The big “G” represents God and should be our first priority.
Being raised in a Christian home by Godly parents was a true blessing for me. The privilege of attending the world’s largest Baptist-affiliated institution of higher learning also had a profound impact on my life. Many organizations seek to keep God as their first priority, but the demands and distractions of life make this a difficult task. I don’t think it is any accident that the very first of the Ten Commandments states we should have no other gods before Him (Exodus 20:3). Our GFG logo correctly lists God as our first priority. We don’t beat you over the head with our beliefs, but we do strive to put God first in everything we do and keep Him in his rightful place, knowing that He is the real reason for our success.

The smaller “F” represents family and should be our second priority.
We are blessed with great employees and we fondly refer to them as teammates. We value our teammates and consider them part of our family. Vince Lombardi said, “The achievements of an organization are the results of the combined effort of each individual.” We know this saying to be true. The majority of my time at work is spent communicating and connecting with our teammates. I know there is no better way to spend my time than with our valuable teammates.

The smaller “G” represents grocery business and is our third priority.
As a company, we must hold unswervingly to our core values while being flexible in meeting the diverse needs of the changing world and our customers. The motto of Baylor University that I learned many years ago, Pro Ecclesia, Pro Texana, serves as a great reminder that we exist to serve both God and the world. Our family grocery business provides me the opportunity to do just that every single day.