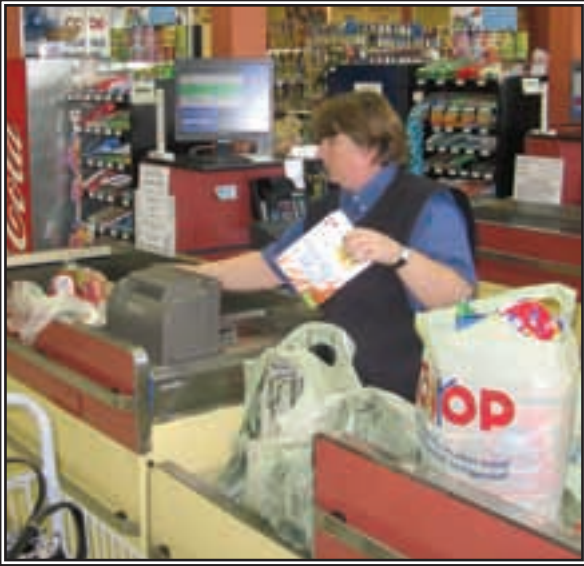
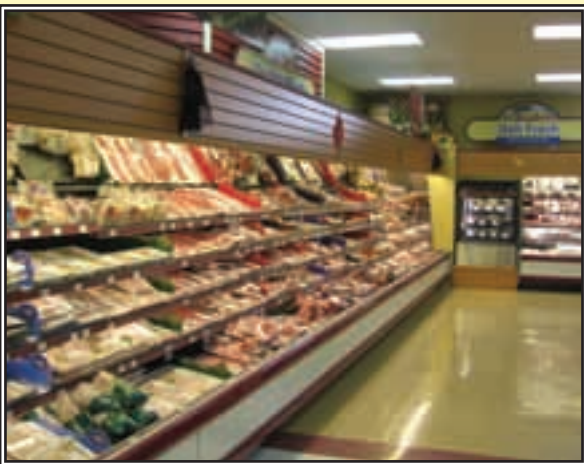


PHOTO FEATURE CROSSROADS CO-OP, PARRSBORO



Improved technology and a renovated check out area, makes shopping at Cross Roads Co-op a pleasure. (Rees Photo)



With the renovations and expansion to Cross Roads Co-op new display cases and an enlarged meat and deli section provide customers with greater variety. (Rees Photo)



Customers of Cross Roads Co-op now have new display cases for dairy, meat and produce. The store undertook a major expansion and renovation program this summer. (Rees Photo)



The expanded produce and meat section of Cross Roads Co-op greet customers to the renovated and expanded facility. With the expansion over 700 additional grocery items are carried in the store. (Rees Photo)



Parrsboro area residents will be able to purchase live lobster at the expanded store. (Rees Photo)

Renovated CROSSROADS Co-op Important to Local Economy

By Maurice Rees

In late 2009 the board of directors and membership of CROSSROADS Co-op undertook a big bold move when they decided to expand and renovate the areas only grocery store. "The additional space and renovations, which included new refrigerated display cases and a much larger produce and bakery area is an investment for the long term", says manager Rob Frecknell.

Rafe's Construction Ltd., Parrsboro, was awarded the contract to expand and renovate the store, and locally sourced as much of the supplies and tradespeople as possible. Construction started this summer with the finishing touches still underway in mid-October.

In addition to being the area's only grocery store, the membership driven co-op is a major employer in the area. With a staff of 21 and a payroll in the range of \$330,000, the co-op is one of the town's

largest private sector employers.

As part of the Co-op Atlantic network, CROSSROADS delivers product variety and pricing value to the local area. Co-ops survive on membership loyalty, and to continue to be more successful, they need to not only increase membership, but also to have members constantly shop at "their store". Membership is \$5,00, and the more dividends they receive each year. And the more they shop, the larger their Membership Equity Account grows.

Store manager, Rob Frecknell's three year association with the store is dwarfed by many other employees who have much longer service. Fred Boyd, Deli-Specialist, has worked at the store for 35 years; Rick Bowden, a Port Greville native has 30 years service, while Eric Brayley, meat manager boasts of 26 years.

In many ways CROSSROADS Co-op is much more

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Fred Boyd, deli specialist, who has worked at Cross Roads Co-op for 35 years proudly shows the new deli display case. (Rees Photo)



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We're pleased to have been supplier of building materials to the new and enlarged CROSSROADS CO-OP.

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Street view before signage and landscaping.

Formwork in place ready for ready mix concrete from Lafarge.

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Framework almost entirely closed in.