



Adwaita Hermitage
[location]

To: Managers of so-called *PCC Natural Markets*

From: The Rev. David R. Graham

Date: 16 May 2023

Ladies and Gentlemen,

Well, you thought you could be a big, brassy, for-profit retail chain, just put more for-profit stores out there, rather than, as at founding, a means to keep prices to members for basic foods below market. Most things we can get now at QFC, Safeway, or Costco cheaper than at PCC [Puget Consumer Co-Op]. This is the reverse of what PCC was meant to be. You even renamed it Natural Markets to reflect your big-retail, for-profit bias. It used to be for members, now it's for you.

PCC was also originally vegetarian and non-alcohol. You threw that out too. Now you're like a Tesla, sententious sanctimony for people who can afford to throw away money in order to impress their *friends*.

Meanwhile, you raise your own salaries *to attract good talent*.

The so called rewards you sop us with are junk and you know it. Promotional throwaways for you, sops for us. The long-standing 10% discount on cases of products you discontinued was in the spirit of PCC, a Consumer Co-Op. I knew when you stopped the case discount that you were going under, just a matter of time, because you abandoned the nature of the organization. Now you're wanting to rely on finger foods, over-eating, overweening preening, and impulse items to jump revenue. PCC was about staples. Basic necessary foods to sustain the family and

town. You've turned it into a bumptious indulgence orgy of virtue-signaling wimps.

And you allow dirty people soliciting right at your door when a sign nearby states clearly that such is not allowed. The hypocrisy reeks. So don't cry to me that you're poor so you can't continue throwing sops at us. I knew this day was coming. And I also know you are not reporting actual figures. Keep your regrets for your own greedy perfidy. Sixteen stores indeed. That's way more than Puget Sound can support. So your response is to open branches in Taiwan, Mongolia, Ukraine? Has anyone on the board been fired and fined over this predictable outcome of departure from the founding writ? Anyone there not given a raise in salary of late?

Sai Ram,



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