

(Re)opening Small Stores: A Rural Grocery Toolkit



Overview

1. Introduction
2. Challenges and Topics
3. Review

1.

DISTRIBUTION



Auburn, WA

Photo Credit: www.whpacific.com



CROSS DOCKING



Rochester, MN

Photo Credit:

<http://www.flickr.com/photos/olivander/96035824/>

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



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?

3.

MARKETING AND PROMOTION



Burlington, VT

Photo Credit: Churchstreetmarket Flickr Creative Commons



COMMUNITY SUPPORT



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?

4.

SNAP AND WIC



Photo Credit:

Maryland Hunger Solutions



WIC/SNAP LICENSING



Photo Credit: ChangeLab Solutions



SNAP BENEFITS ENROLLMENT & DISTRIBUTION



Photo Credit: Maryland Hunger Solutions and the Connecticut Department of Social Services



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

energy

labor

renovations

\$\$



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?



Resources

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Rural Grocery Store Sustainability

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- Food suppliers
- Food networks
- Key research
- Grocery store surveys
- Best practices
- Funding opportunities

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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**

[K-State home](#) > [Rural Grocery Store Sustainability](#) > [About the initiative](#)

RURAL GROCERY STORE SUSTAINABILITY INITIATIVE

Confronting issues of business development, public health and community sustainability, the Center for Engagement and Community Development (CECD) is working with rural development, grocery store owners from across the state and faculty and staff from K-State to identify and develop models to sustain retail sources of food for rural Kansas communities.

The Center for Engagement and Community Development and its partners have identified key issues and are beginning a much-needed conversation with these rural Kansas grocers.

Through this initiative, CECD seeks to create new models for rural business development and to address the following questions:

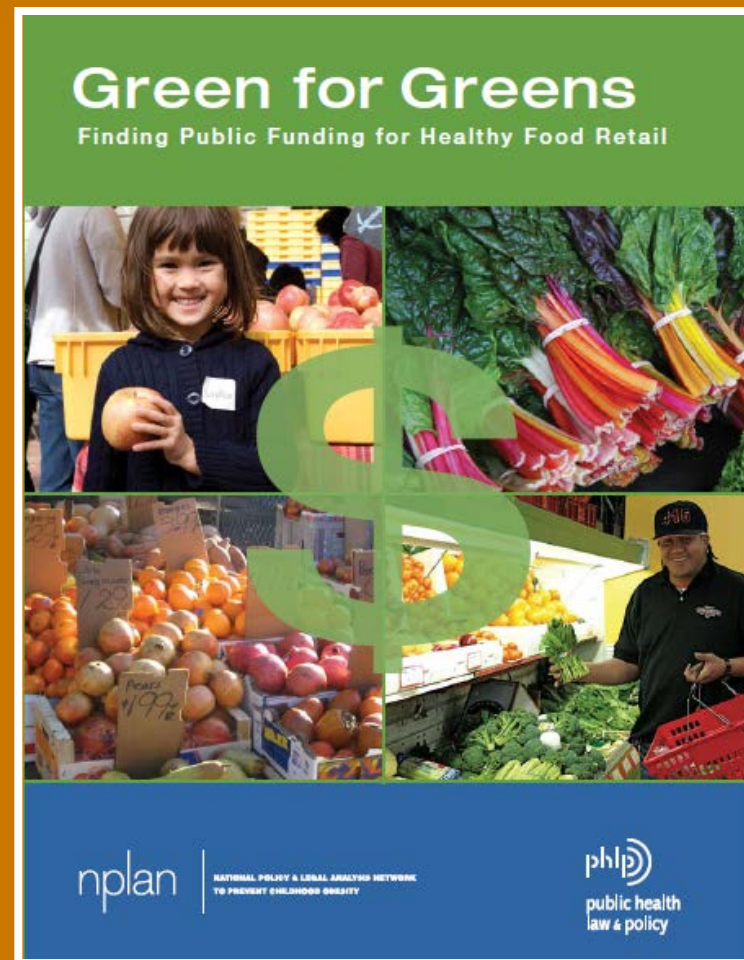
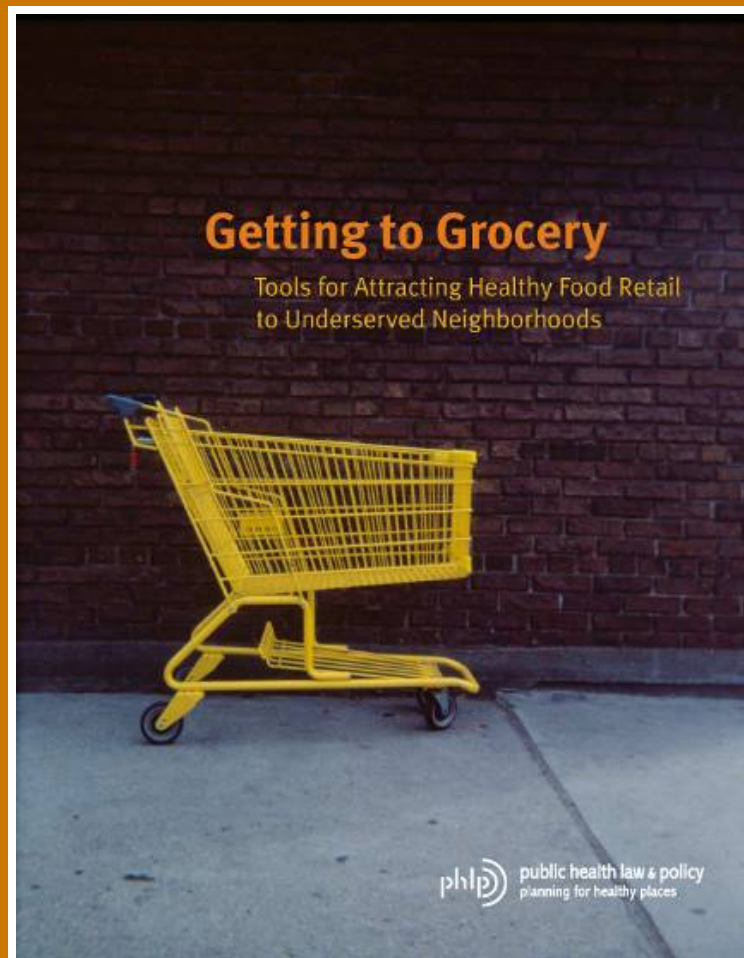
- How can we increase local customer loyalty?
- How can rural business best compete with large chain stores?
- What are the best strategies for dealing with minimum buying requirements?
- What models of rural business ownership are most effective?
- Are there alternative models of distribution for getting 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 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, please contact CECD at [cecd@ksu.edu](#).

Rural Grocery Initiative: www.ruralgrocery.org



Change Lab Solutions: changelabsolutions.org



CENTER *for* RURAL AFFAIRS

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Saving the Small Town Grocery Store

Mon, 05/31/2010 - 11:44 — Web Editor [Community Development](#) | [Small Business](#)

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

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Related Programs:

Corner Store Campaign

The Food Trust's Corner Store Campaign seeks to reduce the incidence of diet-related disease and obesity by improving the snack food choices made by adolescents in corner stores.

Healthy Food Financing

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

The Food Trust: www.theFoodTrust.org

www.cfra.org

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