



THE STORY OF COOPERATIVES IN AMERICA
OUTREACH & DISTRIBUTION PLAN

Food For Change

Outreach & Distribution Plan (ODP)

Overview

Together, 126 co-operatives in 36 states sponsored the production of [*Food For Change*](#), a film about the role that food co-ops play in the vitality of our nation's food system. They entrusted award-winning filmmaker Steve Alves to tell their story and follow three of the seven Cooperative Principles to: provide education about cooperatives; work with other co-ops; and demonstrate concern for community.

Seven years in the making, the film was shipped in May 2014 to co-ops that contributed a minimum of \$500 to the \$300,000 project. Since then 60 more co-ops have obtained the film by contributing to the Outreach & Distribution Plan (ODP). To date there have been over 300 screenings in 34 states, with an estimated audience of 7,000, which is an achievement but still a fraction of the 1.3 million food co-op members nationwide¹. We have, therefore, produced this outreach plan to reach more members, students, and the general public about the role and benefits of cooperatives.

Our goals are to help co-ops:

- increase membership
- strengthen member loyalty
- energize staff
- teach young adults on how cooperatives build a better world
- heighten awareness of your co-op in your community

The ODP provides information about the audiences for the film and the resources needed to reach each group. It presents an opportunity for co-ops to define themselves as authentic values-based organizations.

The film has proven to be effective when used in membership drives and capital campaigns. There are numerous reports of people seeing *Food For Change* and joining, deciding to work, and shopping at a co-op. Co-ops that use the film in this way have seen a positive return on their investment.

The ODP budget is \$150,000, of which \$106,186 has been raised to date: \$73,081 in direct contributions and \$33,105 in sales, leaving a balance of \$43,814 to complete the job (see budget on page 10).

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¹ <https://www.ncg.coop/about-us>

The goals of the ODP include:

- 50 National Co-op Month screenings in 2018
- local and national public relations campaigns leading up to the screenings
- 20 additional community screenings throughout the year
- 30 colleges and universities using the film (there are 20 to date)
- Nationwide PBS broadcasts (Maine PBS aired the film three times in 2016, Vermont PBS will air in 2018)
- 15 filmmaker presentations at colleges and universities (six done to date)

