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Harvest Co-Op Markets to Offer Same-Day Grocery Delivery Service Through Instacart







(Instacart) *Credit: A stock photo of an Instacart delivery.*

By Matt Rocheleau

Boston.com Staff

MAY 1, 2014 11:22 AM

Harvest Co-Op Markets is the latest local grocery store chain to offer same-day delivery service by partnering with startup Instacart.

[Instacart](#) also offers delivery in the Boston area from: Whole Foods Market, Shaw's, Costco, Market Basket, and Russo's.

The fledgling company, founded and based in San Francisco, launched Boston-area service in December. It offers same-day grocery delivery service in other major cities, including Chicago, Los Angeles, New York City, Philadelphia and Washington, DC.



The service uses a “crowdsourced labor force” it calls “personal shoppers,” who sign-up to shop for and deliver other people’s grocery orders using their own transportation. Instacart pays the shoppers and those who order pay delivery fees to Instacart.

Deliveries can be made in as little as one hour and customers can request items from multiple stores in the same order.

The company said that in the Boston area it has added dozens of “personal shoppers” each month, has tripled the size of its delivery zone and signed on four new stores since its local launch five months ago.

“We sought out Harvest Co-Op because so many of our customers requested it,” said a statement from Instacart founder Apoorva Mehta. “Nearly every Instacart order involves fresh produce, and that’s what Harvest Co-Op is known for. We think this is going to be one of our most popular offerings.”

The general manager of Harvest Co-Op, Mike St. Clair, said the local chain hopes partnering with Instacart will allow it to expand its customer base.

“Not everyone in Boston has easy access to a Harvest Co-Op store,” St. Clair said in a statement. “Instacart delivery service will enable more people to take advantage of our natural and organic offerings. We’re looking forward to bringing the Harvest Co-Op brand to a broader set of customers throughout the Greater Boston Area.”

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BOSTON (AP) — A state panel charged with finding ways to address Massachusetts' drug abuse epidemic is set to finalize its recommendations for Gov. Deval Patrick this week.

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Holder: Subtle Racism Worse Than Bigoted Outbursts



Attorney General Eric Holder says subtle, institutionalized racism has a more “pernicious” effect than the occasional bigoted outburst.

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Harvard Prof. Henry Louis Gates Gets Unreal Housing Perks From NYU

Harvard University professor Henry Louis Gates, Jr.'s side gig as a consultant to New York University has apparently won him some enviable New York City housing benefits.

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Three Injured in Fitchburg Shooting



Three people were shot at KC's Pub on River Street in Fitchburg after midnight Saturday, NECN reports.

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Boston Celtics Owners Invest in Skateboard League

There might not be many obvious similarities between high-tech electric car racing and some dude in a hoodie riding a skateboard.

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BDC Now - Weekend Event Picks

Looking for something to do this weekend? Check out some events that





include plenty of wine, a chance to meet some Red Sox players, a burger bash, and more. Watch BDC Weekend with Jenny Johnson.

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US Ordered Not to Force Feed Guantanamo Prisoner

A federal judge in Washington ordered the U.S. military on Friday to at least temporarily stop force-feeding a hunger striking prisoner at the Guantanamo Bay naval base.

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Genetically Modified Foods Confuse Consumers

Genetically modified foods have been around for years, but most people in the United States have no idea if they are eating them.

Food and dining  2 hours ago  Share

Vt. Sex Offender Faces Sentencing in Niece's Killing

A convicted sex offender who killed his 12-year-old niece after luring her to his house with a ruse about a pool party is due to be formally sentenced to life without the possibility of parole.

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Hike with Caution at White Mountains

Campgrounds in New Hampshire's White Mountain National Forest are open, but the Forest Service is warning people that some areas still have snow, and





spring melt-off can lead to some slippery footing.

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Will Connecticut Schools Ban Chocolate Milk?



Connecticut lawmakers moved forward this week on a new nutrition bill that could remove chocolate milk from public schools.

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Lacrosse Team Honors Fallen Officer and Coach



The girls lacrosse team at Exeter High School is honoring their late coach Stephen Arkell, a New Hampshire police officer who was killed in the line of duty.

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Celebrating 10 Years of Gay Marriage

On May 17, 2004, Massachusetts offered the first marriage licenses to same-sex couples. We asked five couples to talk about what they've learned about themselves and their relationships over the past decade.

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10 Parting Shots at SNL Heading Into The Season Finale

Here are "10 Parting Shots at SNL" as the show's 39th season comes to a close Saturday night with Andy Samberg as host.

Obnoxious Boston Fan  4 hours ago  Share

Environmentalists in Portland Oppose Tar Sands Oil

Environmentalists will rally at the Deering Oaks Park bandshell in Portland to oppose the Keystone XL oil pipeline and the shipping of tar sands oil through Maine.

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Broke Beats: F.Stokes – 'Liquor Sto' Diaries'

Broke Beats is BDCwire's open-source hip-hop column. Every Saturday, we showcase the best new albums, EPs, and mixtapes available for free stream or download. The Midwest has long been a stronghold for spirited rappers and producers who haven't quite pierced the East Coast market. F.Stokes is among the most fearless of of these artists, and the... [Read more »](#)



Oprah's Network Postpones Sam Documentary

The planned documentary by the Oprah Winfrey Network on Michael Sam, the NFL's first openly gay player, has been postponed.

