



MORRISON

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DON'T TREAT YOUR BUSINESS PLAN AS PROPHECY

Founder and Principal Brent Morrison addresses a common and painful mistake: expecting your business plan not to change.



MORRISON SNAPSHOTS

Check out some of our highlights from this past season.



GETTING TO KNOW JESSICA LAZDINS VUK

Learn more about Morrison Grants Consultant Jessica Lazdins Vuk.



CLIENT CORNER

There is always something new going on, so get caught up with our latest client news.



GRANGE CO-OP

Grange Cooperative Supply Association, or “Grange Co-op,” is a member owned agricultural supply cooperative based in Oregon’s Rogue Valley. Grange Co-op traces its roots to 1934 when 99 local farmers made individual investments of \$10 to form a fuel delivery service in the Central Point area. From these modest beginnings, Grange Co-op has grown to include a feed mill, fertilizer plant, and seven retail stores throughout Oregon and California.

Grange Co-op owes its success to generations of forward-thinking member farmers as well as decades of dedicated staff, who in spite of adversity in the early years, saw continuing opportunities to innovate, grow, and pivot to the needs of its members and the communities it has served over the decades.

The cooperative was founded during the peak of the Great Depression. In 1941, just as America entered World War II, an early member supplied the funds for the cooperative to enter the feed business with the opening of a feed warehouse; this also resulted in the founding of Grange Co-op’s landmark brand, Rogue Feeds. Just two years later, the cooperative purchased Ashland Mills in Ashland, Oregon, further expanding their presence in the feed business and increasing their geographical reach. Then, just 12 years after its founding, 95 out of the 110 members voted in favor of building a grain elevator to serve, what was at the time, a large commodity-grain based agricultural economy in Southern Oregon,

as well as creating a vertically integrated supply chain for the Rogue Feed brand.

As the mill grew, Grange Co-op saw an opportunity to offer bulk feed to dairies, entering that market in 1958. That resulted in the need to expand their grain storage capacity to 1,000 tons in 1959.

The cooperative’s bulk feed business was dynamic and growing when tragedy struck. Late in the night on October 12, 1961 the Central Point grain elevator caught fire and nearly burned to the ground. Undaunted, the members and dedicated staff rallied and rebuilt in time for the summer harvest of 1962. The Central Point feed mill continues to operate today, packaging the popular Rogue Feed brand



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GRANGE CO-OP, CONTINUED ▼



sold in Grange Co-op farm stores, providing bulk grain for conventional and organic dairies, and providing private label packaging for nationally recognized feed brands.

Today, Grange Co-op is perhaps best known for its retail farm stores, featuring quality products, superior customer service, experienced staff, and extensive product offerings.

The Grange Co-op retail farm store has become a beloved presence in the communities it serves. In addition to typical farm supplies, they feature a very popular pet department, an award-winning specialty apparel department, popular lawn and garden supplies, and are a True Value hardware dealer.

Grange Co-op continues to look for opportunities to expand into new markets and share its knowledge, superior customer service, and support of communities. The cooperative expanded beyond Oregon for the first time in 2017, with the opening of its Yuba City, California retail store, which has been a great success.

Grange Co-op is a proud member of the communities it serves, with extensive support for local FFA and 4-H chapters, scholarships to local students, and many other opportunities to bless the communities in which they operate.

The cooperative strives for a people-first focus to provide a positive culture within their company. Morrison is honored to have worked with the Grange Co-op's CEO and board of directors on recruitment and human resources organizational development projects. We look forward to the cooperative's bright future.

