

# NEWS RELEASE

## MASSACHUSETTS DISTRICT

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## Jeff's Granola Named Microenterprise Business of the Year

### Longmeadow-based social enterprise started by retiree

**BOSTON** – The Small Business Administration (SBA) has named Jeff's Granola the 2020 Microenterprise Business of the Year for Massachusetts. Jeff's Granola earned the recognition for increasing sales exponentially and creating a social enterprise that gives back to the community. Jeff Greim started the company as a hobby after retiring from a career in higher education and nonprofit sectors. *"It's a pleasure to recognize Jeff Greim for creating a brand that supports the community," SBA Massachusetts District Director Robert Nelson said. "Small businesses are such an integral part of the Commonwealth's ecosystem and the work they do in helping to build and support vibrant communities is so worthy of recognition. We all commend Jeff's Granola and congratulate them on their path to success and on becoming an impactful household brand!"*

Since starting in 2012, Greim has established a retail division which focuses on a line of premium granolas; and a wholesale division which sells locally produced granola to public school districts for use in federally funded breakfast and lunch food programs for students.

Over the past several years, Greim has received ongoing advice and technical support from Samalid Hogan of the MSBDC Western Regional Office. The Longmeadow-based company has donated to nonprofit organizations such as: United Way of Hampshire County, Survivor Journeys, and other charities. *"Thank you to Samalid Hogan, who nominated Jeff's Granola for this special award. In the current climate, we need to support small businesses more than ever and I am incredibly grateful for the Small Business Administration and their important work," said Founder Jeff Greim. "Thank you for recognizing and sharing the news that a small business like Jeff's Granola with a philanthropic business model can find success. I hope this inspires others to reconsider how business can not only create quality jobs, but also support community nonprofits."*

The company was nominated by Samalid Hogan, Regional Director, Massachusetts Small Business Development Center, Western Regional Office. Greim will be honored virtually at the annual [SBA Massachusetts Small Business Week Awards](#) event on Wednesday, September 23<sup>rd</sup>, 2020. Rescheduled from May, National Small Business Week will be a [3-day virtual conference from Tuesday, September 22nd to Thursday, September 24th](#).

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#### **About the U.S. Small Business Administration**

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start and grow their businesses. It delivers services to people through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit [www.sba.gov](http://www.sba.gov).



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