

# John Boyle

Market of Choice

In an industry where private label growth often comes at the expense of small suppliers, John Boyle is proving that retailer success and local entrepreneurship are not mutually exclusive. As a driving force behind the merchandising strategy at Eugene, Oregon-based grocer, the company's chief merchandising and marketing officer has spent the past 18 months redefining the relationship between the corporate shelf and the family farm.

Boyle's impact is best seen through MOJO, a program he established to transition startup brands from farmers markets to viable retail businesses. While many competitors are reducing their small-brand SKU counts to favor higher-margin national private labels, Boyle has strengthened its commitment to local makers. The MOJO initiative provides brand consulting, guaranteed shelf placement for one year, and marketing support. It even includes store-level sampling events funded by the grocer to drive consumer awareness.

This collaborative spirit extends into the Craft & Kitchen line, an exclusive brand that celebrates Oregon's bounty. Rather than developing products that undercut existing suppliers, Boyle works with local producers to co-create recipes that fill unmet needs on the shelf. This model ensures that store brands act as an accelerator for local businesses rather than a threat to their core offerings.

The results are measurable. Partners like Hot Mama Salsa have utilized the program to develop collaborative products and secure larger production facilities. Some makers have reported sales growth of 400% to 500% after collaborating with Market of Choice chefs.

By institutionalizing pro bono guidance and providing distribution at no charge, Boyle has lowered historical barriers for BIPOC, women-owned, and LGBTQ+ entrepreneurs. His leadership demonstrates that private label can be a tool for economic resilience, setting a new standard for how store brands can nourish a regional food ecosystem.

