vendors.

Objective: Contact current vendors to compare goals and statuses to smooth beneficial exchanges of goods and services by July 30, 2020.

Strategy: Assess current vendor relationships with phone calls and meetings.

Tactics:

- Make a comprehensive list of current vendors, their product categories, contact information and schedule of contact time and dates.
- Call each vendor to communicate shared goals and collaborate on scheduling timelines.
- Establish chain of command responsibility for consistent vendor communication.

Budget: Telephone calls and e-mails, time spend. Est. \$500.

Special Requirements: List of vendors with contact information.

Designated Person(s) to accomplish: Owners and/or dedicated employee.

Goal: To improve relationships with community organizations.

Objective: Participate in and show support of community organizations by August 1, 2020.

Strategy: Attend Chamber of Commerce and Township Board meetings. Join several community organizations.

Tactics:

- Donate money toward purchase of the July 4th Drummond Island fireworks display.
- Join a golf league at one or both local golf courses.
- Attend the Chamber of Commerce meeting on July 15.
- Attend the July Township Board meeting on July 31.

Budget: Fireworks donation, \$500. Golf league dues: \$150/year. Chamber of Commerce dues: \$200/year.

Special Requirements: Golf clubs.

Designated Person(s) to accomplish: Owners/manager, may be extended to employees as a team building option.

Assessment of Goals Measurements

Constant monitoring of direction and progress of the plan will be ongoing, with weekly meeting updates. Adjustments and/or additions will be instituted to remain flexible with changing conditions. On September 30th, 2020, an audit of financial and patronage progress will determine results.

Because it's difficult to measure the exact success of public relations efforts, a simple survey has been created which helps evaluate long term results of public relations efforts. Ideally this will provide an effective measurement of attempts to co-orient attitudes and opinions. Simply stated, it measures if there are noticeable changes in perceptions of both publics and organizations after the application of a PR campaign. The questionnaire will be administered to employees onsite before being disseminated by the Facebook page and mailed to Island residents for return mailing or store drop off. Results and analysis after 2 weeks, October 14, 2020 will take place with a full report by the PR person delivered within 2 days, on September 16, 2020.

Measuring Relationships Questionnaire

Please select the best choice to answer each of these statements.

1. I have influence over the actions of this business.
 Strongly Agree Agree Disagree Strongly Disagree

2. I trust this business considers my best interests.
 Strongly Agree Agree Disagree Strongly Disagree

3. I benefit from products/services provided by this business.
 Strongly Agree Agree Disagree Strongly Disagree

4. Dealing with this business is worth the time and effort.
____Strongly Agree ____Agree ____Disagree ____Strongly Disagree

5. Both the business and I have benefitted from our exchanges.
____Strongly Agree ____Agree ____Disagree ____Strongly Disagree

6. This business and I have mutual concerns.
____Strongly Agree ____Agree ____Disagree ____Strongly Disagree

Additional Items

Facebook Business article on Grocery Shopping

Facebook Business, *How to Drive In-store and Online Grocery Sales with Facebook*

September 13, 2019

<https://www.facebook.com/business/industries/consumer-goods/blog/driving-grocery-sales>

Boost CPG sales by making it easier for shoppers to discover and buy your products.

Shoppers want speed, convenience and personalization

To understand the hurdles in the US grocery shopping process, Facebook IQ commissioned Boston Consulting Group analysts to uncover the biggest shopping friction points based on qualitative interviews with 15 senior experts and third-party research.

The data showed that shoppers are hungry for a simpler, more streamlined process both in-store and online. They want it to be easier to discover and learn about new products and brands that are relevant to them, and to find deals that save them money.

Once they find what they want, they want to buy it quickly—no waiting in long lines at checkout or clicking dozens of times to complete an online order.

Most common friction points in the US grocery path to purchase

DISCOVERY

- Inspiration
- Unaware of brand or product

- Ads link to wrong page
- Irrelevant ads/offers

BROWSING

- Unclear product value proposition
- Items out of stock
- Website lacks in-store stock information
- Hard to navigate store

PURCHASE

- Consideration
- Can't click and collect
- Unclear delivery options and costs
- Shopping cart doesn't save items

CHECKOUT

- Too many steps
- Don't trust online payment platform
- Hard to input information
- Long lines

POST-PURCHASE

- Fulfillment
- Poor delivery tracking
- Slow, inflexible delivery arrangements
- Wrong item delivered
- Item looks different

POST-DELIVERY

- No in-store returns
- Poor returns redressal process
- Partner with Facebook to help shoppers and drive more sales

As CPG marketers, whose very industry is founded on the idea of providing convenience to consumers, you're well-positioned to help streamline the process—and in turn to drive more sales.

