

Nominee Name: **John Reich**  
ELFCO Owner Number: **1353**  
Text: **(517) 775-0026**

1. Why would you like to serve on the ELFCO Board of Directors?

**I have been a member of the ELFCO Board of Directors since 2015 and have enjoyed it very much, despite the difficulties the co-op has recently experienced. Together with other board members, I've been a part of formulating the new vision for the co-op and am committed to the process of moving ELFCO forward to its new venture.**

2. What is your dream for the East Lansing Food Cooperative?

**My dream for ELFCO is establishing a farmer-based farm market similar to the Ann Arbor Argus Farm markets.**

3. How should the East Lansing Food Cooperative reimagine itself to serve our owners and the community?

**Since our geographic area is now saturated with natural & organic retail food grocery stores, ELFCO should create its own niche by establishing a market for local goods. It should also provide a community gathering place that would serve multiple purposes and a variety of groups and individuals.**

4. What do you think ELFCO's role in our community should be? Why cooperatives?

**ELFCO's role in our community should be to bring together local producers and purchasers of community supported agriculture and locally produced products. Cooperatives are important because they provide a democratic management format which is not "bean-counter" driven.**

5. Please offer any additional thoughts you would like ELFCO owners to know about your interest in ELFCO's future.

**I want to help ensure that any endeavors that ELFCO enters into are economically sustainable. I have been involved in business for over 50 years and understand the value of viable economic planning.**