The Real Deal

Strengthening Expectations

by Corinne Shindelar, President/CEO

“If you expect to see the results of your work in your lifetime you have not asked a big enough question.”

This is my current quote on my email signature and right now it seems to be very relevant leading into the work of the Cooperative in the next quarter of 2019. As we look to the future in our partnership with primary distribution, the decisions that your member elected Board of Directors and INFRA Leadership Team will need to make must keep in mind the long-term viability and success of this relationship. Not always an easy thing to gauge given that the day to day operations right now are so competitive and daunting. Yet, we are up to the task, and part of this task will require updating our member policies and program expectations over the next six months to reflect INFRA’s current contractual agreements with industry partners.

Balancing the needs of the member and the needs of the membership is always sitting in our heads as we deliberate the pros and cons of our position in the marketplace. This is where being a virtual chain creates other layers that an actual chain doesn’t grapple with in their operations. Our desire to be inspiring versus prescriptive can also get in our way when trying to accomplish the outcomes of Strengthening our members through collaboration to forge a sustainable future. Yet, as my closing slide at the Annual General Membership Meeting this month stated, we never know where the next great idea will come from. We have no desire to squash our members’ independence, we actually want to thrive on this part of who we are, differentiating along the way because we are independents. However, in order for us to gain the pricing of a chain, and retain relevancy with our industry partners, we have to put into place program expectations, guidelines, and participation agreements.

As our influence in the industry gets stronger, we have to strengthen our expectations of our membership in order to continue to receive the partnerships that we are experiencing today (and revenue generation). The program participation agreements INFRA executes outline the basic expectations that our supply chain partners expect us to deliver on in exchange for the more aggressive pricing that is part of our contracts.

This applies to a number of the INFRA programs; however, some of these programs are more critical to the cooperative being able to deliver to members on pricing, education, peer networking, marketing, and operational support than others.

Members can expect to see updated INFRA Deals program participation agreements, Supply Agreement participation agreements, and member policies. We are also in the midst of renegotiating our SPINS contract which may or may not have new considerations as part of our final negotiations. These polices and agreements are designed to take into consideration the diversity of the INFRA membership and varying capacity within your organization; however, we must document and have members sign agreements where necessary to achieve strong enough engagement to drive compelling pricing. This is how we hold each other accountable and how we gain some of the advantages of a chain while enhancing our meaningful differences.

The commitments, risk, and rewards are all increasing as we are “Leading the Movement. Driving the Industry. Feeding the Community.” We can do this as a community of independent natural food retailers and retain our culture and core values in the process; holding each other accountable through stronger expectations that align with the opportunities and focusing our resources on individual and collective success. There is so much work to be done in protecting the food system, so let’s move forward together and align our similarities so that we can spend more time on our meaningful difference.

Let’s build this together!

In Cooperation,
Corinne
CoMetrics Digest by Matt Ryan, Retail Services Manager

Happy Spring! We now have four quarters of financial data in CoMetrics and this provides us with an opportunity to look back at 2018 performance. There are some very promising trends emerging along with some measures that show room for improvement. One trend to watch and celebrate is sales growth.

In the chart to the right we’ve broken out sales growth by department in CoMetrics for our top and typical performers (definitions below). The best news is that top performers in every department are outpacing the rest of the Natural Channel, which is growing around 6%*, in this metric. INFRA Wellness departments in particular are experiencing almost double the sales growth compared to the rest of the channel (10.5% vs. 6%), much of it due to the rise of CBD.

CoMetrics provides an even greater level of detail than we are able to provide here. If you would like to learn more about benchmarking to improve your business, please contact Matt Ryan (mryan@inretailers.com) or your Region Manager for more information!

Top performers are a blended measure of members in the upper quartile (75-100%) of the CoScore.
Typical performers are a blended measure of members in the mid-quartile (50-75%) of the CoScore.

*Source: New Hope Expo East State of the Industry presentation

Congratulations to our 2019 Elected Board Members!

We extend our thanks to all of the candidates in the recent Board of Directors Elections. We are grateful for your commitment and willingness to serve the membership. The new Board terms begin on July 1, 2019. Meet them at the 2019 Annual Conference in Minneapolis June 22-25!