Partner with Facebook to meet shoppers where they discover and decide, cut through the clutter with personalized, visually rich content, and drive them seamlessly to purchase, whether in-store or online.

1. Inspire product discovery with mobile video ads.

Capture attention and inspire grocery shoppers with relevant, visually rich video content where people are already spending their time. For instance, Tropicana ran a series of mobile video ads for their Pure Premium orange juice, doubling their investment with Facebook and Instagram to drive TV-scale sales volume.

In addition to mobile video ads, you can also run in-stream video ads to promote your product where people are already watching video content, or tell a compelling brand story with our immersive, full-screen Stories ads.

2. Boost consideration with personalized offers and product demos.

In 2018, 4,410 new food and beverage products launched in the US, according to Mintel. With ever-increasing competition, make it easier for shoppers to choose your brand by getting the right information—including product details, offers, demos and other personalized experiences—to the right people.

CPG brands can partner with media companies to publish fun recipe tutorials or other content that showcases their products with our branded content format.

You can also use lead ads to easily capture new leads with pop-up forms that pre-populate with the prospect's basic contact information. UK beauty brand Philosophy used lead ads to offer facial cleanser samples to interested shoppers, generating 9,000 new leads and eventually realizing a 3x return on ad spend.

3. Streamline the buying experience with shoppable ads.

87% of shoppers will abandon a cart if the checkout process is too complicated, according to a 2018 Splitit US consumer survey.² Reduce friction at the purchase stage by simplifying the buying process to make it easier for shoppers to convert where they are. Use Instant Experience to create a compelling full-screen experience where people can watch product videos, explore tagged products or select retailers to buy your products from directly in the ad.

Retailers and CPG brands can also partner using Collaborative Ads, which show ads to people who have expressed an interest in the brand's product and enable them to click through to an ecommerce site to buy it immediately. Pampers and Gillette partnered with retailer Magazine Luiza to test Collaborative Ads, resulting in a 5.2x higher return on ad spend.

Idea for a Facebook Live Grocery Store Video

Sample Idea for a store video from Kiva Grocery store

<https://www.latest.facebook.com/kivagrocery/videos/1922879571056155/>

Facebook Ads



Don't wait



**SELF
ISOLATE**

#StopTheSpread

If you need anything, we'll come to you

Masks Required.



Hey, it's to keep YOU safe.



Facebook Post

Top 5 Ways to Protect Yourself while Grocery Shopping

- **Shop when it's less busy:** You know your local store, call and ask what's the best time.
- **Wear a Mask:** So, you shop for 30 minutes. You're uncomfortable. Everyone gets that. We're all with you. It's only for a short time and we won't have to do this forever. Besides, you may be saving your neighbor's life.
- **Bring your own sanitizer:** Carry a small bottle. Everywhere. Your own disposable gloves would be extra special. Just remember to take them off properly (yes, there is a way to do that), and dispose of them properly, (same goes...)
- **Wash Non-porous containers:** Wash everything. Everything. Warm, soapy clothes or better yet, disposable wipes will do the job.
- **Wash your hands, counter and other surfaces you've touched:** Make like you're a surgical nurse and need to make sure everything is sanitized, every surface attended.

Sune's IGA Market serves Drummond Island residents and visitors with grocery items, specialty cut meats, fresh-daily baked goods, dairy products, fresh fruit and a large selection of beer, wine and liquor.

Contact Sune's at 906-493-5259, by text message at 906-493-1234 or on their Facebook page:

<https://www.facebook.com/SunesGroceryDrummond/>

Look for photos and videos demonstrations: <https://www.facebook.com/SunesGroceryDrummond/>.

Press Release

This is an E-mail press release to the Editor/Publisher of the Drummond Island Digest, Drummond Island, MI 49726

To: Julie Covert, editor at drummondislanddigest.com

From: Carlene MacGregor, MacGregor Public Relations

Subject: Top 10 Ways to Stay Coronavirus Safe When Buying Things

Hi Julie,

Here are 10 recommended ways to stay safe while shopping for the things that keep households running. Your neighbors at Sune's IGA Market want to share some of the best ideas to help all Drummond Islanders and their guests stay as safe as possible during this crisis.

