

The New Beet



**CHERISH THE
BEST OF WINTER**



FRANKLIN COMMUNITY
CO-OP

GREEN FIELDS MARKET - MCCUSKER'S MARKET

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FRANKLIN COMMUNITY CO-OP
Green Fields Market
Mon-Sat 8 a.m. – 8 p.m.
Sun 10 a.m. – 5 p.m.
144 Main St.
Greenfield, MA 01301
413-773-9567

McCusker's Market
8 a.m. – 8 p.m. daily
3 State St.
Shelburne Falls, MA 01370
413-625-2548

For store information visit
franklincommunity.coop



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Welcome! The New Beet is our free Co-op magazine, published seasonally in March, June, September, and December. We welcome recipes, classifieds, and event announcements from our members-owners; submissions are due on February 15, May 15, August 15, and November 15 for the corresponding issue. Please send submissions to communications@franklincommunity.coop.

Articles about health and nutrition are for informational purposes only. We recommend that you consult a health care professional for medical advice.

Opinions expressed in this publication are those of the writers and not necessarily the views and/or policies of the Franklin Community Co-op.

GREETINGS, EVERYONE!

BOARD PRESIDENT'S REPORT • WINTER 2024

As our palates shift from pesto to pumpkin pie, the Co-op Board is bustling with activity. In addition to in-store opportunities to purchase candy canes and ingredients for your favorite cranberry relish recipe, there are many opportunities ahead to connect with the Board and with other member-owners to discuss our values as a co-op, meet Board candidates (perhaps you could be one of them?!), and participate in our Annual Meeting in March of 2025.

Elsewhere in this New Beet issue, you'll find an invitation to help articulate our co-op's values, as well as information about running for election as a Board member. In a self-assessment exercise at a recent Board meeting, there was general consensus that we're a collegial and welcoming bunch. Come visit a Board meeting and find out for yourself!

Recently, we've been exploring aspects of co-op membership: how we think of it, what we call it, and why it matters. We'll no longer require membership for those in the Food for All discount program (designed for those who receive SNAP, WIC or SSI benefits), while still encouraging them to consider becoming member-owners.

In terms of engaging member-owners in active dialogue and keeping you well informed, the Board is discussing improvements to the FCC website's member forum. Please stay tuned! In the meantime, if you're a member-owner, you've hopefully seen recent Green Fields Market expansion updates from the new Expansion Communications Working Group; anyone can access the working group's FAQs on the FCC website.

A good time was had by all who visited the Co-op's booth at the Franklin County Fall Food Festival in October. Board member Bill Sweeney plays a mean Haunted Spin-the-Wheel game. Kids

loved decorating trick-or-treat bags with awesome Halloween stickers (thanks to Outreach & Communications Manager Caitlin von Schmidt), and adults really loved the butternut squash lasagna. Not to mention free cake!

On a more solemn note, we're aware of many farms, food stores, and communities that face years of recovery after Hurricane Helene devastated western North Carolina and other areas of the southeast. Please send good energy to the French Broad Food Co-op in Asheville, NC, as well as the farmers, workers, and everyone affected by recent storms.

Last, but by no means least, the Board recently honored John Williams' service as FCC General Manager. A recent National Co-op Grocers (NCG) Report states that "The biggest challenge facing the co-op sector today may be the ongoing turnover of General Managers (GMs). 2023 saw a record number of GMs leaving their roles at co-ops." It is worth noting that GM John has been steady at the helm of our co-op for 10 years as of this October. Congrats and many thanks to John for steering the ship for a very full decade!

Thanks to each of you for joining John, the rest of the staff, and all of us on the Board in helping keep our FCC boat afloat.



Here's to smooth sailing ahead,
Margaret Cooley
Board President

As always, we welcome hearing from you and encourage you to stay in touch.

You can find information about expansion and other Board activities on the FCC website.

Email: bod@franklincommunity.coop

Website: franklincommunity.coop

GREEN FIELDS MARKET NOW CARRIES ALCOHOL!

We have exciting news! As of November 1, Green Fields Market now offers a selection of beer, wine, and liquor. Stop by to explore our collection and discover the perfect pairing for your next meal or gathering. Cheers to new choices at your community market!



GO INTERNATIONAL AT THE CO-OP!

An exciting development has taken place at Green Fields Market! Over 60 new international items have hit the shelves and freezers, both prepared food and a load of special ingredients.