Summer Auerbach
Rainbow Blossom
Louisville, KY & New Albany, IN

Cheryl Hughes (Incumbent)
The Whole Wheatery
Lancaster, CA

Adam Stark (Incumbent)
Debra’s Natural Gourmet
Concord, MA
Two decades ago I was of three minds. I wanted to be a writer, but not a starving one. I wanted to earn a good, steady income, but not be just a cog in a flawed machine. I wanted to save the human race from itself but had little idea how. I was working in a small conventional market when I targeted my dream job. I found Guido’s. I doggedly threw myself at the owners. It took me three conversations/interviews over the course of a year before they, perhaps somewhat begrudgingly, gave me a job.

I thought getting the job would be the hard part. Far more difficult was trying to figure out how to parlay my hours and hours of dutifully rotating the onions and potatoes into an expanded role where I could do more to further my goals. It was not easy, but I didn’t give up. Back then you could find me trimming bunches of celery at 5 AM. My hands were busy with the celery, but my mind was elsewhere. Every so often I would suddenly whip out a little notepad and quickly scribble a few lines of dialogue or some ideas for character traits. After work I would add these to whatever ongoing story I was working on at the time. “Saving the world” was confined to one or two spiritual/self-help groups I was attending back in those days.

One decade ago I was of two minds. I had long since published a couple of obscure short stories and my writing was now relegated to emails. The intensity of duty rose as my responsibilities increased. No longer was it possible to do two distinctly different things at once. My focus was on margin and sales and labor costs (money). Was I saving humanity? I was still eager to find a way. I was helping educate and mentor staff and I was setting an example of good ethics. We strengthened our product standards. Sustainability of product sourcing and packaging was increasingly a “thing.” There were others on our team now with greater enthusiasm than I to transform the world, and I served them when I could, as long as it didn’t interfere with greater enthusiasm than I to transform the world, and I served them when I could, as long as it didn’t interfere with my duty to maximize our ability to be profitable in an increasingly competitive marketplace.

Today, having just passed the half-century mark, the decades pass by ever faster. I wish I could report that I am now of one mind. That I am laser-focused on transformative change in our industry and thus the world. The truth is, I am not. There are meetings to prepare for. Meetings upon meetings upon meetings......but it isn’t about me. It never was. I can serve as well as I can lead. And I can help choose our leaders and help to hold them accountable as well as empower them to convert our best work into substantial and transformative change. There are still stories to tell.

Urgent stories. Humanity still desperately needs to be saved from itself. Twenty years ago, there were six billion of us. Now we are at 7.7 Billion.

Scientists recently revealed that carbon dioxide levels in our atmosphere are now at a level not reached since three million years ago. Sense of urgency, anyone?

Pat Towler, co-owner of Common Crow, recently posed the following on the listserv: 

*What is our moral duty as grocers to direct our customers to do the right thing?*

At Guido’s, we have posed this very question to ourselves. Our meetings aren’t just about tweaking margins on spreadsheets. We discuss ways to support positive legislation. Our meetings are about plastic bags and containers and solar panels and converting our food waste into energy. It is great to be closely working with so many people at Guido’s, and now at INFRA, who I admire and happily serve in our collective mission. THE mission. Because if we do not survive, all else is moot.

If you are lucky, you have found purposeful work. Perhaps you have developed a daily routine that is a small part of the solution. Is that enough? Maybe your conscience is sated but not your heart? Do you feel safe, but not fulfilled? Perhaps you tell yourself you’ll have time to consider your larger place in the world when you find a break in your duties. Our work is not complete when we find that job that has an indirectly positive impact on a small scale. Our work is continuous. Our work is difficult. But it is fulfilling, heartwarming, and exciting. In this dynamic industry, we are not following a script. We are creating something; writing a story.

*“If there is a book you want to read, but it hasn’t been written yet, you must be the one to write it”*  
-Toni Morrison

I found a good job. It is also a good job. But in the end, what was my life? Was it bigger than me? Was it transformative? Was “mission” just an intellectual exercise or did I bravely live it?