Audiences

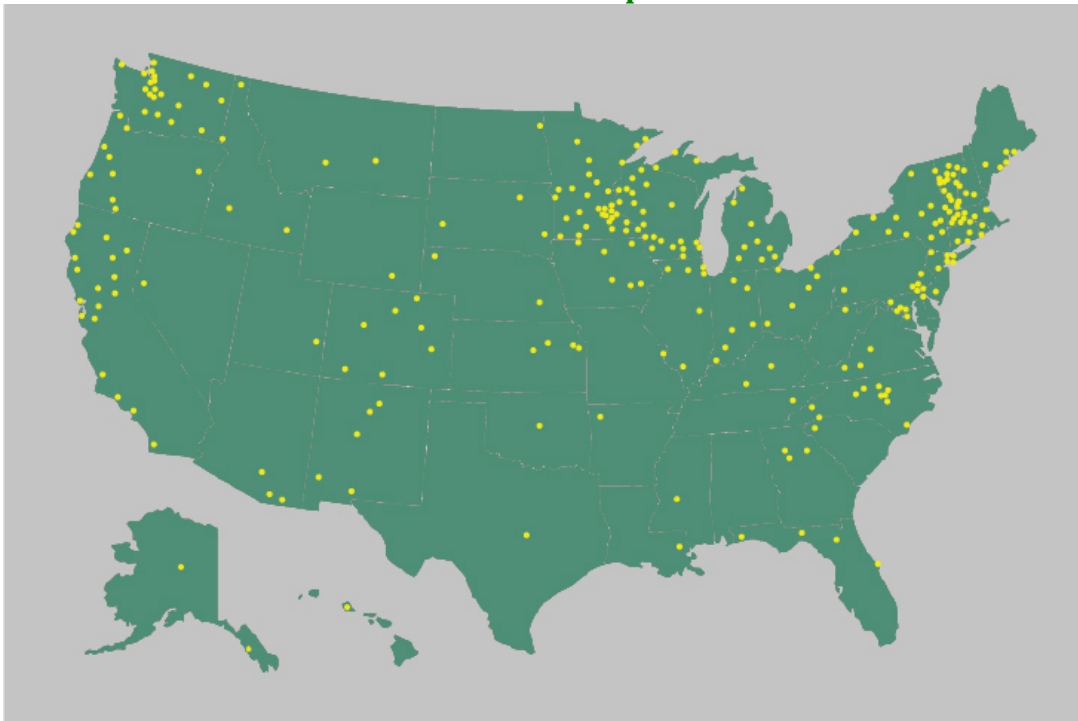
1 - Co-op Members & the General Public

Co-op members are our main audience and bridge to a wider audience through word of mouth, social media sharing, and online access.

2 - Community Groups

Word-of-mouth from screenings and public relations campaigns will help reach civic and religious groups. Co-op representatives' participation in community screenings provides an opportunity to engage on important health, environmental, and economic issues.

Locations of Food Coops in the U.S. 2018



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3 - Educational Institutions

College and university students are a critical audience for *Food For Change*. The film is currently used in twenty educational institutions. We aim to increase that to fifty by December 2018. Four Community College presentations occurred in 2017, three in 2018 and three more are lined up. To reach this goal we will:

- seek out board and co-op members with ties to educational institutions
- revise and expand the MassHumanities funded study guide that accompanies the film
- work with our distributor, [Bullfrog Films](#), to reach more educational institutions

4 - Influential People

We continue to seek out opinion leaders such as consumer advocate, Ralph Nader, a long-time promoter of co-ops, who uses *Food For Change* in his presentations. Nader refers to Steve Alves as “the nation’s leading expert on food co-ops,” and has asked Alves to speak at his events. Co-op leader, Vernon Oakes, hosted two one-hour interviews with Alves in 2016 on WOL 1450 “[Everything Coop](#)”. Food Studies and Public Health Professor, Marion Nestle, added “this film should inspire anyone interested in creating socially just, community supported, and economically viable enterprises”. We plan to reach out to more opinion leaders, including Jim Hightower, Francis Moore Lappé, Marjorie Kelly, and Tom Philpott.

5 – Low Income Neighborhoods

Food For Change is being used as an organizing tool in economically distressed areas, particularly among communities of color, where residents are trying to revitalize neighborhoods by organizing food cooperatives. A Spanish language version of the film will be shown in Holyoke, Massachusetts. A screening, sponsored by the Black Community Food Security Network in Detroit, drew 150 people and signed up 16 members. Twelve Massachusetts community college presidents have affirmed their desire to show the film. The Long Beach Grocery Cooperative, in Long Beach, California, hosted [screenings in 2015](#) and again in 2017 to raise capital and increase membership. The Mandela Food Co-op, in Oakland California, screened the film in March 2018 and will show it again in October.

6 – Public Television

Maine Public Broadcasting Network, with an estimated viewership of 200,000, aired *Food For Change* several times in October, 2016, and asked to show the film again. Vermont PBS is airing the film in 2018. New Hampshire and Massachusetts PBS stations are next on our list. Ultimately, we plan to offer the film to 350 public television stations in all 50 states, through the American Programming Service (APT) & Public Broadcasting System (PBS)

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Summary

Food co-ops came together to tell their story cooperation by supporting the making of the feature film *Food For Change*. To complete the mission, we've developed this Outreach & Distribution Plan to inform a wider audience about America's longest surviving alternative economic system. Audiences will learn that the food industry is not controlled entirely by virtual monopolies. There is another way that strives for fairness throughout the chain of food suppliers. The [2016 Activities Report](#) describes what we accomplished in 2016 and our plans for 2018. Support our work and help us educate more people about cooperatives!