We now have products from brands like GreeNoodle, Gran Luchito, Maya Kaimal, Mr. Bing, Mekhala, La Preferida, ¡Ya Oaxaca!, Thai Kitchen, Patak's, Geeta's, Watcharee's, Eden, Kokuho Rose, Nishiki, the ginger people, Yu Yee, Manjo, and more.

It's a great time to try out some new recipes or some old favorites so come in and check it out!



STAFF PICKS

Want to try something new? Wondering where to start? Try one of these staff picks!



WHAT: Wrap City Chips

WHY: They have a hint of sweetness mixed with salt, plus there are a lot of chips per bag, I get a lot of servings out of each one!

WHO: Wendi Byther, Grocery Buyer



WHAT: Kitchen Garden Green Salsa

WHY: They are tangy!

WHO: Anika B, Accountant

SOME QUESTIONS

Marian Kelner

Is obsessive thinking a monocrop of the mind?

Does a society emphasizing busy-ness have to create problems in order to keep everyone busy?

Do you remember when the sun rises, that its light has just slid across the Atlantic Ocean?

Why is the litter along roads usually beer cans, soda bottles, cigarette butts, and junk food wrappers and not coconut water containers and bags of tofu snacks?

If the results from "experimenting" on animals were transferrable to humans, why don't we go to veterinarians?

If your house were on fire, and your dog had to choose between saving you or her puppies, who would she choose?

How can corporate executives accuse anyone of being a NIMBY, when they never build their factories, nuclear power plants and pipelines in their own backyards?

When you say sardines are little fish that come in cans, is that like saying humans are animals that come in coffins?

Where do the socks go? Really!

WHAT DO WE HOLD DEAR? YOUR THOUGHTS MATTER!

An Invitation to Help Define Our Co-op's Values

The prospect of expansion opens up new opportunities to reflect on and share what we feel is special about our co-op.

Under our system of governance, the "Ends" policies are goals the Board provides to the General Manager related to running the organization. You may have heard that the Board is in the midst of re-evaluating our Ends policies, and some of you participated in an exercise at the 2024 Annual Meeting to elicit membership input into the process. The review of our current Ends, and research about other co-ops' experiences, suggested that our Ends were overly expansive and aspirational, and that making them clearer and more measurable would provide better direction for operations.

As we refine the Ends policies – and to help inform the process – we also want to explore which shared values the Co-op holds most dear. A recent presentation by the Hanover (NH) Co-op at the national food co-op conference described a similar Ends revision, with an additional process of engaging membership to capture broader aspirations or Values. They now use their Values Statement as a "reference point" for developing and refining Board or operational policy, framing it so that "the Ends are for the GM, the Values are for everyone."

Because our Board aims to engage FCC member-owners in a similar process of identifying Values for our cooperative, we invite you to participate in a series of discussions about our values. There are multiple ways to engage:



Attend one or more upcoming Open Forum discussions!

- Saturday, December 14 at 10 a.m. virtual. Scan QR code to join.
- Tuesday, January 7 at 7 p.m. virtual. Scan QR code to join.
- Saturday, January 18 at 10 a.m. in person



Send us your thoughts directly. What is FCC's role today? What do we care most about?

Email values@franklincommunity.coop

Links also available in the events calendar on our website at franklincommunity.coop/events/



OUT AND ABOUT DURING CO-OP MONTH

By Outreach & Communications Manager Caitlin von Schmidt

On October 4, I got to chat with Greenfield Business Association Director Hannah Rechtschaffen on the GBA's regular segment with Kevin Collins on his **Bear in the Morning** show on Bear Country 95.3. We talked about what it means to be a co-op and how to become a member-owner of the Franklin Community Co-op. Thanks, Kevin and Hannah, for the opportunity to spread the word!



Hannah, Kevin, and Caitlin at the Bear Country studio

On October 9, I was part of one of two fascinating and informative panels talking about Co-op month on **WHMP's Talk the Talk show**, hosted by Buz Eisenberg and Bill Newman. It was heartwarming to be in a roomful of people from Real Pickles, Old Creamery Co-op, River Valley Co-op, Co-op



Buz, Bill, and panelists at River Valley Co-op in Easthampton

Power, Flat Iron Co-op, Valley Alliance of Worker Co-operatives, Neighboring Food Co-op Association, UMass Five College Federal Credit Union, Our Family Farms, and Downtown Sounds — all businesses who put mission before money and understand the value of operating cooperatively.