Sports 4 hours ago Share



Woman Falls Down Elevator Shaft at Fenway Park

A 22-year-old woman is hospitalized after falling down an elevator shaft at Fenway Park Friday during a Red Sox game, according to the Boston Fire Department.

News 5 hours ago Share



Obama, Congress Move to Address Veterans Affairs Firestorm

The Obama administration and Congress are moving quickly to respond to a growing political firestorm over allegations of treatment delays and falsified records at veterans hospitals nationwide.

Business 5 hours ago Share



Conn. Exhibit Looks at Benedict Arnold as Hero

A new exhibit on display at the Slater Memorial Museum is the latest effort to bring heightened visibility to a subject Norwich has deliberately ignored for centuries.

Testing Inconclusive, Suspected Bobcat Returned

A judge has returned a 38-pound feline to a New Jersey woman after DNA testing couldn't conclusively say whether it was a purebred bobcat.

News 6 hours ago Share



Clearing This Afternoon with Sunshine for Sunday

Weather Wisdom 6 hours ago Share



Nissan's Taxi of Tomorrow Hoping for a Fare Future

Members of the New England Motor Press Association had the dual experiences of driving and riding in this Taxi of Tomorrow when Nissan brought a pair of the hackney versions of its NV200 van to town.

Cars 12 hours ago Share



Teen's Arm Reattached After Pasta Accident



Four surgeries later, 17-year-old Brett Bouchard can move his arm after it was severed below the elbow.

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Red Sox Fall to Tigers, 1-0, Back Under .500

The loss drops the Sox back below .500, at 20-21, and 10-12 at home.

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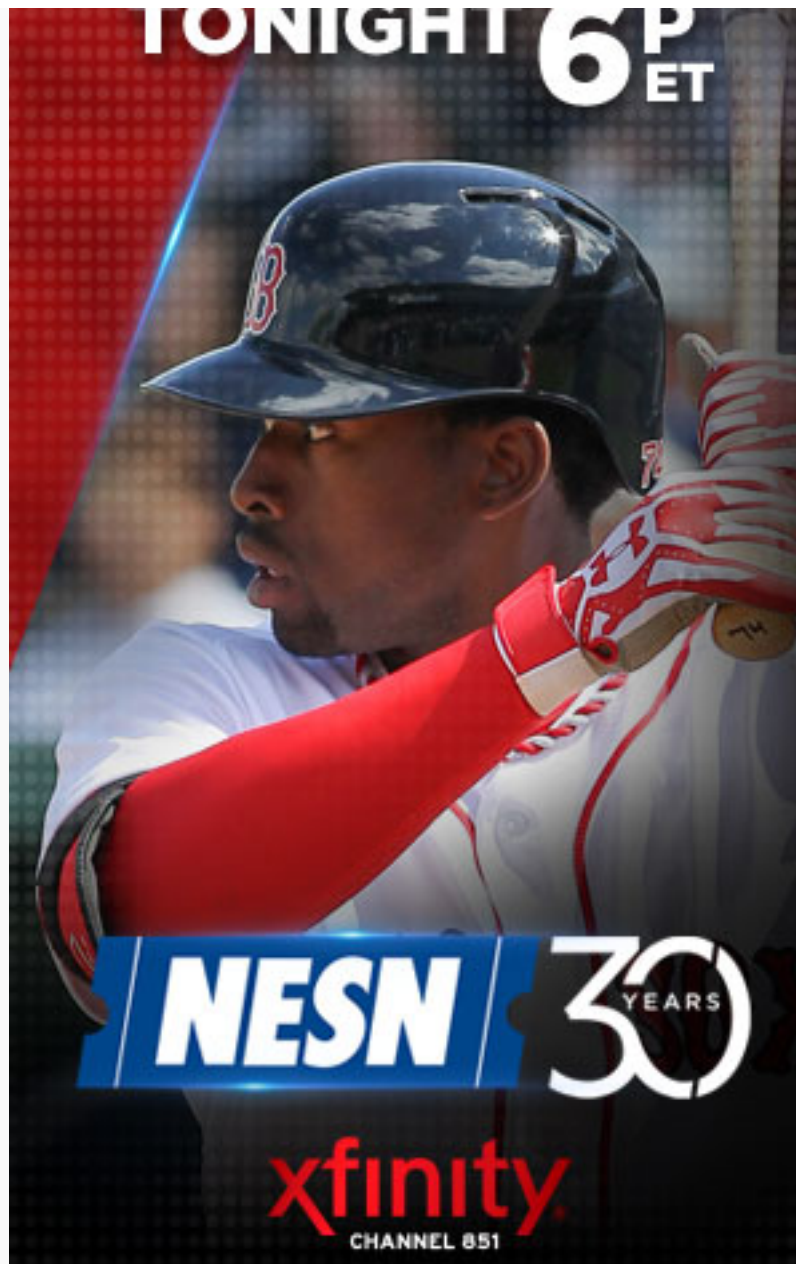
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