



## **FOR IMMEDIATE RELEASE:**

### **GRANGE CO-OP ANNOUNCES NEW REDDING, CALIFORNIA LOCATION**

**Redding, CA - June 3, 2024** – Grange Co-op, the customer service leader in quality farm and ranch supplies, work and western wear, garden products, and pet care essentials, is excited to announce a new store location in Redding, California. Grange Co-op has been headquartered in Southern Oregon since 1934. This is the company's eighth location and its second in California.

The new Grange Co-op store, set to open in 2025, will boast 28,000 square feet of retail space designed to offer a customer-focused shopping experience. The location will be at 55 Lake Boulevard in the former Shopko building. In addition to a wide range of agricultural supplies, work and western wear, garden and pet products, the Redding store will feature a state-of-the-art dog wash area.

"We are thrilled to bring Grange Co-op to Redding, California," said Neil Itzen, CEO of Grange Co-op. "Our model consists of knowledgeable, friendly employees providing excellent customer service. Folks in the community have repeatedly asked us when we are opening a store here, and we are excited to say our time has come. Redding feels like home. We are looking forward to living out our co-op's purpose of helping our customers, employees, and communities achieve more together."

Grange Co-op has built a strong reputation over the years for its commitment to customer service and community involvement. The new Redding store will uphold these values, featuring knowledgeable staff ready to assist customers with expert advice and friendly service. The store will also host a variety of community events, workshops, and educational seminars aimed at promoting sustainable living.

A highlight of the new store will be its large pet department, which will offer an extensive selection of pet food, supplies, and accessories. From premium pet foods to toys and grooming products, the pet department will cater to the needs of all types of pets, ensuring that every customer can find exactly what they need for their furry, feathered, or scaled companions.

Additionally, Grange Co-op proudly produces its own private label livestock feed, Rogue Feed, which has been a staple for farmers and ranchers since the 1940s. Rogue Feed is known for its high-quality essential nutrition to support the health and productivity of livestock.

Grange Co-op is also proud to continue its support for local Jr. Livestock auctions, rodeos, and youth organizations such as 4-H and FFA groups. These programs are crucial for fostering the next generation of agricultural leaders and ensuring the sustainability of our agricultural traditions. By supporting these initiatives, Grange Co-op reinforces its commitment to community growth and youth development.

As the store opening approaches, Grange Co-op will release more details about special events, grand opening celebrations, and exclusive promotions. Residents of Redding and the surrounding communities are encouraged to stay tuned for further announcements.

For more information about Grange Co-op and the new Redding store, please visit our website at [www.grangecoop.com/redding](http://www.grangecoop.com/redding).

### **ABOUT GRANGE CO-OP**

Founded in 1934, Grange Co-op is a cooperative dedicated to serving the needs of its members and the communities in which they live. With a focus on farm and ranch products, work wear and western wear, garden supplies, and pet care essentials, Grange Co-op has grown to become a trusted name in the industry. The company operates multiple retail locations, a feed mill and remains committed to delivering exceptional value and service.