You are part of an association striving to lead the good food movement, drive the industry, and feed the community. There is nothing passive about being an INFRA member. You have chosen to be part of the work. That might entail rearranging some of your day-to-day priorities. That could mean neglecting some of your duties to serve a higher purpose. It could mean throwing yourself into the effort of creating a way for your duties to more closely resemble what your heart truly desires. What is your mission? What story are you writing?
### Greater Visibility Means Greater Accountability
**2019 INFRA Annual Conference**

#### Saturday, June 22, 2019

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<th>Time</th>
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<tr>
<td>2:00pm - 5:00pm</td>
<td>Member Think Tank on Facing Increasing Competition</td>
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<td>New this year and facilitated by INFRA, members share best practices, challenges, and successes in an ever-competitive landscape. All are welcome to kick your conference activities off with this lively conversation. <em>Registration required.</em></td>
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<tr>
<td>6:00pm - 10:00pm</td>
<td>Opening Reception &amp; Dinner</td>
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<td>Lakes &amp; Legends Brewery Taproom</td>
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<td><a href="http://www.lakesandlegends.com">www.lakesandlegends.com</a></td>
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**Sunday, June 23, 2019**

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<th>Time</th>
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<tr>
<td>6:45am</td>
<td>Organized Walks/Runs</td>
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<th>Time</th>
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<tr>
<td>7:00am - 8:15am</td>
<td>Registration Table</td>
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<th>Time</th>
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<tr>
<td>8:00am - 10:00am</td>
<td>Breakfast and Keynote</td>
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<td><em>Organic: Our Time is Now</em> with Gary Hirshberg (Co-Founder and Chief Organic Optimist, Stonyfield Organic)*</td>
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<td>Gary has been actively engaged in organic agriculture, research, policy activism and commerce since the late 1970’s. He will discuss how the confluence of health, climate, agriculture and consumer trends led to organic being one of the Nielsen Top 5 national trends in 2018 and why we can expect even more accelerated growth moving forward. And as a founder, CEO, and board member of multiple organic and natural brands, he’ll speak about the unique opportunities for INFRA members to outflank larger retailers to capitalize on hot organic market trends.</td>
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**Session 1**

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<th>Time</th>
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<tr>
<td>10:15am - 11:45am</td>
<td>Branding: An Identity Refresh with TBD (Haberman)</td>
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<th>Time</th>
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<td>An overview of the process leading to the new INFRA brand identity and what you might consider in any brand identity changes.</td>
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<tr>
<th>Time</th>
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<td>Planning for Promotional Success In-store and Out with Susan Kiskis (The Healthy Grocer), Stephanie Jones (Choices Natural Market), and Dennis Eymann (Nature’s Food Patch)</td>
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<td>Moderated by John Fieldstrom (INFRA)</td>
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<td>This panel has combined decades worth of experience in promotional planning and execution, and they will help you discover the best promotional strategies for your store.</td>
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<th>Time</th>
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<tr>
<td>2:45pm - 3:00pm</td>
<td>Break in Winter Garden</td>
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**Session 2**

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<tr>
<td>1:15pm - 2:45pm</td>
<td>Marketing: The Value of Storytelling with TBD (Haberman)</td>
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<td>The value of storytelling and a light workshop for improving how you tell your differentiating marketing message.</td>
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<td>The Next Chapter of Your Business: CoMetrics Benchmarking and Newly Available Reports with Paul Giudice (CoMetrics)</td>
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<td>This session will focus on how to best use CoMetrics and will highlight exciting new additions to their web report tools.</td>
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<th>Time</th>
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<td>Going Through Changes: Pricing Update Strategies From Member Experts with Lori Pittari (New Morning Market), Brian Kvistad (Blossom On Lopez), and Dave Hawkins (Mother Earth Foods)</td>
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<td>Moderated by Lindy Bannister (INFRA)</td>
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<td>A panel of members discuss the daunting task of keeping on top of cost changes. These experts will share how they gather and process cost changes in the back of the house and turn them into price changes in the front.</td>
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<td>Slow Money - Local Funding for Organic Producers and Small Food Enterprises with Woody Tasch (Slow Money)</td>
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<td>Learn about the Slow Opportunities for Investing Locally (SOIL) model and discuss strategies for engaging the local community in not only using their consumer dollars wisely, but putting them to work in the local food system.</td>
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**All Annual Conference times and sessions are subject to change.**
Greater Visibility Means Greater Accountability
2019 INFRA Annual Conference

Turn Passion into Profit with Mari Geier (Nuts ‘n Berries Healthy Market), Jarred Gild (Western Market), and Bryan Tayara (Rosewood Market)
Moderated by Lindy Bannister (INFRA)
Our panel of member experts will describe how their passion for a product category drove sales in that category.