Crew

Steve Alves, Producer/Director, Outreach Strategist, steve@foodforchange.coop, is an award-winning documentary filmmaker who graduated from the University of Southern California's School of Cinematic Arts. After working in Hollywood and New York City as a film editor for ten years, he moved to western Massachusetts to work with Ken Burns' company Florentine Films before starting his own company, Home Planet Pictures in 1987. His 1989 production *Life After High School* won best educational film at the Chicago Film Festival. Since 1997 Alves has produced and directed seven films using local topics to reveal universal themes. His 2001 production, *Together in Time* won a CINE Golden Eagle, Best Short Documentary at the International Family Film Festival, and a Gold Award from WorldFest-Houston. *Talking to the Wall: The Story of an American Bargain* won several environmental awards, aired on public television, and featured in over a dozen film festivals. Alves is also the recipient of the United Nations 2012 *Cooperatives Build a Better World* Award and River Valley Co-op's 2015 *Austin Miller Co-op Hero Award*.

Jamila Medley, Outreach Consultant, jamila@foodforchange.coop was introduced to cooperatives at Mariposa Food Co-op in Philadelphia, PA where she was Membership & Marketing Manager and Organizational Development Coordinator (2012-2015). Her career has spanned 20 years of service in mission-driven organizations where Jamila has designed and implemented marketing and outreach/education programs serving diverse communities, stewarded groups through organizational development processes, and strengthened co-ops as democratic workplaces. Jamila holds a M.S. in Organizational Dynamics from the University of Pennsylvania and serves on the Boards of Directors for the Philadelphia Area Cooperative Alliance and the Media Mobilizing Project.

Lindsay Bradley, Outreach Manager, lindsay@foodforchange.coop was a member-owner and the general manager at W/N W/N Coffee Bar Cooperative, a collectively run coffee shop, bar, and restaurant in Philadelphia. Lindsay has worked in community driven restaurant management since 2012 and has been an anti-oppression activist most of her life. She is a participant in the 2016 cohort of the Cooperative Leadership Institute as well as the 2016 Philly Anne Braden Anti-Racist Training for White Organizers. She continues to work as an organizer for racial and economic equality and environmental justice with the Philly Thrive, Right to Breathe Campaign as well as participating in her local economy as an active member of Mariposa Food Co-op.

Marcia Day, Outreach Assistant, marcia@foodforchange.coop has worked on *Food For Change* during the film's production as a researcher and production assistant. She now oversees social media outreach activities and facilitates grant submissions. She brings over 16 years of external funding experience from her position as Grant and Contract Administrator at the University of Massachusetts Amherst. She holds a B.A. in economics and women's studies and a Master of Public Policy and Administration degree from the University of Massachusetts Amherst.

Consultants

Peter Broderick has developed distribution strategies for over 900 films including: *Food, Inc.*, *Forks Over Knives*, and *Fed Up*. Former President of Next Wave Films, he is an influential advocate of digital moviemaking with a focus on independent film distribution. He works directly with filmmakers to create customized distribution plans, emphasizing filmmaker independence through hybrid distribution models.

Caitlin Boyle is a pioneer of grassroots distribution for independent films. She works with filmmakers to design screening and audience outreach initiatives. Caitlin founded the company Film Sprout to bring tactical support to independent filmmakers seeking to create platforms for social change. Boyle has worked with dozens of award-winning feature documentaries including *The Invisible War*, *Dirt! The Movie*, and *Vanishing of the Bees*.

Case Studies

- The Detroit Black Community Food Security Network showed *Food For Change* on July 12, 2014, to a crowd of 150 and immediately signed up sixteen new members after the show, raising \$3,200 for their start-up co-op.
- Prairie Roots Food Co-op, in Fargo, North Dakota, showed an early version of *Food for Change* in the fall of 2013 to 100 people in their historic theatre. Eight people joined that night. They have since shown the film at a local church, public library, on cable access TV, and again at the historic theater in 2016. Membership has grown steadily from 200 to 1,804 and they opened the doors to their new store in the summer of 2017.



