



Local Food Startup Accelerates into Growth

Teffola joins the Good Food Accelerator's Accelerate for Growth Cohort

[TROY, MI April 7, 2021] - Claire Smith, the founder of Teffola, is honored to be accepted into the 7th cohort of the Good Food Accelerator (GFA)'s *Accelerate for Growth* program. The GFA is one of FamilyFarmed's programs which support its vision: *Good Food on Every Table*.

The Good Food Accelerator's cohort programs focus on arming good food-focused entrepreneurs to make strong business decisions that enable them to expand growth, reach and opportunity. Industry and business leaders provide instruction, advice and one-on-one mentoring to be sure that all participants get the combined benefit of experience-driven insights and structured classwork that informs real-world decision making. Michigan-based graduates of the *Accelerate for Growth* program include Tomato Bliss and Fruitbelt.

Shelby Parchman, FamilyFarmed's Chief Operating Officer commented, "We've learned that the success of the six-month *Accelerate for Growth* program is a result of our combined commitment to curriculum, coaching and community, as well as the robust support from our volunteers and program alumni. We're excited that this program continues to provide opportunity to entrepreneurs, especially ones that, like Teffola, are owned by women."

About Teffola - Claire started baking teff granola in her home kitchen in 2017 and selling to family and friends. Since then, she has grown to selling in grocery stores across 3 states and online. Her 7th generation family farm grows the ancient grain teff, the star ingredient in her all natural vegan granola. Teffola is based in Troy.

To learn more about Teffola, visit eatteffola.com or contact Claire Smith at claire@teneragrains.com.

For the Good Food Accelerator, please reach out to Carly Herron at Carly.Herron@familyfarmed.org.