Partnering Big and Small to Address Climate Change – What’s Next? with Maria Carolina Comings (Cascadian Farm, Muir Glen, & EPIC Provisions), Robert Sansom (EPIC Provisions), and Steven Rosenzweig (General Mills)
In this panel you will hear from three different perspectives on how General Mills is helping to lead the revolution in regenerative agriculture to address our largest source of greenhouse gas emissions.

As an owner are you looking for ways to provide for stock liquidity for your retirement, and to ensure the continuity of your business operations to protect your legacy is carried forward? This session will focus exploration of emerging models of regenerative “steward-ownership” and constructive capital financing can be used by companies that wish to remain independent and mission-driven as founders exit.

5:30pm - 6:00pm Reception

6:00pm - 10:00pm Community Celebration & Awards
This year’s Member highlight - Summer Auerbach, Second Generation Owner (Rainbow Blossom Natural Food Markets and Wellness Center)

Monday, June 24, 2019

6:45am Organized Walks/Runs

8:00am - 9:45am Breakfast and Keynote
The Next Wave of Genetic Engineering and Retailer Leadership – Vetting our Shelves, Educating our Consumers with Dana Perls (Friends of the Earth) and Mindee Jeffery (INFRA)
Learn about the new wave of GMOs, how to read between the lines for risk in our supply chains and what strategies we can use to collectively engage our vendor partners while educating consumers.

All Annual Conference times and sessions are subject to change.
Registration Information
Registration is for INFRA Retailers only.
For more information please contact Quinn Meyer at qmeyer@infretailers.com.

New This Year - Mobile App
We are bringing the INFRA Annual Conference to your mobile device! Look for communication on how to download the app and what information you’ll be able to access through this new feature.

Back by Popular Demand - Conference Ice Breaker
Retailers! Bring a t-shirt for each of your store’s attendees that is branded with your logo for a "get-to-know-you" swap!

• Sustainability Sponsors •

Mark your calendars for the 2020 INFRA Annual Conference!
June 17-20, 2020
Minneapolis, MN
Greater Visibility Means Greater Accountability
2019 INFRA Annual Conference Tabletop

This year at the Tabletop you’ll have the chance to experience many new vendors and Show Deals! INFRA is working with Perenso to provide the most efficient and effective ordering experience for our members pre-show, at the show, and in the post-show period. Please keep in mind, only members who attend the show are able to submit Show Deals orders. Stay tuned for more information about the Show Deals in the coming weeks!

