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Augusta Co-op Announces Brad Brown as Chief Executive Officer

STAUNTON, VA (January 4, 2024) – Augusta Cooperative Farm Bureau, Inc., a leading supplier of rural and agriculture lifestyle products, is pleased to announce that Brad Brown has been named Chief Executive Officer.

Brown has more than 17 years of senior management experience, including a decade of strategic development and plan execution, most recently as Augusta Co-op's Assistant General Manager.

Before being named Assistant General Manager in January 2020, Brad was Augusta Co-op's Retail Operations and Purchasing Manager and was responsible for all of the company's retail supply chain, store operations and sales generation.

Prior to Augusta's senior leadership team, Brad was Manager of both the Weyers Cave and Staunton retail store locations and was responsible for day-to-day store operations including inventory management, sales generation and payroll.

Brad also leads Augusta Co-op's wholesale division, Greener Valley Supply, LLC., and played a key role in the company's launch and development of strategic plans, overall ensuring flexibility to an increasingly demanding marketplace.

"I am very excited to be leading the Augusta Co-op team," said Brad Brown. "I believe Augusta Co-op has a great business model, talented management teams and staff that uniquely positions it to capitalize on the changing agriculture and retail environment. I also believe Augusta Co-op is consistently in position to provide a cost effective and quality suite of products and services to assist its patrons."

"Brad is the right leader for Augusta," said Board of Directors President John Bowers. "Brad's extensive agricultural management experience and business development skills will help strengthen channel partnerships, develop strategic alliances and expand Augusta's sales presence."

In addition to his professional activities, Brad currently sits on the Virginia Cooperative Council as Past Board President and is an active board member of the Augusta County 4-H and FFA Market Animal Show & Sale since 2017.

Brown earned a Bachelor of Science degree in Ag Science with an Ag Business Management minor from Penn State University in 2007.

To learn more about Augusta Cooperative visit AugustaCoop.com/ or [@AugustaCooperativeFarmBureau/](https://www.facebook.com/AugustaCooperativeFarmBureau/) on Facebook.

Founded in 1929 and headquartered in the Shenandoah Valley, with five branch stores in Virginia (Staunton, Weyers Cave, Fairfield, Bedford & Scottsville), the Augusta Cooperative Farm Bureau, Inc. (Augusta Co-op) is a leading supplier of rural and agriculture lifestyle products. Their diversified platform is the foundation for a variety of items such as feed, seed, livestock equipment, fertilizer, hardware, pet food & pet supplies, animal health, lawn & garden, clothing and much more. The Augusta Cooperative currently serves over 25 counties in Virginia and West Virginia.

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