Thanks to Bill and Buz for the opportunity to be a part of the conversation! You can listen to both panels here: tinyurl.com/2pnw7zxs



Chamber Executive Director Jessye Deane, Board President Wade Bassett, and panelists

And finally, in recognition of Co-op Month, the **Franklin County Chamber of Commerce Breakfast** on October 18 at Greenfield Community College hosted a panel of representatives from five local co-operatives — Greenfield Farmers Cooperative Exchange, Real Pickles, PV Squared, Dean's Beans, and the Franklin Community Co-op.

In closing each panelist was asked what they'd like the event attendees to take away about their co-op? My response was: "I'd like people to go away thinking about us not as two grocery stores, even though we are two

grocery stores, but as a bigger part of the local economic ecosystem, and that if it's important to you that money stays in Franklin County, that farmers are supported, that social organizations are supported, then becoming a member-owner means that you are seriously committed to all of those things and that every time you walk into the market you should understand that going into that market and spending your dollars there doesn't send your money away from Franklin County but contributes directly to our community here." Thanks to the Chamber for spotlighting the county's many co-ops!

Vegan Pumpkin Pie

By Trouble Mandeson

Ingredients

- 1 ¾ cup (14 oz. can) pumpkin puree
- ¾ cup coconut milk
- ½ cup brown sugar
- ¼ cup cornstarch
- ¼ cup maple syrup
- 1 tablespoon vanilla extract
- 2 teaspoon pumpkin pie spice
- ½ tablespoon cinnamon
- ½ tablespoon salt
- 1 vegan pie crust
- Vegan coconut whipped cream (optional)



Instructions

1. Preheat oven to 350°F. Add the pumpkin, coconut milk, brown sugar, cornstarch, maple syrup, vanilla extract, pumpkin pie spice, cinnamon and salt to a blender or a large bowl. Mix well.
2. Pour the pumpkin mixture into the pie crust. Use a spatula to spread the filling evenly, and smooth out the top. Bake for 60 minutes.
3. When you remove it from the oven, the edges will be cracked and the middle will be wobbly. Let cool, and then chill uncovered in the fridge until completely set, 4 hours or overnight.
4. Serve plain or with coconut whipped cream.

Chorizo Cornbread Stuffing

By Co+op

Ingredients

- | | |
|--|------------------------|
| ½ cup ground Mexican-style chorizo (any casings removed) | chopped |
| 1 large onion, chopped | 1 large carrot |
| 1 rib celery, chopped | 3 cups cubed cornbread |
| 1 small green pepper, | 1 cup chicken stock |
| | ½ teaspoon salt |
| | ½ teaspoon pepper |



Instructions

1. Preheat oven to 375°F. Lightly oil a small casserole or baking pan.
2. Place a large skillet over medium heat, then crumble the chorizo into the pan, stirring and breaking into pieces as you cook until browned. Pour off any excess fat. Add onion, celery, green pepper and carrot and stir for five minutes. Stir in the chicken stock.
3. Turn off the heat, add cornbread, salt and pepper, and fold to mix. Spread in prepared pan and bake for 20 minutes. When the top is lightly browned, cool on a rack briefly before serving hot.



Candied Sweet Potatoes

By Co+op

Ingredients

- 3 pounds sweet potatoes, peeled
- 4 tablespoons unsalted butter
- ½ cup light brown sugar
- 1 teaspoon vanilla
- 1 teaspoon cinnamon
- ½ teaspoon ground ginger
- ½ teaspoon salt



Instructions

1. Preheat oven to 375°F.
2. Cut the sweet potatoes into 1 ½-inch chunks, placing in a two-quart baking dish as you cut.
3. In a small pan, melt the butter over low heat, then stir in the brown sugar, vanilla, cinnamon, ginger and salt.
4. Pour the butter mixture over the sweet potatoes in the baking dish and stir and turn the pieces to coat.
5. Cover the pan with foil and bake for one hour, or until the potatoes are very tender when pierced with a knife. Let cool slightly before serving warm.

