

# CAPITAL CAMPAIGN SUPPORTERS



Will Frost, Waterloo  
Member-owner since 2018

## COMMUNITY

"I'm supporting the Rooted Carrot Co-op because I believe in this community and I believe that a healthy community is a happy community. I want to live in a healthy, happy community and any chance I have to help that mission-- I'm there."



Steve Sinnott, Waterloo  
Member-owner since 2018

## EXPERIENCE & EDUCATION

"Shopping at a co-op is about the unique experience. It will be a place to look, explore and sample new products, and a place with great educational programs, to learn nutritional facts, and how to live a healthy life style."



Bruce Ecker and Kim Folkers, Waverly  
Member-owners since 2014

## INCLUSIVITY & SUSTAINABILITY

"We support the Rooted Carrot Co-op because we believe co-ops are progressive, community-oriented, inclusive, and play a key role in sustainability."



Amy Hetherton, Cedar Falls  
Member-owner since 2020

## HEALTH

"I work in healthcare, I see the food insecurity, obesity, and how food really impacts chronic disease. I think the Rooted Carrot Co-op provides a really great opportunity for people to engage in their own healthcare and the types of foods they put in their body. I look forward to walking there and making it part of my investment in my own health. Food is medicine."



Jon Taiber, Cedar Falls  
Member-owner since 2014

## SUPPORTING LOCAL

"We all vote with our consumer dollars. Supporting the Rooted Carrot Co-op advocates for something other than the industrial food complex that dominates consumer food choices and often leads to unhealthy processed foods. At the Co-op the customers really are in control of the products that are placed. I know feedback from member-owners will be taken seriously and products offered will not be based on a corporate decision. This makes the Co-op business model unique."



Marilyn DeKoster, Waterloo  
Member-owner since 2019

## ACCESSIBILITY

"I am so happy that the Rooted Carrot Co-op is getting ready to build their store in Cedar Falls. The dream of having year-round access to fresh, sustainably raised food from our local and surrounding communities is becoming a reality! I look forward to meeting and working with other member-owners as we build toward its future."



INVEST TODAY  
**SHOP TOMORROW**  
Capital Campaign

THESE ROOTED CARROT CO-OP MEMBER-OWNERS HAVE  
MADE A PLEDGE TO THE CAPITAL CAMPAIGN. WILL YOU?