Reactions to Food For Change

"Having co-op members with a strong understanding of the history and role of food co-ops will only serve to make our co-op stronger." – *Kaye Kirsch, Prairie Roots Food Co-op, Fargo SD*

"*Food For Change* does a remarkable job of peeling back the layers of co-ops in the United States since the 1930s. It's a movie that shows how current global issues can be tackled locally using the time-tested principles of cooperation." – *Allan Reetz, Communications Director, Hanover Consumer Cooperative Society*

"Thank you for making such an excellent movie and resource to help us be successful. It really helped to solidify why we are all volunteering to make our co-op such an important initiative for our community." – *Doug Close, Food Shed Co-op, Woodstock, IL*

"In a time when 'local,' 'organic,' and 'sustainable' are terms regularly used by large grocery chains to encourage an illusion of a food system customers want it is important that students know the critical - though often unnoticed - roles that co-ops have played for generations connecting consumers to farmers with democracy, honesty and transparency." – *Dr. Sean Clark, Assoc Prof of Agriculture and Natural Resources, Director of Berea College Farm, Berea College*

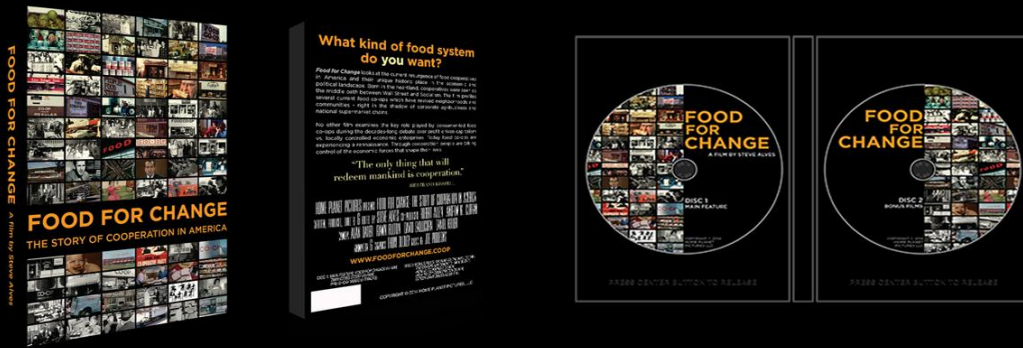
"*Food for Change* is an inspiring but also hard hitting and realistic historical look at the up and down road for Co-ops in the US. It does an excellent job of conveying the broad social, economic, and environmental potential of these entities and would be a tremendous introduction and training tool for Co-op members and leaders." – *Dr. Alice Ammerman, Director, Center for Health Promotion and Disease Prevention, Professor of Nutrition, University of North Carolina at Chapel Hill*

Food for Change ★★ ★ 1/2 2 discs. Home Planet Pictures (www.foodforchange.coop).

This ambitious documentary from filmmaker Steve Alves traces the history of food cooperatives in the United States, from the 19th century to the present day, noting how their popularity has waxed and waned along with shifts in the political climate. Widely prevalent during the Depression, food co-ops were assailed in later decades as socialist enterprises that didn't pay their fair share of taxes. Co-ops were again popular in the 1960s and '70s but lost traction until recent years, as the fallout of economic recession has led to a resurgence, with dozens of new ventures opening and hundreds more being developed. Alves zeroes in on the travails of his hometown store in Massachusetts, but historic and contemporary footage, expert interviews, and archival stills offer a broader context for his comments, which position the co-op movement within a frame of democratic values that are being expressed through an economic enterprise. DVD extras on a second disc include a series of bonus films (among them an encapsulation of the situation in Minnesota, which has more food co-ops than any other state, and another on how Alves' community fought off Walmart), and historical filmstrips, such as "Citizen Dave Douglas," a 1954 screed that huffily insists that co-ops pay "their share of taxes" like other U.S. businesses—a charge that seems ridiculous today in the wake of Wall Street skullduggery and off-shore tax havens. A fine documentary on a timely subject, this is highly recommended. Aud: C, P. (*F. Gardner*) Video Librarian.

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FOOD FOR CHANGE TWO DVD SET



Two Disc Set Includes:

Disc 1:

- **Food for Change, feature film (82 mins)**
- **Food For Change: The Twin Cities Story**
United Nations' International Year of Cooperatives award-winning short film (15 mins)
- **Pre-Show Music by**
Midnight Swerve Jazz Trio

Disc 2:

- **Talking to the Wall:**
Steve Alves' award-winning documentary about the history of chain stores and one town's battle with the world's largest retailer (57 mins)
- **The Co-ops are Comin'** (archival film)
- **Here Is Tomorrow** (archival film)
- **How To Get Cooperation** (archival film)
- **Citizen Dave Douglas** (archival film)

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“It’s the Ben Hur of co-op Movies”