Salted Toffee Chocolate Bars

By Co+op

Ingredients

- 12 graham crackers broken into 24 squares
- ½ pound butter
- 1 cup brown sugar
- ¾ cup chopped pecans
- ½ teaspoon coarse salt
- ¾ cup bittersweet chocolate chips



Instructions

1. Preheat oven to 350°F. Line a cookie sheet with aluminum foil. Place the crackers on the foil-lined sheet, with their edges touching. In a small saucepan, melt the butter over low heat, then stir in the brown sugar. Turn the heat to medium high, bring the mixture to a boil, then reduce heat to simmer, stirring occasionally, and cook for 10 minutes until the sugar has melted. Pour the sugar mixture over the graham crackers, and spread with a spatula to cover evenly.
2. Sprinkle with pecans and bake for 10 minutes, until bubbly. Place pan on a cooling rack and use the tip of a spatula to nudge the crackers apart. Sprinkle with coarse salt. When the pan has cooled, melt the chocolate and drizzle it over the crackers. Let cool until firm; remove from the pan, and break into pieces. Store, tightly covered, at room temperature for up to a week.

WE CELEBRATED NATIONAL CO-OP MONTH IN OCTOBER

By Demo/Outreach Coordinator Mary McClintock

Franklin Community Co-op supports other co-ops through the products we have on our store shelves and the information we share in the community. Our October product sampling during National Co-op Month featured two worker-owned co-operatives: coffee and Nice Nitro cold brew from Dean's Beans and lettuce from Wellspring Harvest. Green Fields Market hosted an information table from a worker-owned co-op based in Greenfield, The Compost Co-op. Each month, we share samples of cheeses made by New England cheesemakers who participate in the Cave to Co-op program. Franklin Community Co-op is a member of the Neighboring Food Co-op Association, a co-op of co-ops. NFCA member co-ops support organic dairy farms in the Northeast through the Northeast Organic Family Farm Partnership. In October, Kiley Brouillet offered cheese samples from two NOFFP farms. Cabot Creamery is a large co-op of New England dairy farmers that produces the popular Cabot cheeses. Cabot Creamery generously donated cheddar cheese samples and Cabot-branded gifts for us to distribute at our information table at several community events in October, including the West County Resource Fair.



OUR TREE AT FESTIVAL OF TREES

We had so much fun participating in the first annual holiday collaboration between the Franklin County Festival of Trees and Light Up the Fairgrounds at the Franklin County Fairgrounds! Visitors drove through a dazzling display of holiday lights put up by community businesses and individuals; explored the glorious, glittering forest inside the Roundhouse; entered a raffle to take home a favorite tree; grabbed fried dough and hot chocolate; or snapped a photo with Santa, Mrs. Claus, and Buddy the Elf.

All donations directly benefit the work of three local nonprofits — preservation of the Franklin County Fairgrounds, mentoring programs at Big Brothers Big Sisters of Western Mass, and the Franklin County Rotary/Kiwanis support of food security programs in our community.

If you're reading this before December 14, you still have time to visit! The final dates and times are December 13, 5-8 p.m.; December 14, 2-4 p.m.; and December 14, 5-8 p.m.

We're proud to be part of such a magical community event!



DEMOCRACY AT THE CO-OP!

By Board Member George Touloumtzis

On behalf of the Membership Engagement Committee

The Second Cooperative Principle — listed high on the wall at Green Fields Market — is “Democratic Member Control”.

The most direct way we exert that control is by choosing who we wish to represent us on the Board of Directors, which serves the member-owners by overseeing the functioning of the organization through supervision of the general manager.

There are 11 seats on the Franklin Community Co-op Board, and three will be up for election this coming year. Voting starts mid-February and culminates at the Annual Meeting on March 2. Having more candidates than seats to fill — a contested election — gives member-owners true choice about their representation.

Would you consider running?

Is there another member-owner you'd like to encourage to run?

What leads one to become a Board candidate?

PASSION

- Caring deeply about FCC as a community-owned organization and downtown anchor.
- Being jazzed about the prospect of GFM expanding into the former Wilson's building.

INSPIRATION

- Glance up to read the other six Cooperative Principles posted on the wall at GFM.
- Check out the Neighboring Food Co-op Association, a regional collective of co-ops that's unique in the country: nfca.coop/
- The United Nations has designated 2025 as the International Year of Cooperatives, to “promote cooperatives’ contribution to social and economic development.”

franklincommunity.coop/become-a-franklin-community-co-op-board-member/

INFORMATION

- Access a Nomination Packet on the FCC website, or at GFM or McCusker's.
- Attend a Board meeting at 170 Main St., Greenfield: Dec. 11th and Jan. 15th. Dinner at 6, meeting at 6:30.
- Ask for a Board meeting packet: bodclerk@franklincommunity.coop
- Reach out to current Board members: bod@franklincommunity.coop

COMMITMENT

- Making the realistic decision to devote time and effort to supporting the success of this important organization.



