

**NEIGHBORING FOOD CO-OP ASSOCIATION**



*13<sup>th</sup>  
Annual  
Meeting*

**CO-OPERATION:  
*Our* FOUNDATION**

# Northeast Organic Family Farm Partnership

*Olga Moriarty*

*Suzette Snow-Cobb*



# Special Thanks TO OUR PARTNERS



COOPERATIVE. CONNECTED. COMMITTED.



elevate your identity



# Outline

- We have 50 minutes together
- NOFFP formation
- Work to Date
- Moving Forward
- Your Feedback & Ideas



Proud  
Supporter:



NORTHEAST ORGANIC  
FAMILY FARM PARTNERSHIP

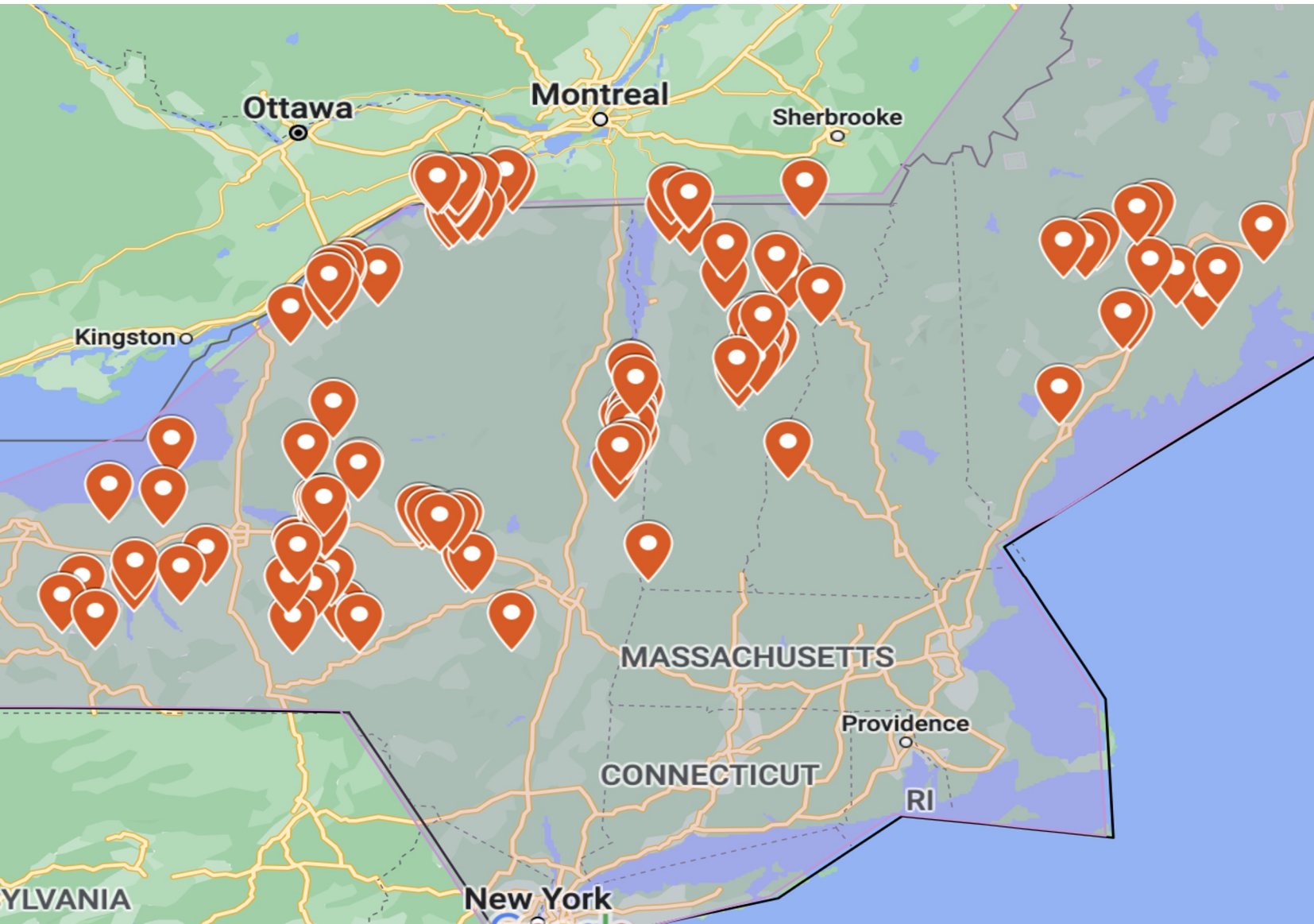
An alliance of farmers, brands, and retailers  
dedicated to supporting our region's organic  
family farmers. You can help, too.

