

# CONVO STARTERS

Do you need some ideas for introducing a friend to details about Green Top Grocery? Here are some suggestions:

**Is your friend a big supporter of 'Buy Local'?** It doesn't get any more 'local' than a food co-op. Area farmers are given preference when buying produce; profits stay in the community as patronage and outreach; co-ops typically donate more to local services than conventional stores.

**Does your friend like to frequent Farmers' Markets?** Co-ops support these farmers and helps them earn more and ramp up production. The quality food they purchase at a Farmers' Market can be available every day of the week!

**Did your friend move here from another community that had a cooperative grocery?** If someone is already familiar with how awesome a food co-op can be, they're usually eager to hear we're opening one here.

**Does your friend support initiatives such as Living Wage?** Cooperatives pay an average of \$1 more per hour than conventional stores, and more employees qualify for benefits, too.

**Does your friend ever complain it's hard to find quality produce at our local stores?** Green Top Grocery can fix that problem!!

**Does your friend value healthy eating and cooking?** So will Green Top! Healthy food choices, recipes available throughout the store, and community cooking classes are all things they can find at a food co-op.

**Is your friend 'a foodie' who appreciates the better flavors of fresh, quality food?** Fresh food tastes better and maintains more nutrients. Since our food doesn't spend weeks being transported to the store, 'foodies' will love shopping at Green Top.

**Is your friend interested in sustainability issues?** Organic and sustainable farming practices will be a focus at Green Top. Shorter transportation distances reduce pollution. The preservation of our food infrastructure is the most truly 'sustainable' thing we can do!

**Does your friend have any dietary restrictions (such as gluten, dairy, etc.)?** Specialty food items, and the need for clear labeling with regards to allergens will be a key benefit.

**Does your friend have kids who require a special diet to help with medical conditions, allergies, ADHD, etc.?** Seeking out special foods and recipes can be challenging. Green Top's grocery selection and clear labeling can help them get all these things in one place.

**Does your friend enjoy being active in community initiatives?** They should LOVE this one, then. Not only will Green Top contribute to the economic strength of our community, but the 'cooperative community' is also a vibrant group of people to join!

**Does your friend frequently post articles about organic farming or sustainable food issues?**

Many of our current owners cite the desire to support organic farmers as a reason they've joined. Green Top Grocery will raise awareness and demand for sustainably grown food throughout our area, and producers will step up to meet that demand.

**Is your friend involved in working with underprivileged or low income families?**

Green Top Grocery plans to have an accessibility program patterned after Urbana's 'Food For All' program to help low-income families purchase fresh food AND learn how to prepare it. Owners will have input to determine outreach initiatives, which can include any number of programs designed to assist underprivileged families.

**Does your friend use terms like 'food justice', or 'food deserts'?**

Then it sounds like they're already pretty well-versed on issues that are also important to many Green Top owners. Becoming an owner helps us open the store sooner, which benefits everyone in the community.