Scan QR code to learn more and apply!



FRANKLIN COUNTY FALL FOOD FESTIVAL

The first-ever Franklin County Fall Food Festival at the Franklin County Fairgrounds was held on October 19 and we got to be a part of it! Kids enjoyed our trick-or-treat bag decorating activity and Board member Bill Sweeney and Outreach and Communications Manager Caitlin chatted with folks about the Co-op and gave away cool swag like pollinator seeds and FCC balsa wood airplanes. We also handed out pieces of a gorgeous cake from our bakery, beautifully decorated by Jay (great job, Jay!), as a thank you to our member-owners and shoppers!



We got great feedback on our butternut squash lasagna, autumn bisque, maple cream iced coffee, and spiced cider, all made in our prepared food department at Green Fields Market. All in all we had a really great time and we look forward to next year's Food Fest!

UPCOMING EVENTS

MUSIC ON THE MEZZ! FEATURING MYK FREEDMAN

Working member Myk Freedman plays for his volunteer hours, 1st Sunday of the month.

Sunday, January 5, 2025 at 11 a.m. – 1 p.m.

Green Fields Market Mezzanine

Sunday, February 2, 2025 at 11 a.m. – 1 p.m.

Green Fields Market Mezzanine



MUSIC ON THE MEZZ! FEATURING TWO FOR JAZZ

Sunday, December 15 at 11:30 a.m. – 1 p.m.

Green Fields Market Mezzanine

Sunday, January 19, 2025 at 11:30 a.m. – 1 p.m.

Green Fields Market Mezzanine



November & December



ROUND UP FOR THE COMMUNITY

The People's Medicine Project is a small grassroots health justice organization. They offer programs and resources that increase access to complementary healthcare and plant medicine. They work in communities across the Nipmuc, Pocumtuc, and Abenaki lands known as Western Massachusetts. They partner with individuals, communities, and organizations that support their goals of health justice, racial justice, and ecological justice work. They provide opportunities for healing practitioners and community volunteers to offer their time and skills to folks in need.

Round up when you shop at either of our stores and your change will be donated to these excellent organizations.

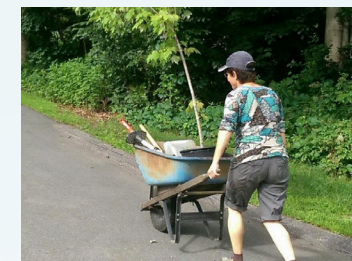
Scan QR code to learn more and donate!



January & February



Greenfield Tree Committee is an all-volunteer organization that grows & cares for primarily native trees, planting them in public spaces in Greenfield for the purpose of climate resilience, wildlife habitat & human well being. They focus on low-income areas of Greenfield and engage community members in planting and caring for trees. Greenfield Tree Committee, comprised of nearly 20 community members, relies on donations and grants to keep their highly successful tree-growing and tree-planting initiative thriving for our community.



Scan QR code to learn more and donate!



September & October

Our wonderful customers rounded up \$1,081.52 to Rachel's Table! Thank you to everyone who donated!

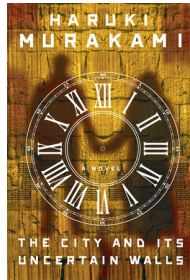


BOOK CLUB

with

 **FEDERAL STREET BOOKS**

DECEMBER



The City and Its Uncertain Walls By Haruki Murakami

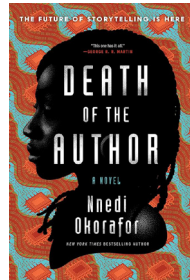
A nameless teenage couple, a boy and a girl, fall in love. One day, she vanishes, and her absence haunts him for life. His search leads him from Tokyo to a mysterious walled town where unicorns roam, shadows untether, and a Gatekeeper controls entry. Becoming a librarian in a small mountain town, he uncovers secrets about his predecessor. As the seasons pass, he questions the thin line between reality and fantasy, with the help of a strange boy who reveals what he's been missing all along.

\$34.99
hardcover

MEMBER BENEFIT

Shop local and save! Buy 1-4 copies of the monthly picks and save 10%, buy 5+ copies save 15%. Email communications@franklincommunity.coop for the code.

