

Meet the 2025 Moonflower Co-op Board of Director Candidates

Emily Stock



Moonflower has been a big part of Emily's life since she was about 3, when her family first moved to Castle Valley. She is passionate about community and access to high-quality food, and believes that Moonflower is one of the greatest assets to the town of Moab. She has served on the Board of Directors since 2019 and has been Board President since 2020.

From 2012-2016, Emily was an employee of Moonflower and primarily spent her time overseeing the supplements and bulk herbs departments. Since 2013, she has provided her line of herbal medicines, Sundial Medicinals, to the co-op as a local vendor, and is always excited to share her knowledge as an herbalist by organizing community classes and employee trainings. She is amazed by how many local vendors are supported by Moonflower, and understands how much local farmers and producers are able to grow with our community co-op model.

As both a former Moonflower employee and current vendor, Emily brings a unique and valuable perspective to the Board of Directors. The Moonflower cooperative is a tremendously important part of her life, and she is grateful to have the opportunity to serve on the Board.

Kendra Cupps



My name is Kendra Cupps and I have been living in Moab for about six years. I am from Arizona originally but lived in Austin before moving to Moab and the co-ops in Austin were definitely a huge community resource and that made Moonflower very special to me when I first moved here. I work full-time for the Grand County School District. Moonflower has been a place very close to my heart as I love the way that it brings organic, healthy produce to our town but also provides a community hub for people to connect and share resources together. In my spare time I enjoy cooking with my partner and enjoying our public lands with our dog Jack. I have served on the Moonflower Board the last three years and I am seeking reelection to continue serving the Moonflower community.

Jonny Jew



I first came to Southeast Utah, like many, for the land. I started working in the Monticello BLM field office to help manage Bears Ears National Monument before moving up to Moab. While the public lands and recreation were an initial draw to Moab, it has been the community that has hooked me. Moab is full of brilliant, creative self-starters and that energy may be best captured in the Moonflower Community Co-op. Whether it is the co-op model itself or the varied outreach and education that Moonflower offers to Moab, MCC is as much a point of pride as a grocer.

Growing up in Georgia, organic produce was not a priority for me. It was not until moving to California and experiencing the abundance of farmers markets and educating myself on responsible agriculture that I started prioritizing where my food was coming from. Working on the board of MCC has been a rewarding way to participate in an organization that gives so much back to the community socially and healthily.