ACURE
Against The Grain
Alden’s & Julie’s
( Oregon Ice Cream)
Alter Eco
Amazing Grass
Amy’s Kitchen
Andalou Naturals
(BWX Brands USA)
Applegate
Aura Cacia
Barnana
Beanfields
BETTER LIFE
Bilinski’s Sausage
Bionaturae and Jovial
Birch Benders
Bluebonnet Nutrition
Bob’s Red Mill
Boiron
Bonafide Provisions
Booda Organics
Conagra & Boulder Brands
Bright People Foods
Bulletproof 360
California Farms
California Olive Ranch
Campbell’s
Carlson Labs
Charlotte’s Web
Chloe’s Fruit
Chocolove
Chosen Foods
Clif Bar & Co.
CoMetrics
Creminelli Fine Meats
Crofters Organic
Crunchmaster (TH Foods)
Daiya Foods
Dang Foods
Danone North America
DERMA E
Desert Essence & Country Life
Dr. Bronner’s Magic Soap
ECRS
Endangered Species
Chocolate
Enjoy Life
EO
EPIC
Equal Exchange
Essentia Water
Essential Oxygen
EuroPharmaevamor Water
Field Roast & Lightlife
(Greenleaf Foods)
Florida Bottling
(Lakewood Juices)
Foodstirs
Four Sigmatic
From The Ground UP
Frontier Co-op
Fruit Bliss
Fruit d’Or
Garden of Life
General Mills
Go Raw
GoMacro
Good Day Chocolate
Good Karma
GrandyOats
GT’s Living Foods
Hail Merry
Happy Family
Harmless Harvest
Health-Ade
HIPPEAS
Hu
Hydro Flask
ICONIC Protein
inner eco
Jarrow Formulas
Juniper Ridge
Justin’s
Kettle and Fire
KeVita
Kicking Horse Coffee
kite hill
Klean Kanteen
Koia
KOR Shots
Kuli Kuli
LBMX
LIFEAID Beverage
Lily’s Sweets
Lotus Foods
Lundberg Family Farms
MadeGood Foods
Manitoba Harvest Hemp
Foods
Maple Hill Creamery
Mary’s Gone Crackers
Mavuno Harvest
Maya Kaimal
MegaFood
Milkademia
Mineral Fusion
(BWX Brands USA)
Miyoko’s
Natural Factors
Nature’s Way
Nativas Organics
NETWORK Services
New Barn
New Chapter
New Hope Network
No Evil Foods
Nordic Naturals
NOW Foods
nutpods
Nutraceutical
Nutranext
OCHO Candy
Once Upon A Farm
Organ
Organic Valley &
Organic Prairie
Pacific Foods
Pamela’s Products
Peeled Snacks
Perfect Snacks
PlusCBD Oil™
Post Consumer Brands
Primal Kitchen
PROBAR
REBBL
Rebel Green
Red Duck Foods
Ripple Foods
Sambazon
Savings4Members
SeaSnax
Shire City HERBS
siggi’s dairy
SmartPants Vitamins
Smucker Natural Foods
Stonyfield Organic
Swerve
Tasty Bite
Tecumseh Poultry
Thayer’s Natural Remedies
The Essential Baking
Company
The Good Crisp Company
The Honest Company
The Real Coconut
Thousand Hills
Tony’s Chocolonely
UNREAL Brands
Vega
Vegetable Co’s & Tres Latin
(Samantha Brands Group)
Venture Emerging Brands
Vita Coco & Runa (All Market)
Vital Farms
Vital Proteins
Waterloo
Wild Planet Foods
wildbrine
Wisdom Natural Brands &
Sweetleaf
WishGarden Herbs
World Centric
Xlear
Yogi Tea
Zevia

After the INFRA Annual Conference, all remaining food samples and refreshments supplied by vendors will be donated to Twin Cities foodbank Second Harvest Heartland, who works to end hunger through community partnerships.
From the moment we discovered our partnership included a love of working together on projects, we knew we should run a store together. We watched this model in action when working for and with Michael Kanter and Elizabeth Stagl (and later Emily Kanter and Caleb Dean) and were inspired by the yin and yang of it all. When we made the hard decision to move from Cambridge (and Cambridge Naturals) to start a family in Western Massachusetts, it was very much a leap of faith. Within three months of arriving, we had our baby Maya Rose (now 3!) and purchased a house and a new car, we were maxed out to say the least and then Bud and Sydney Stockwell offered us the business. Having worked with Bud for those three months, I was thrilled with the offer but totally daunted with the ‘how’ financially, spiritually and mentally, all of it seemed a bit more than we had the capacity for.

That being said, we said yes! Let’s figure it out! It takes about three years and a lot of tears (and a willing owner) to buy a business with no money or collateral (facts). We took the next three years to develop a viable business plan and got very comfortable asking people we don’t know for large sums of money. At many points throughout the process we took stock of ‘is this still the right thing for us’ and kept seeing the light through the trees. We pursued our goals, assembled a willing transition team and eventually got to March 18, 2019 and signed on the dotted line. We have spent the last month in setup mode and it has been intense and at times extremely frustrating but the rewards are coming daily and the support from the community has been incredibly humbling.

