

Longmeadow Company Makes Donation to United Way

LONGMEADOW, MA – Jeff's Granola, a local company donating all profits to charities, used an enduring cross-sector partnership with River Valley Coop and the United Way of Hampshire County to donate \$920 to the United Way of Hampshire County in 2018.

This was the second annual donation made possible by the unique partnership, Jeff's Granola's philanthropic business model, and passionate customers. The donation represents an 8 percent increase from the 2017 donation and revealed strong and growing sales leading into 2019.

River Valley Coop, a community-owned coop located in Northampton, MA, first started selling Jeff's Granola, formerly known as Your Choice Brands, in 2017. The partners decided that Jeff's Granola would donate all profits from in-store sales to the United Way of Hampshire County, a favorite local charity. The United Way of Hampshire County engages and inspires the people, employers, and organizations of Hampshire County to engage on behalf of the local community to ensure that all individuals have the tools and resources to reach their full potential.

The donation was celebrated with a check presentation ceremony on Friday, Dec. 21 at River Valley Coop in Northampton, located in Hampshire County.

Partners include the following:

- Jeff Greim, Founder and CEO, Jeff's Granola
- Nathan McApline,

Merchandising Manager, River Valley Coop

- Nathan Latour, Bulk Coordinator, River Valley Coop

- Joel Seppa, Grocery Coordinator, River Valley Coop

- John Bidwell, Executive Director, United Way of Hampshire County

Speaking for River Valley Coop,

our values and it is an inspiration to see how Jeff's is able to donate back to the community. That is something we want to continue to support and promote going forward."

Speaking for the United Way of Hampshire County, John Bidwell said, "United Way of Hampshire County is ecstatic that Jeff's



The check presentation ceremony at River Valley Coop. Pictured from left to right are Jeff Greim, Nathan McApline, Nathan Latour, Joel Seppa, and John Bidwell. (Photo from Jeff's Granola)

Nathan Latour said, "It has been really nice working with Jeff's Granola--seeing it grow over the years and this year seeing the addition of a very successful new flavor—Crunchy Seeds & Oats."

Nathan McApline added, "River Valley's partnership with Jeff's Granola is great for the store, the community, and Jeff's Granola. This is exactly the type of partnership we want to model. It's what we're here for."

Marketing Director, Natasha Latour, summed it all up by saying: "River Valley Coop is always very happy to be able to partner with local producers like Jeff's Granola that share

Granola's and River Valley Coop have come together to be able to give back to the community in this way. This is a remarkable way of giving that is very visible and reminds people about how important it is during this time of year in particular."

Speaking for Jeff's Granola, Jeff Greim said, "River Valley Coop has been fabulously supportive of Jeff's Granola—the way it has placed the product on its shelves and promoted Jeff's Granola with its customers. I can't thank River Valley and its customers enough. They have been instrumental in the ongoing success of Jeff's Granola and its ability to generate and donate profits to worthwhile charities like the United Way of Hampshire County."

Visit jeffsgranola.com to learn more.