

Creating a centre for healthful living

Carole Greenwood, owner and operator of DTC Natural Store in Barrington Passage since 1998, had no idea when she began her journey that it would mean the start of an enterprise that would prove to be so successful – and enduring. She was inspired to open the business when she realized there was a need in the community. A friend with celiac disorder was struggling to find specialty foods. “I never imagined it would be so difficult for my friend to get the foods she needed,” says Carole, “and one thing led to another.”

What it has led to for Carole, her colleagues and collaborators, is a close network of healthy living practitioners operating out of a central location in Barrington and providing services for hundreds of clients throughout the year.

Ann Tingley has been working with Carole for more than twelve years and currently provides massage, reflexology and aromatherapy at the DTC Centre. “We started out as colleagues,” said Greenwood, “but we are also very good friends now.”

Other practitioners who share her space in the DTC Natural Store include Krista Crowell, who has been doing nutritional counseling for ten years, is also a bioenergy technician. She is a specialist in non-invasive methods of measuring allergies, sensitivities and a client's overall state of health.

For more than two decades, Marjorie Matthews has been the sole owner and operator of an

electrolysis and esthetics business, but has hung her shingle at DTC Natural Store for six years, providing yet another facet of the wide spectrum of health and well-being offered there.

The Tri-County Pregnancy Centre has a satellite office there, operating two days a week.

The product lines at DTC have changed over the years, but Carole Greenwood's commitment to offering what her customers want has not. “As a small business operator,” she adds, “I've had to stay pretty attuned to what my customers want and where the competitive pressures are coming from.”



Carole Greenwood

When the big box stores and super-markets start offering health-related products at prices she cannot compete with, Carole will take a look at the growing “universe” of well-being products and services and add something new to her offerings.

Carole has had a relationship with CBDC for fourteen years. Being able to own the building in which she operates has been a blessing for Carole and she credits the help of CBDC with that.

“Without their help in purchasing the building,” she says, “I would not have had the ability to provide the space for so many kindred services and

we would not have had the great mix that has evolved.”

Dixie Redmond, Executive Director of CBDC Shelburne is quite impressed with what Carole has accomplished over the years and quite proud that CBDC has played an important role. “I think a lot of people might take for granted a business like Carole's,” says Dixie, “but we know just how much effort, intelligence and perseverance it takes to create such a special environment in a rural area.”

“We have been there with DTC from the startup and have continued to play a nurturing role,” Redmond added.

Carole sees her venture as somewhat of a community support and guidance, health-based centre, where people can share and find information on how to live a healthier life and take care of their body's needs.

Her efforts and gained experience have been validated consistently as

Carole has been able to offer products, services and resources to help members of the community. The long road to her current success has not been without its challenges, Carole admits, but she says she has enjoyed every mile of the journey.

DTC Natural Store

Causeway Plaza, Barrington Passage

Carole Greenwood, Owner

902-637-3370

Shelburne County Business Development Center Ltd
157 Water Street, P.O. Box 189 Shelburne, NS B0T 1W0
P. 902-875-1133 F. 902-875-4199



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