Supporting Rural Grocery Stores Across the North Central Region

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• Overview:
  • Latino Tiendas of Iowa
  • NCRCRD Small Grants
  • AgMRC Grant
Latino Tiendas of Iowa

- Leopold Center Research Grant
  - Latino Groceries in the Rural Midwest
  - Case-study research project

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[Map showing the distribution of Latino food stores and population density in Iowa.]

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Tienda Impacts

Opportunities
- Promotions / Advertising
- In-house preparation
  - Full meals
  - Grab n' Go
  - Pre-packaged meal kits
- Supply area restaurants
- Distribution partnerships
- Product placement
- Local suppliers

Barriers
- Spoilage
- Aesthetic preferences
- Economies of scale
- Food regulations
- Human capital
- Wary of competitors
- Language and cultural barriers
NCRCRD Small Grants Award

• Iowa State University
• Kansas State University
• University of Minnesota
• Groceries are sites of:
  • Food security
  • Economic opportunities
  • Social centers

NCRCRD Small Grants

• Virtually:
  • Existing resources
  • Existing programs
  • Current assets
  • Research
  • Best practices
NCRCRD Small Grants

- Regional working session
  - Identifying the relevance
  - What can be the response
  - Anticipated results to understand impact

Response

- Convening to understand where we can team up to respond to needs

  - Objective 1:
    - Compile existing information resources
    - Develop new resources based on gaps identified
      - Business Operations and Transitions
      - Grocer Network and Competition
      - Consumer Education
  
  - Objective 2:
    - Pilot developed new resources
  
  - Objective 3:
    - Curriculum Implementation
Agricultural Marketing Resource Center (AgMRC)

- Iowa, Kansas, Minnesota
- Funder: Agricultural Marketing Resource Center (AgMRC) - 2021
- Minnesota – completed surveys with grocers in 2020
- Kansas completed survey with grocers in 2021
- Iowa completed survey with grocers in 2021 to identify participants in further study

AgMRC Grocer / Producer Project

- Understand opportunities and limitations for sourcing and selling local in independent grocery stores
- 30/1 state
- Grocery: 10 stores or less
- Food and farm business
- Aggregators (food hubs)
- Local farmers
- Value added

Interviews

- Strengths, Weaknesses, Opportunities
- Business/Demand/Logistics/Product and Future

Coding

Output

- Final report on AgMRC
- Identification of potential next steps and research needs
AgMRC Grocer / Producer Project

- 4 key areas of focus:
  - Relationships
  - Demand
  - Logistics
  - Layout

- 3 categories for each key area of focus
  - Strength
  - Challenge
  - Opportunity

Next Steps

- AgMRC
  - Final report - https://www.agmrc.org/

- Aligned projects:
  - Mobile produce processing
  - Scaling-up produce processing

- Ongoing community retail support:
  - Iowa Retail Initiative (IRI)
Contact:

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