



**Independent Natural Food
Retailers Association**

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FOR IMMEDIATE RELEASE

INFRA Reports Tremendous Membership and Staff Growth

Minneapolis, October 23, 2014 – INFRA reports a year of more than 30% growth over 2013 at the end of Q3. With the addition of 35 new members to date this year, INFRA has doubled in size since 2012 causing the INFRA team to expand along with its members. Total membership at time of release is 171 members with 245 locations.

Nine of the 17 current positions were added in the past two years to allow INFRA the capacity to develop existing programs and research new opportunities for members. Team members added in 2014 include Jenny Vitale, Director of Finance and Operations; Brian Cole, West Region Manager; Greg Northrop, Marketing Manager; Sarah Super, Wellness Category Lead; and Andy Huth will be joining INFRA in November in the position of Supply Agreement Manager. Jeff Greenwood was placed at INFRA as a SPINS Onsite Business Consultant in August.

INFRA is a purchasing cooperative owned and governed by natural and organic food retailers of all sizes working together to forge a sustainable future. INFRA facilitates member collaboration to strengthen independents' position in the marketplace. As one of the fastest growing key accounts in the natural channel, INFRA has captured the attention of the natural food industry.

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