Here are 10 useful, practical tips to prevent virus spread when buying things. These are great ideas to use for self-safety while partnering with your local business to get the goods they offer.

Top 10 Ways to Stay Coronavirus Safe Buying Things

- **Shop when it's less busy:** You know your local store, call and ask what's the best time.
- **Wear a Mask:** So, you shop for 30 minutes. You're uncomfortable. Everyone gets that. We're all with you. It's only for a short time and we won't have to do this forever. Besides, you may be saving your neighbor's life.
- **Bring your own sanitizer:** Carry a small bottle. Everywhere. Your own disposable gloves would be extra special. Just remember to take them off properly (yes, there is a way to do that), and dispose of them properly, (same goes...)
- **Wash Non-porous containers:** Wash everything. Everything. Warm, soapy clothes or better yet, disposable wipes will do the job.

- **Wash your hands, counter and other surfaces you've touched:** Make like you're a surgical nurse and need to make sure everything is sanitized, every surface attended.
- **Thoroughly wash produce:** Cool, soapy water works. Tip: Use 1/8 cup vinegar per sink full and let the stuff soak for 5 min. Just to be sure.

If you get items delivered

- **Avoid direct contact:** Ask to have your stuff left in a designated place. Wipe off the door/doorbell if anyone has knocked. Put the empty bags together and stored away from the kitchen for 24 hours if you plan to re-use them.
- **Tip electronically when you order:** You probably know your local store well and what kind of service they provide. Tip accordingly. If you have difficulties or concerns, call and let them know. They want to keep you safe and have an interest in also keeping you healthy.
- **Order early and allow for wait times and substitute items:** Keep a standard list. If you use a small local store, ask for recommendations for substitute items. Know the store brands. Be prepared if they're out of some items. Every store is willing to work with you to make sure you stay safe, well-supplied and healthy.

Samples of the Steps being taken to prevent virus contraction:

- Curbside pick-up and delivery are widely available, especially important for homebound, vulnerable senior citizens.
- Lists can be telephoned or texted to stores.
- Knowledgeable pre-stocking based on experience has helped avoid unfulfilled orders.
- Vigorous social distancing and cleanliness requirements are maintained. Every effort is being made to help ensure no one goes without or makes the risky drive elsewhere.

Local stores have rapidly established measures to keep their customers and employees safe. They continue to do so with their usual devotion to their neighbors. For example, Sune's IGA Market reported approximately 800 grocery and liquor orders filled during the initial phase of the recent stay-at-home directive. They, as well as other business, have expanded ways to maintain social distancing and cleanliness requirements, even as the requirements change, sometimes daily.

Be assured all your local business owners are taking all the steps necessary to keep you and their workers safe during this uncertain time. Safety measures have been instituted to ensure you have the best, most comfortable and safe shopping experience possible. Know what measures you can do to help yourself and your neighbors stave off the coronavirus. We're all in this together.

For more information:

How to Protect Yourself from Coronavirus When Grocery Shopping by Consumer Reports
<https://www.consumerreports.org/food-shopping/how-to-protect-yourself-from-coronavirus-when-grocery-shopping/>

How You Can Help Protect the Health of Grocery Workers During COVID-19 by Healthline
<https://www.healthline.com/health-news/why-we-need-to-protect-grocery-workers-health-protection-during-covid19>

What Grocery and Food Retail Workers Need to Know about COVID-19 by the Centers for Disease Control (CDC).
<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/grocery-food-retail-workers.html>

Sune's IGA Market serves Drummond Island residents and visitors with grocery items, specialty cut meats, fresh-daily baked goods, dairy products, fresh fruit and a large selection of beer, wine and liquor. Contact Sune's at 906-493-5259, by text message at 906-493-1234 or on their Facebook page:
<https://www.facebook.com/SunesGroceryDrummond/>

Look for photos and videos demonstrations: <https://www.facebook.com/SunesGroceryDrummond/>.

Thank you, Julie, for your kind attention. I look forward to visiting you the next time I'm home on the Island. In the meantime, please stay healthy and shop safely.

Sincerely,

Carlene MacGregor | MacGregor Public Relations | 218-242-3740 | cmacgregorhello@gmail.com | @relations_mac2020 | 33733 Townline Rd., Drummond Island, MI