



www.coopfund.coop

# COOPERATIVE FUND of New England

## Investor Profile: Pedal People Delivery Services

**P**edal People is a worker-owned cooperative located in Northampton, Massachusetts that provides bicycle-powered delivery of groceries as well as hauling for yard waste, recycling, and trash. The co-op has been expanding in recent years, reflecting community interest in more sustainable ways of living, and now includes twelve members.

"I have wanted to be part of a worker co-op since I worked in one in college, and Pedal People in particular has been a great fit," says Alison Wilson-Pierce, a worker owner since 2010. "Sometimes I can't believe that I work hauling trash through the snow on a bike, and that I have never felt as positive about another job."

Supporting the cooperative movement through development of resources and collaboration with other cooperatives is a core interest of the worker-owners at Pedal People. As a member of the Valley Alliance of Worker Co-operatives (VAWC), a regional association of worker-owned cooperatives in western New England, the collective helps to educate and develop community awareness about the worker co-op model of democratically owned and managed enterprise.

In 2010, Pedal People worker owners made a decision to use surplus profits for the good of the cooperative economy, by investing in the Cooperative Fund of New

England, in accordance with the cooperative principles of *cooperation among cooperatives* and *concern for community*. "We didn't particularly want to put our funds in a bank, and the idea of putting it into a cooperative fund fit with our ideals as a cooperative," explains worker owner Alex Jarrett. Pedal People's investment in CFNE increases the resources available to other cooperatives in the region, strengthening financial options for start-up

cooperatives, and providing access to technical assistance.

Pedal People actively demonstrates cooperation among co-ops. Working with the River Valley Co-op Market, they sponsor bike stations at special events to encourage bicycling to the food co-op and offer outdoor, theft-proof maintenance stations. Pedal People also

delivers local food for Valley Green Feast, a local foods delivery co-op, and do all of their printing with the worker co-op Collective Copies, a digital copying and finishing center. "One thing I like about worker co-ops is the power of the culture we are creating together. While most new workers coming into our co-op have some experience with co-operation, I'm impressed by how quickly new people fit into our culture of working together," says Alex Jarrett. Visit [www.pedalpeople.com](http://www.pedalpeople.com) to learn more.

- Profile by Kalista Aird (updated 8/2012)

**"We didn't particularly want to put our funds in a bank, and the idea of putting it into a cooperative fund fit with our ideals as a cooperative"**



Winter delivery of farm shares



Collective members of Pedal People



Recycling pick-up by Rothy, a founding member of Pedal People

The Cooperative Fund of New England (CFNE) is a nonprofit community loan fund founded in 1975. CFNE provides lending and technical assistance to cooperatives and nonprofit community-based organizations working to build a more just, sustainable and cooperative economy. CFNE is a U.S. Treasury certified Community Development Financial Institution (CDFI). For more information, call 1-800-818-7833 or visit [www.coopfund.coop](http://www.coopfund.coop).

Color printing by Red Sun Press, a worker co-op & union shop, [www.redsunpress.coop](http://www.redsunpress.coop).



Copying by Collective Copies, a worker co-op & union shop, [www.collectivecopies.com](http://www.collectivecopies.com).