

GRANOLA GODDESS

Molly Dawson was raised on a strawberry farm on Michigan's east side. She remembers her mother sending her out to pick berries as a child, and she frequently returned home with half a handful of berries and a juice stained mouth. She wasn't fooling anyone. Her mother, Pam, ran the strawberry fields by herself; driving the tractor, tilling the land, planting and harvesting, while her father, Mo, worked a day job as a wine distributor and made strawberry rhubarb syrup among other things. "I was just talking to my mom about this the other day and she said, "Those were the days... I remember thinking if I wasn't out there working in the garden for at least seven hours, it wasn't a good day." Growing up watching her mother singlehandedly maintain the strawberry fields definitely left an impact on Molly.

Nowadays, Pam occasionally helps bake to keep up with the ardent demand for the handcrafted goodness at Daily De-lish Granola, the company Molly started about 4 years ago. While living in Phoenix, Molly found herself dissatisfied with the limited granola options, which were too often overpriced and severely lacking nuts. She began experimenting with her own concoctions and giving them away as gifts. Before long, people were outright demanding granola. "They were banging down my door!" she jokes with a rhythmic fist pumping the air, " We want granola! We want granola!"

Perhaps unsurprising at this point, Molly, like her mother before her, singlehandedly runs the whole show. She hand chops the almonds and walnuts into the large chunks she dreamed about in Phoenix and to "ensure protein." She hand grates whole nutmeg over each batch of her Agave Nutmeg Granola. She locally sources

her honey "straight from the beekeepers" at Melody Bee Farm and picks it up from their home. Molly even labels and packages each product with a hand written expiration date on the back. Not to mention making all of her own deliveries and running the everyday aspects of a small, growing business while splitting her remaining time between three local farmers' markets, one in Ada and two in Grand Rapids (she does have some help when markets are open simultaneously). She makes an effort to remember the names and faces of her customers, easily her favorite aspect of the business. She often greets them with their favorite granola before they even reach the edge of her booth and loves hearing stories of how they are using her product and who they are sharing it with. Oh, and she's a single mother of two boys, ages five and eight, leading one bewildered friend to claim, "You're like a granola goddess!"

The name stuck and Molly is currently in the process of purchasing the corresponding web addresses.

Daily De-lish Granola is wheat, soy, and preservative free and utilizes organic oats and seeds, as well as coconut oil. It comes in three sizes and seven flavors, including the most popular Peanut Butter Coconut Crisp and a vegan Dried Michigan Cherry. "Even if you just take a handful and look at it," Molly exclaims, "That's real food in there, people!"

You can find more information, distribution, and a blog at: dailyde-lish.com, or you can friend Daily De-lish Granola on Facebook.