- David Thompson, Co-op Historian & Activist

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Outreach & Distribution Plan Budget

PERSONNEL

Outreach & Distribution Director, 36 mos @ \$1,500	54,000
Outreach & Distribution Manager, 36 mos @ \$950	34,200
Outreach & Distribution Assistant 36 mos @ \$400	14,400
Public Relations, consultants, writers, 100 hrs @ \$60	6,000
Subtotal	108,600

OFFICE

Research materials	400
Rent, 36 mos @ \$400	14,400
Supplies, DVDs, Blu-rays	1,500
Subtotal	16,300

TRAVEL

Car: 2000 miles @ .55/mi	1,100
Air: 4 RT @ \$500	2,000
Parking	250
Lodging, 20 days @ \$120	2,400
Meals, 20 days @ \$35/day	700
Cab fare, car rental	500
Subtotal	6,950

PROMOTION

Promotional materials: flyers, cards, posters, FB ads	1,600
Mailing lists	900
Animation & Graphics 50 hrs @ \$50/hr	2,500
Editor, trailer & other promotion materials, 4 wks @ \$1500/wk	6,000
Websites, 36 months @ \$35	1,260
Festival fees	90
Freight	1,500
Subtotal	13,850

OTHER

Legal fees	1,600
Foreign translation: Spanish	1,200
Fiscal Agent, PVMA @1%	1,500
Subtotal	4,300

Total Outreach & Distributuion Budget	150,000
Amount Received from Direct Contributions	73,081
Amount Received from Sales	33,105
Remaining Balance	43,814

Direct Contributions to Outreach & Distribution Plan

Name	City	State	Amount
Anonymous			5,000
Berkshire Co-op Market	Great Barrington	MA	500
Bloomingfoods Coopertive Services	Bloomington	IN	500
BriarPatch Food Co-op	Grass Valley	CA	500
Buffalo Mountain Co-op	Harwick	VT	500
Cabot Creamery Co-op	Waitsfield	VT	5,000
Central Co-op	Seattle	WA	1,600
C.E. Pugh	North Liberty	IA	100
CHS Foundation	Grove Heights	MN	5,000
City Central Market	Cambridge		
Common Market	Frederick	MD	500
Community Food Co-op	Bellingham	WA	750
Community Market Natural Foods	Santa Rosa	CA	500
Co-op Market Grocery & Deli	Fairbanks	AK	500
Co-op Natrual Foods	Sioux City	SD	131
Co+opportunity Market & Deli	Santa Monica	CA	5,500
Davis Food Co-op	Davis	CA	500
Deep Roots Market	Greensboro	NC	500
Dill Pickle Food Co-op	Chicago	IL	500
Durango Natural Foods	Durango	CO	500
Ever'man Cooperative Grocery & Café	Pensacola	FL	1,750
First Alternative Natural Foods Co-op	Corvalis	OR	500
Friendly City Food Co-op	Harrisonburg	VA	500
Food Shed Co-op	Woodstock	IL	250
Franklin Community Co-op	Greenfield	MA	125
Friendly City Food Co-op/Bridgewater College	Harrisonburg	VA	500
Frontier Natural Products Co-op	Norway	IA	10,000
Hendersonville Community Co-op	Hendersonville	NC	500
Iowa Food Co-op	Des Moines	IA	500
Kokua Market Natural Foods	Honolulu	HI	500
Leverett Food Co-op	Leverett	MA	400
Mandela Foods Cooperative	Oakland	CA	500
Maple City Market	Goshen	IN	500
Mountain View Market Co-op	Las Cruces	NM	500
Massachusetts Foundation for the Humanities	Northampton	MA	5,000
Moonflower Community Cooperative	Moab	UT	500
Mt Wachusett Community College	Gardner	MA	500
Newark Natural Foods Co-op	Newark	DE	500
New Leaf Market	Tallahassee	FL	950
North Coast Co-op	Arcata	CA	250
Olympia Food Co-op	Olympia	WA	500

