



CITY OF EASTHAMPTON • MASSACHUSETTS
OFFICE OF THE MAYOR
Nicole LaChapelle

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Immediate Release

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EASTHAMPTON RIVER VALLEY CO-OP NOW OPEN FOR BUSINESS

EASTHAMPTON, MA – The Mayor’s Office is thrilled to announce the opening of River Valley Co-op located at 228 Northampton Street. Earlier today, Mayor Nicole LaChapelle attended the ribbon-cutting ceremony. Mayor LaChapelle was joined by representatives from the Easthampton Fire, Police, and Public Works Departments as well as Easthampton City Councilors in celebrating the opening of River Valley.

“River Valley Co-op’s opening is proof positive that Easthampton collaborates with businesses to bring good jobs, while being environmentally friendly, and with value add for residents,” says Mayor LaChapelle.

River Valley Co-op specializes in offering a large selection of fresh and locally grown organic foods. In 2020, the co-op made wholesale purchases of nearly \$7 million from 420 local farmers and food producers. The new store in Easthampton allows River Valley to grow local purchases by over 30% this year with the added sales volume.

The co-op added 83 new staff to operate the Easthampton store, pushing the total number of employees to over 250 between the Easthampton and Northampton stores and their administrative offices. The non-management staff is represented by the UFCW Local 1459.

River Valley Co-op’s regularly scheduled hours of operation are 8:00 am to 10:00 pm, 7 days a week. Everyone is welcome at both the Easthampton and Northampton stores.

To learn more about River Valley, please visit their website at <https://rivervalley.coop/>. Additional updates, including video from today’s ceremony, can be found on their Facebook page <https://www.facebook.com/rivervalleymarketcoop>.