JANUARY



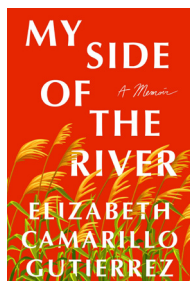
Death of the Author By Nnedi Okorafor

In this exhilarating tale by New York Times bestselling and award-winning author Nnedi Okorafor, a disabled Nigerian American woman pens a wildly successful Sci-Fi novel, but as her fame rises, she loses control of the narrative--a surprisingly cutting, yet heartfelt drama about art and love, identity and connection, and, ultimately, what makes us human. This is a story unlike anything you've read before.

\$29.99
hardcover

Special edition while supplies last. Available 1/14

FEBRUARY



My Side of the River: A Memoir By Elizabeth Camarillo Gutierrez

Elizabeth Camarillo Gutierrez, the U.S.-born daughter of Mexican immigrants, grew up south of the Rillito River in Tucson, Arizona, with the world at her fingertips. She was set to begin high school as the top student in her class when her parents' visas expired, forcing them to return to Mexico. At just 15, Elizabeth was left to care for her younger brother while navigating her own education. Refusing to be a statistic, she clung to the opportunities the U.S. offered, even as she became an unaccompanied homeless youth—one of thousands affected by family separation and broken immigration laws. *My Side of the River* explores family separation, generational trauma, and the cost of the American dream, while celebrating the unbreakable bond between a brother and sister determined to carve a better future.

\$18.99
paperback

Available 2/25

Federal Street Books will be closed from Jan. 5-31 for a break and to work inside the store.

More Book Club info on our website, including member discount code & links to shop Federal Street Books online!

Holiday SPECIALS

Experience holiday cheer with our scratch-made breads, dinners, and desserts!



December holiday catering orders must be placed at least 4 days before pick-up date.

Final date to order is 12/21.



Scan QR code to order online.

HAVE A SPECIAL EVENT COMING UP? LET US HELP YOU!

We offer a wide selection of prepared foods for all occasions, including sandwich platters, cheese platters, pasta and chicken salads, morning pastries, coffee, and desserts.

PLACE YOUR ORDER TODAY!

Catering orders must be submitted at least three business days prior to your event. We can arrange delivery of your order Monday through Friday before noon in Greenfield and some surrounding towns. Please ask about this service when you order.



franklincommunity.coop/catering/



Party Platters



Entrées



Sides



Soups & Salads



Pastries



Desserts

CONNECT WITH US!



Franklincoop



Franklin Community Co-op



BECOME A MEMBER TODAY!

Everyone is welcome to shop at our co-op and everyone is welcome to join!



franklincommunity.coop/join/

SUBSCRIBE TO OUR NEWSLETTER!

Franklin Community Co-op sends out a monthly electronic newsletter! You can find Co-op news, recipes, staff picks, upcoming events, board member profiles, member classifieds, and more.

To keep up with your Co-op, sign up here — you don't need to be a member to subscribe!



franklincommunity.coop/newsletter/

EXPANSION UPDATES!

Stay tuned for exciting updates about our expansion into Wilson's building!

franklincommunity.coop/category/news-updates/expansion/



**FRANKLIN COMMUNITY
CO-OP**

GREEN FIELDS MARKET – MCCUSKER'S MARKET

FRANKLIN COMMUNITY CO-OP TEAM

- General Manager** John Williams
- GFM Store Manager** Andrew Hernandez II
- GFM Assistant Store Manager** Micah Roberts
- GFM Center Store Manager** Tim Gorts
- MCC Store Manager** Al Goodwin
- Finance Manager** David Russell
- Human Resource Manager** Kim Fulks
- Outreach and Communications Manager** Caitlin von Schmidt
- Bakery Manager** Mike Shersnow
- Prepared Foods Manager** Tera Tippet
- GFM Produce Manager** Bryan Gillig
- IT Manager** Rowan Oberski
- GFM Produce Buyer** Jay Majerowski
- GFM Perishables Buyer** Virgil Wetmore
- GFM Grocery Buyer** Wendi Byther
- GFM Specialty Foods Buyer** Kim Nyiri
- GFM Wellness Supplement Buyer** Max Barnett
- GFM Body Care & General Merchandise Buyer** Genevieve Joly
- Graphic Designer** Jenna Robinson
- Demo/Outreach Coordinator** Mary McClintock

BOARD OF DIRECTORS

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