Lessons we have learned in this process include but aren’t limited to the following:

- Get a good lawyer (and remember you are in the drivers seat at all times). Literally shop around, listen to your instincts. LIKE YOUR LAWYER! (it’s possible). Also be open to hearing the truth from them (even if it’s not what you want to hear), you’re paying them to keep you from screwing up!
- Get a good accountant (and have them regularly check the numbers), be open to them saying your plan is not as viable as you think... you should genuinely feel like you are putting together a team that will get you over the finish line.
- Contact the Small Business Administration (SBA) and get all the help you possibly can. There are so many good people to bounce ideas off of at the SBA, meet with them and find someone you like.
- Take meetings with bankers, investment funds, angel investor groups and frankly, any rich person you can relate to, if only to glean more education and insight into how the various options for funding work.

Once you establish what the lenders are looking for, get a packet together and start “fishing” at the various loan departments in as many banks as you can stand. The offers back will all be similar but there are subtle differences that work in your favor, so don’t say yes until you really feel you are looking at the path through. In our case, this business has been here forty years... enlist the senior staff in the process and get them to invest in the future WITH you, when we made that click, it was/remains an amazing feeling.

It’s not all fun, and its more work than you could ever know, but Jade and I wouldn’t change anything about the three year process we went through. We learned so much so that by the time we actually got the store, we were truly ready!

Welcome to INFRA, Zoë Stromswold

by Zoë Stromswold, Reporting Analyst

As the newest addition to INFRA’s Operations team, my goal as Reporting Analyst is to validate and integrate data into the new Customer Relationship Management (CRM) system and analyze data for business and financial reports. Along with the day to day accounting tasks I will be performing, my primary focus is maintaining all manner of INFRA’s business data. Since I will be dealing with membership and finance, my position intersects with many folks at INFRA, including Purchasing and Supply Agreements.

Before coming to INFRA, I worked at Twin Cities Co-op Partners, formerly Wedge Co-op in Accounting, IT, and Membership. Throughout my 16 years there I did just about every task imaginable related to each of those departments. More recently, I worked on the consolidation of financial and membership data as TCCP moved into an era of a shared Accounting and POS system. This required extensive knowledge of the business systems and practices and necessitated creating reliable points of integration. I love wading into the murk of data to design solutions and useful reports for end users!

I’m excited to be a part of this thriving and growing business at INFRA. The staff here have been amazingly welcoming. I’ve been so impressed by the intense focus on delivering measurable results to membership and the seriousness with which all endeavors are undertaken. I look forward to all of the challenges that INFRA has in store!
Mindee Jeffery joins the INFRInians
by Mindee Jeffery, Senior Region Manager

Mark Squire tells a story about organic farmers, reflecting that it takes 10 years and around that time the soil gets really nutrient rich. Good Earthlings and INFRInians have been around each other about that long. I took a look over at the INFRA office and realized the opportunity for cross pollination. An organic-focused retailer transplanting into a nutrient-dense co-op headquarters sounds like a pretty good garden to me.

As a Good Earth staffer for the last 15 years I was given free range in a culture of great debate on the future of the food system. We grew alongside INFRA, winning margin strategies and price point perception through building a collective promotional position. At the same time, we pressed the industry to develop organic products in a marketplace seeking its own identity. Good Earth’s relentless reach into policy efforts taught me that participation causes change and I began to see the fruits of my own work to get organic product into an 8,000 square foot original brick and mortar hippie granola town. As Good Earth’s sales and organic enforcement burst through its second age, we convinced consumers across the nation that we could build a transparent food system via organic certification, protect ourselves from emerging technology via education and demand, while building out to 22,000 square feet and offering entirely organic food service. Good Earth being uniquely situated geographically with a consumer landscape of researched intelligence brought out the best in our efforts to become great retail operators. INFRA programs and the opportunity for dialogue with our peers nationally kept us in the skill sets that fed our growth.

In 2014 I converted fully from anarchist revolutionary to democratic participant and volunteered to represent retailers on a committee advising California’s State Secretary of Agriculture on Organic issues. I was the Chair of the California Organic Products Advisory Committee for two years, where I had the privilege of witnessing the organic system as a functional democracy from the inside. It is an honor to understand the power of a fully represented constituency in partnership with government agencies to cause change in food and agriculture.