Oneota Community Food Co-op	Decorah	IA	500
Open Harvest Co-op Grocery	Lincoln	NE	500
Organic Valley	La Farge	WI	500
Oryana Community Co-op	Traverse City	MI	100
Pairie Roots Food Co-op	Fargo	ND	900
Putney Food Co-op	Putney	VT	500
Quincy Natural Foods	Quincy	CA	500
Rainbow Grocery	San Francisco	CA	500
Rainbow Natural Grocery Co-op	Jackson	MS	150
Real Pickles	Greenfield	MA	150
Renaissance Community Cooperative	Greensboro	NC	500
River Valley Market (co-op hero award)	Northampton	MA	500
Rocky Mountian Farmers Union	Denver	CO	250
Sierra Vista Food Co-op	Sierra Vista	AZ	500
Sitka Food Co-op	Sitka	AK	500
Slo Natural Foods Co-op	San Luis Obispo	CA	500
Sno-Isle Natural Foods Co-op	Everett	WA	500
SoLA Food Co-op	Los Angles	CA	250
Tacoma Park Silver Spring Co-op	Takoma Park	MD	500
Temple Israel	Greenfield	MA	225
Tonasket Natural Foods Co-op	Tonasket	WA	500
Three Rivers Market	Knoxville	TN	4,000
Vernon Oaks	Washington	DC	500
Wedge Community Co-op	Minneapolis	MN	1,375
Wheatsville Co-op	Austin	TX	1,500
Whole Foods Co-op	Duluth	MN	1,375
Willimantic Co-op	Willimantic	CT	1,000
Ypsilanti Food Co-op	Ypsilanti	MI	500
Subtotal			73,081

Proceeds from DVD Sales & Screenings

Name	City	State	Amount
Action Library Media Services	Long Beach	CA	295
Adams State University	Alamosa	CO	60
Alberta Co-op Grocery	Portland	OR	250
All Things Food	Bryan	OH	500
Ambassador Education Solutions	Melville	NY	295
Ashland Food Co-op	Ashland	OR	500
Assabet Food Co-op	Maynard	MA	150
Arms Library	Shelburne Falls	MA	90
Aurise Randall, Assoc Buyers	Kittery	ME	60
Astoria Co-op Grocery	Astoria	OR	250
Bearded Apple	Iron River	MI	150

Belfast Food Co-op	Belfast	ME	300
Berkshire Community College	Pittsfield	MA	500
Brian Larson	St. Paul	MN	60
Canyon Co-op	Nampa	ID	250
Cape Fear Academy	Wilmington	NC	250
Center for Algonquin Culture	Rosendale	NY	250
Center for an Ecology-Based Economy	Norway	ME	200
Chatham Food Co-op	Chatham	NY	100
Circular Congregational Church	Charleston	SC	250
Clair Chang (for 2 schools)	Greenfield	MA	590
Clipper City Co-op	Manitowoc	WI	250
Common Capital	Holyoke	MA	150
Concordia University	Montréal	CAN	350
Conscious Living Project	Jackson	MS	150
Creative CO-OP	Salt Point	NY	250
Cultivate Community Food Co-op	Benicia	CA	600
Dailey Groceries	Athens	GA	500
Black Comnty Food Security Network	Detroit	MI	500
Denver Public Library	Denver	CO	90
Dill Pickle Food Co-op	Chicago	IL	500
Durango Natural Foods	Durango	CO	500
East Aurora Co-op Market	East Aurora	NY	250
Eastwood Market & Café	Eastwood	KY	250
FareShare Co-op	Norway	ME	250
First Congregational Parish Unitarian	Petersham	MA	150
Four Rivers Charter School	Greenfield	MA	250
Franklin Pierce University	Rindge	NH	295
Free Range Food Co-op	Grand Rapids	MN	500
Friendly City Food Cooperative	Harrisonburg	VA	500
Friends & Farmers Co-op	State College	PA	250
Gail Spitzer	Quincy	L	60
Garden City Food Co-op	St. Catharines	ON	500
Gardiner Food Co-op	Gardiner	ME	350
Good Earth Food Co-op	St. Cloud	MN	400
Good Tern Co-op	Rockland	ME	250
Grand Rapids Food Co-op Initiative	Grand Rapids	MI	150
Granite City Grocery	Barre	VT	250
GrassRoots Cooperative	Anoka	MN	500
Great Basin Community Food Co-op	Reno	NV	150
Great River Food Co-op	Walpole	NH	610
Greenfield Community College	Greenfield	MA	795
Green Reel Collaborate	Wrentham	MA	100
Harmony Food Co-op	Bemidji	MN	250

