

Joel Landau

1. Describe your involvement with Deep Roots Market. Include amount of time spent and specific activities if appropriate.

I was elected to the Board of Directors in 1982, but had to step down shortly afterwards as I was hired as a Co-Manager. 1982-1983: Co-Manager 1983-1989: General Manager (I moved to Carrboro at the end of 1989) 1990-1991: Assistant Store Manager (after moving back from Carrboro) 1991-1994: General Manager 2006-2013: General Manager 2016-2019: Board member 2017-2019: Board President

2. Describe any volunteer or paid experience relevant to serving as a co-op board member.

I've served 18 years as Deep Roots Manager. During each of my first 2 stints I came aboard during a financial crisis and saved the Co-op from going out of business, leaving it in sound financial condition both times. During the 3rd stint I successfully relocated the store to its current location/beautiful store. I've also served on various non-profit Boards, often in a leadership role. I also have extensive natural foods grocery store management experience apart from my work for Deep Roots.

3. What do you see as Deep Root's role in the broader community?

Deep Roots provides a reliable base for people looking for an alternative to the typical adulterated foods found in most grocery stores. Also, we serve as a hub of the local food economy, providing an outlet for local vendors as much as possible. In addition, we are a center for community activity, providing a meeting place and event venue where people come together. Lastly, the Co-op business model provides a viable alternative business model to the typical profit-at-all cost business model.

4. Personal statement, including anything you feel is relevant to your candidacy.

I have extensive experience with Deep Roots, with Cooperatives in general, and with Board service. My long experience as General Manager of Deep Roots, combined with my historical knowledge of the organization, puts me in an excellent position to continue in a leadership role with Deep Roots. We have made significant progress in the past 2 years in recovering from past challenges; I'd like to continue to provide leadership as we catch up on our debts and continue to expand our offerings and service to the community.