(Re)opening Small Stores: A Rural Grocery Toolkit
Overview

1. Introduction
2. Challenges and Topics
3. Review
CROSS DOCKING

Rochester, MN

Photo Credit:
http://www.flickr.com/photos/olivander/96035834/
Talk back!

- Can the **distributors** in your area supply grocers with the quantity, quality, selection, and price that they need?
- What **alternative distribution models** have you considered?
- What would be **most helpful** for you to know?
2. LABOR AVAILABILITY

Sanderson, TX

Photo Credit: USDA Rural Development
TEAL’S MARKET (ND, SD, MN)

Pearl and George Teal in 1942

Cass Lake store in 1943

Lisbon, ND 2010

Photo Credit: http://www.tealsmarket.com/aboutus.html
MY TOWN MARKETPLACE

Highland Falls, NY
Talk back!

- Are you or the grocers in your community facing labor shortages or owner retirements?
- How are workforce and succession challenges being addressed?
- What would you like to see in a toolkit on this topic?
Willmore, KY

Photo Credit: Fitch's Neighbors
COMPETITION WITH LARGE CHAINS

Veracruz, MX

Photo Credit: http://felices2juntos.blogspot.com
Talk back!

▪ What does the **food retail landscape** look like in your community?

▪ How strong is **the community support** for local grocers?

▪ How are **marketing and promotion and other methods** being used to keep your stores strong and competitive?

▪ What would be the most helpful for you to see **in the toolkit** on this topic?
SNAP AND WIC

Photo Credit: Maryland Hunger Solutions
WIC/SNAP LICENSING

Photo Credit: ChangeLab Solutions
Talk back!

- Is **WIC or SNAP licensing** a challenge for grocers in your community?

- Is the **timing of SNAP distribution** or **low SNAP enrollment** a challenge?

- What **information would be the most helpful** to know on this topic?
5. OPERATING COSTS

- equipment
- labor
- energy
- renovations

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RURAL ENERGY FOR AMERICA PROGRAM

Fowler, CO
HEALTHY URBAN RURAL FOOD ENTERPRISE DEVELOPMENT

Dixon, NM

Photo Credit: Santa Fe New Mexican
Talk back!

- Do grocers in your community face challenges financing *infrastructure upgrades*?

- What *alternative ownership models* are working in your community?

- What information would you most like to see *in the toolkit* on this topic?
Toolkit Topics

1. Community Support
2. Distribution
3. Labor Availability
4. Marketing and Promotion
5. SNAP and WIC
6. Ownership models
7. Energy cost
8. Customer service
9. Social media
10. Other topics?
RURAL GROCERY STORE SUSTAINABILITY INITIATIVE

Confronting issues of business development, public health and community sustainability, K-State and its partners have identified a need for new models of grocery store ownership and distribution.

The Center for Engagement and Community Development and its partners have identified a need for new models of grocery store ownership and distribution.

Through this initiative, CEDC seeks to create new models for rural business development.

- How can we increase local customer loyalty?
- How can rural business best compete with large chain stores?
- What are the best strategies for dealing with minimum buying requirements?
- What models of rural business ownership are most effective?
- Are there alternative models of distribution for getting products to rural business owners?

The specific goals of this initiative include:

- To create a rural grocery website for sharing information with one another,
- To create and deliver a marketing survey of customers needs and wishes,
- To create a list of current rural grocer best practices, and
- To begin to develop a "buy local" campaign.

If you would like to be included in this conversation or would like to talk about rural business development in Kansas, please contact us.

Partners
The Rural Grocery Store Initiative is made possible by the following partners:

- Center for Engagement and Community Development (CECD)
- U.S. Department of Agriculture (USDA)
- Huck Boyd National Institute for Rural Development
Getting to Grocery
Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

Green for Greens
Finding Public Funding for Healthy Food Retail

Change Lab Solutions: changelabsolutions.org
A small grocery store anchors one end of Main Street in the town the Center for Rural Affairs calls home.

If you live in a rural community, you understand that our grocery store is arguably one of the most important businesses in town. Our store means more than just ready access to healthy food. Rural grocery stores provide jobs and generate tax revenue. Without a local grocery, the revenue that our food purchases generate goes elsewhere.

Having a grocery store also helps attract new residents to a town. Similar to a school, a post office, restaurants and churches, a grocery store makes a community a more attractive place to live. Grocery stores can also be social places where you run into neighbors in the produce aisle, introduce yourself to someone new in town, or catch up on local happenings with the cashier.

Not all small towns are as lucky as we are. The lack of a grocery store means residents have less access to...
Supermarket Campaign

Improving access to supermarkets in underserved communities

RECENT NEWS

First Lady Michelle Obama Announces Nationwide Commitments to Provide Millions of People Access to Healthy, Affordable Food in Underserved Communities

First Lady Michelle Obama joined leaders from major retailers, foundations and small businesses to announce commitments that will provide access to healthy, affordable food to millions of people in underserved communities.