I joined INFRA this year as the Senior Region Manager with the intention to see the entire horizon of the food system from our individual vantage point(s). INFRA retailers face unique yet similar challenges. My operational experience and pathway through Good Earth’s two store creation saga have provided me with many skill sets. One of which is recognizing expertise that is uniquely focused in our industry and connecting it to a particular need across operational systems. I am excited to understand the many landscapes of our INFRA programs and use my vision of store opportunities on the ground to strengthen our membership and our position as stewards of the food system. As we align our efforts through execution we free our staff, our leadership, and our business partners to innovate radical change.
Congratulations, Emily & Jason!

INFRA’s Wellness Category Lead, Emily Soejoto and her husband Jason welcomed Moses Djoko Soendoro Soejoto into the world on February 14, 2019 at 2:19am, weighing 8 pounds, 2 ounces and 18.5 inches long. Welcome to the world, Moses!

INFRA In-Person Events

Building Bridges Between Departments for Promotional and Marketing Success

May 14-16 in Brunswick, ME
May 29-31 in Indianapolis, IN
July 16-18 in Yuba City, CA

RSVP here: https://www.naturalfoodretailers.net/2019-promotional-and-marketing-intensive-registration

Questions? Please reach out to Quinn Meyer at qmeyer@infretailers.com or your Region Manager. Registration is for INFRA Retailers only.

Coming soon:

Motivate & Retain: Fresh Ideas and Practical Tools for Keeping Your Best Staff
July 31, 2019 - Pewaukee, WI

Succession Planning: Positioning for Savings, Tax Scenarios, Business Valuations, and Retirement Security
August 20-22, 2019 - Philadelphia, PA

Calendar of Events

May
May 14-16  Building Bridges Intensives
Freepot, ME
May 21  1pm  Grocery Category Review:
Salad Dressings & Toppings
May 23  3pm  Grocery Category Review:
Salad Dressings & Toppings
May 27  Memorial Day
May 29-31  Building Bridges Intensives
Indianapolis, IN

June
June 5-6  UNFI Holiday Show
June 12-13  KeHE Holiday Show
June 16  Father’s Day
June 22-25  INFRA Annual Conference
July
July 4  Independence Day
(INFRA Offices Closed)

July 9-11  Building Bridges Intensives
Yuba City, CA
July 16  1pm  Wellness Category Review:
Supplemental Oils
July 18  3pm  Wellness Category Review:
Supplemental Oils
July 30-Aug 1  HR Intensive
Pewaukee, WI

August
August 5-7  Department Leadership Intensive
Garrison, NY
August 7-8  INFRA Board of Directors Meeting
Minneapolis, MN
August 13  1pm  Grocery Category Review:
Ice Cream
August 15  3pm  Grocery Category Review:
Ice Cream
August 20-22  Succession Planning Share Group
Philadelphia, PA

INFRA Staff Anniversaries Quarter 2

Dave Messer  IT Manager  4 years
Rachel Comeaux  Fresh Program Manager  3 years
Mike Ohman  Region Manager  3 years
Ruthanne Atkinson  Operations Manager  2 years

Board of Directors
Cheryl Hughes
Board Chair
The Whole Wheatery
John Pittari
Vice Chair
New Morning Market
Kimberly Hallinan
Treasurer
Independent Director
Aaron Gottschalk
Secretary
Wildberries Marketplace
Thomas Barstow
Guido’s Fresh Marketplace
Terry Brett
Kimberton Whole Foods
Aaron Gottlieb
Native Sun Natural Foods Markets
Michael Kanter
Cambridge Naturals
Paku Misra
Sunflower Natural Foods Market
Adam Stark
Deba’s Natural Gourmet
Mylese Tucker
Nature’s Cupboard
Corinne Shindelar
INFRA President/CEO

Contributors
Corinne Shindelar
President/CEO
Matt Ryan
Retail Services Manager
Thomas Barstow
INFRA Board Member
Nate Clifford
Cornucopia Natural Wellness Market
Zoe Stromswool
Reporting Analyst
Kelly Miles
Region Manager
Mindee Jeffery
Senior Region Manager
Travis Brew
Marketing Coordinator

Independent Natural Food Retailers Association
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St Paul, MN 55114