Harvest Food Co-op	Cambridge	MA	500
Indiana Cooperative Development Ctr	Indianapolis	IN	500
International Peer Counseling Group	Northampton	MA	150
James Gowdey	San Francisco	CA	60
Karen Shtulman	Orange	MA	60
Kim Rivero Frink	Imperial Beach	CA	60
Littleton Food Co-op	Littleton	NH	400
Long Beach Gocery Co-op	Long Beach	CA	250
Macomb Food Co-op	Macomb	IL	150
Main Market Co-op	Spokane	WA	250
Matt Eddy	Sunderland	MA	60
Menomonie Market Food Co-op	Menomonie	WI	400
Middlesex Community College	Bedford	MA	500
Montavilla Food Co-op	Portland	OR	250
Mount Holyoke College	South Hadley	MA	295
Mount Wahusett Community College	Gardner	MA	500
Mount Saint Vincent University	Halifax	CAN	295
Natural Abundance	Aberdeen	SD	250
New Port Richey Library	New Port Richey	FL	150
Nicki Shaw	Long Beach	CA	60
North Country Co-op	Plattsburgh	NY	250
Northeast Organic Farmers Assoc	Barre	MA	150
Northern California Community Fund	San Francisco	CA	150
Orcas Food Co-op	Eastsound	WA	250
Old Creamery Co-op	Cummington	MA	250
Oshkosh Food Co-op	Oshkosh	WI	450
Patrica Hynes	Greenfield	MA	30
People's Food Co-op	Portland	OR	250
Phoenix Earth Food Co-op	Toledo	OH	250
Plainfield Co-op	Plainfield	VT	250
Plaza Classic Film Festival	El Paso	TX	250
Pothole Pictures	Shelburne Falls	MA	500
Portland Food Co-op	Portland	ME	150
Prairie Food Co-op	Lombard	IL	250
Pairie Roots Food Co-op	Fargo	ND	150
Prince George's County Food Equity Council	Capital Heights	MD	75
Quabbin Harvest	Orange	MA	150
Riverculture	Turners Falls	MA	150
Riverside Food Co-op	Riverside	CA	250
River Valley Market	Notrthampton	MA	100
Rocky Mountian Farmers Union	Denver	CO	100
Rutland Area Food Co-op	Rutland	VT	400
San Juan Island Food Co-op	Friendly Harbor	WA	250

Screw City Food Co-op	Rockford	IL	250
Silver City Food Co-op	Silver City	NM	65
Silverton Food Co-op	Silverton	OR	250
Simmons College	Boston	MA	295
Slow Food East Bay	Berkeley	CA	150
South Philly Food Co-op	Philadelphia	PA	150
Souhegan Transition Network	Wilton	NH	575
Springfield Technical Community College	Springfield	MA	500
Suzette Olafsen	West Baldwin	ME	60
Stone Valley Comty Market	Poultney	VT	250
Sunderland Library	Sunderland	MA	150
Tacoma Food Co-op	Tacoma	WA	500
Tom Tolg	Greenfield	MA	120
Transition Palo Alto	Palo Alto	CA	150
Treasure Valley Food Coalition	Boise	ID	50
Trillium Natural Foods	Mt. Horeb	WI	250
University of Colorado	Denver	CO	250
University of Korea	Seoul	KOR	600
University of Massachusetts	Amherst	MA	250
Urban Tree Connection	Philadelphia	PA	50
Wasatch Cooperative Mkt	Salt Lake City	UT	250
Whole Earth Grocery	River Falls	WI	250
Wild Root Market	Racine	WI	150
Willits Grange	Willits	CA	150
Wolfeboro Community Food Co-op	Wolfeboro	NH	150
Worcester State University	Worcester	MA	295
Woven Dreams Anacortes Co-op	Anacortes	WA	250
Ypsilanti Food Co-op	Ypsilanti	MI	250
Subtotal			33,105
Total			106,186
Budget			150,000
Balance			43,814