take the pledge at:  
**SaveOrganicFamilyFarms.org**

Scan with your phone  
to find the list of partner brands working to  
support organic family farms in our region.



# History & Region



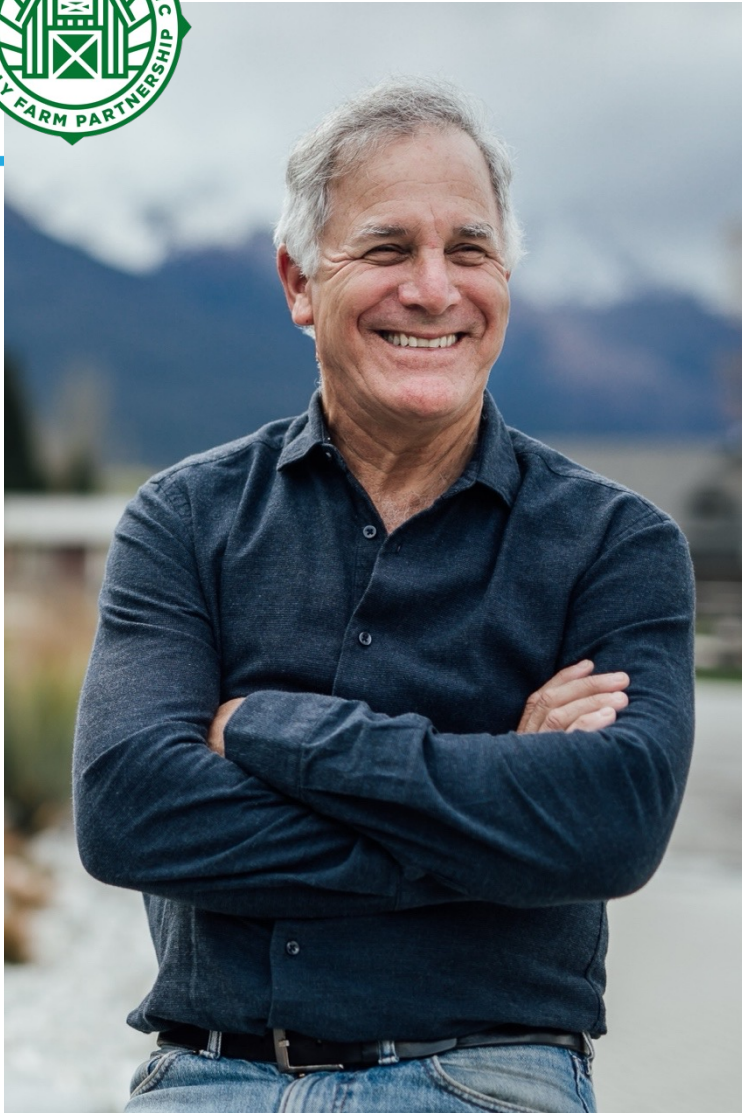
135 Organic Farms lose contracts in August 2021

100% GRASSFED  
**MAPLE HILL**<sup>®</sup>  
= *organic* =





# What is the Northeast Organic Family Farm Partnership?



Launched in January 2022 by Stonyfield co-founder Gary Hirshberg in response to 135 organic dairy farms losing contracts in the Northeast US.

## Mission:

Support the viability of Northeast organic family farms by **increasing the demand for their milk** through consumer education, retailer engagement, and critical market development.

*NOFFP is a project of the Maine Organic Farmers and Gardeners Association (MOFGA)*

# Demand for Organic Dairy

- All IRI regions are gaining dollar sales in the latest period. Northeast is the highest selling region followed by California and Southeast

Organic Dairy15 | IRI Regions | Dollar Sales Performance (M)



Source: IRI/Integrated Fresh Market Advantage, MULO, L52W Ending 12/04/2022 vs YA

# 30+ Brand Partners Process Northeast Organic Milk

Over 320 northeast small and medium sized family farms supply milk to:





# NFCA Co-ops Join the NOFFP



Putney Food Co-op first retailer to join regional initiative in support of local organic dairy brands and farms

Mar 17, 2022



# 20+ NFCA Co-ops are Retail Partners



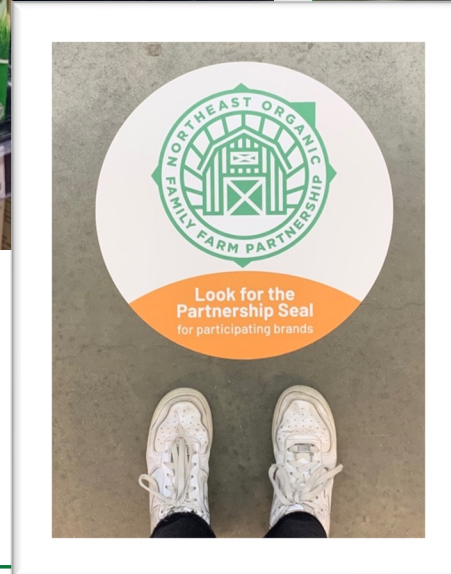
- Blue Hill Co-op
- Brattleboro Food Co-op
- Buffalo Mountain Food Co-op
- Fiddlehead's Food Co-op
- Franklin Community Cooperative
- Hanover Consumer Co-operative Society
- Hunger Mountain Co-op
- Leverett Village Co-op
- Littleton Consumer Cooperative
- Middlebury Natural Foods Co-op
- Monadnock Food Co-op
- Morrisville Food Co-op
- Plainfield Food Co-op (Winooski Valley Co-op)
- Portland Food Co-op
- Putney Food Co-op
- Quabbin Harvest Co-op
- River Valley Co-op
- High Falls Food Cooperative
- Upper Valley Cooperative
- Wild Oats Cooperative Inc.
- Willimantic Food Coop
- Wolfeboro Food Co-op

# In Stores



Wild Oats Co-op, MA

# Signage



# Signage



# Impact

*Cheese Manager at River Valley Co-op in Easthampton, MA:*

“She was able to sell through 4 wheels of Jasper Hill Von Trapp Oma in just 2 hours! She gave us great material from save organic family farms that we could post in our department.”

*Specialty Cheese Buyer at Quabbin Harvest in Orange, MA:*

“Because of the NOFFP effort, I began carrying Berle Farm Cheeses, which moved up to be in the top 5 overall selling products in my cheese category.”



# NOFFP and NFCA Receive USDA Grant

FUNDING AWARDED ...

## USDA Awards Provide Organic Market Development, Promotion Support

\$9.75M in Organic Market Development Grants will build on the Biden-Harris Administration's efforts to build more, new and better markets for farmers



### NFCA will:

- Host Peer Networking Group
- Host 17+ Product Demonstrations for NFCA member co-ops
- Provide Marketing Materials to member co-ops to help boost sales

# Peer Networking Group



- Importance of Feedback & Input
- Quarterly Peer Dialog
- Representatives from Participating Co-ops
- Managers, Buyers, Marketing staff



# Peer Networking Group

- Share Strategies for Sales Growth
- Staff Information
- Input on Materials and
- Messaging
- Share Successes
- Reporting
- How Can We Support You?



Morrisville Food Co-op

# Store Demos



Thank  
you!



[www.saveorganicfamilyfarms.org](http://www.saveorganicfamilyfarms.org)

Olga Moriarty, Executive Director: [olga@saveorganicfamilyfarms.org](mailto:olga@saveorganicfamilyfarms.org)



13th ANNUAL MEETING



# Your Feedback & Ideas



Neighboring Food Co-op Association Peer Networking Gathering for Board Leaders.



*Thank you!*



*Save  
the  
Date*  
*March 15, 2025*



**ANNUAL  
MEETING**