

Supporting Rural Grocery Stores Across the North Central Region

Lisa Bates, Iowa State University

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- Overview:
 - Latino Tiendas of Iowa
 - NCRCD Small Grants
 - AgMRC Grant

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Latino Tiendas of Iowa

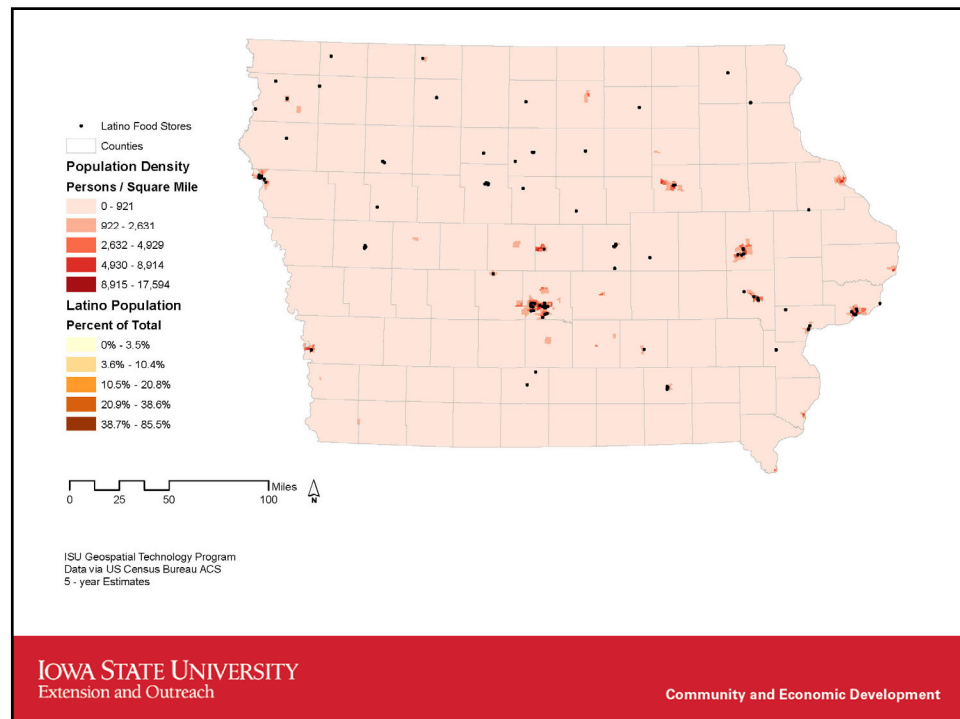
- Leopold Center Research Grant
 - Latino Groceries in the Rural Midwest
 - Case-study research project



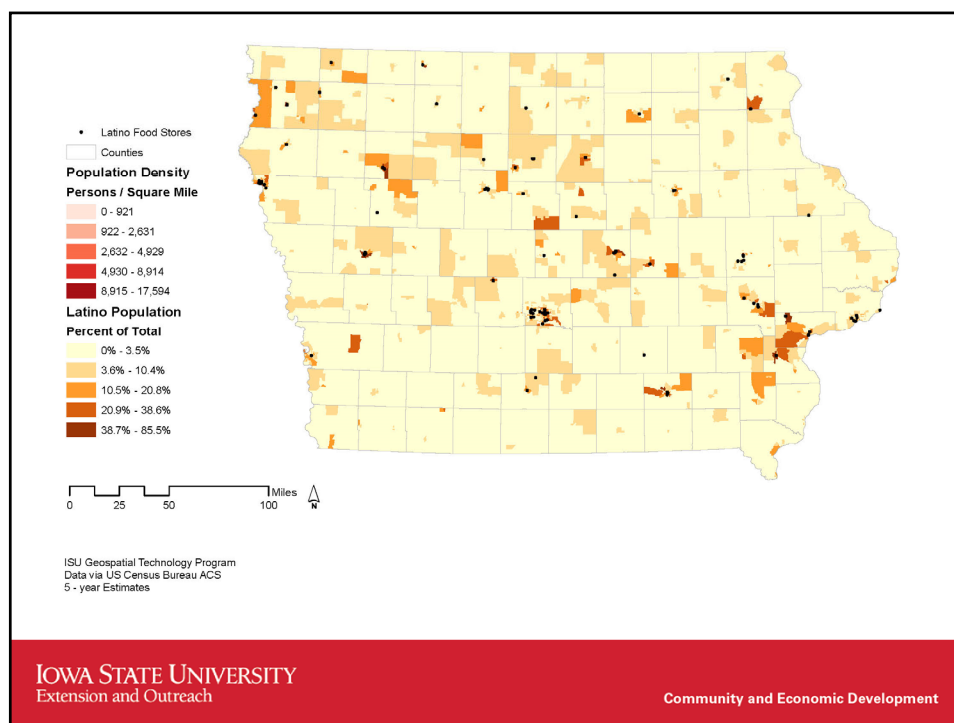
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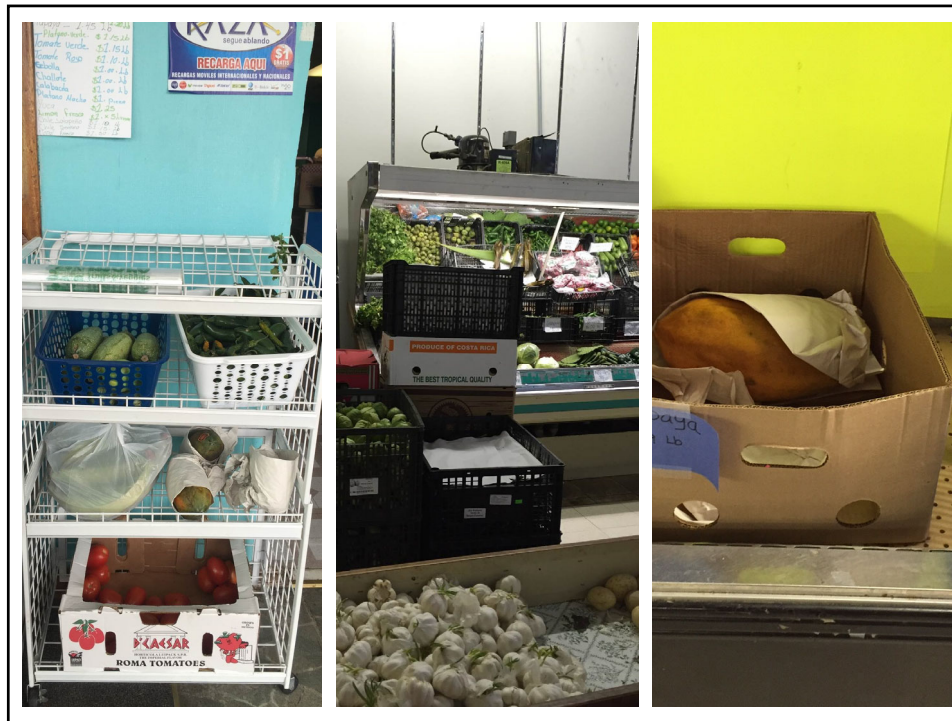
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Tienda Impacts

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

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NCRCRD Small Grants Award

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

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NCRCRD Small Grants

- Virtually:
 - Existing resources
 - Existing programs
 - Current assets
 - Research
 - Best practices



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NCRCRD Small Grants

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



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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

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Agricultural Marketing Resource Center (AgMRC)

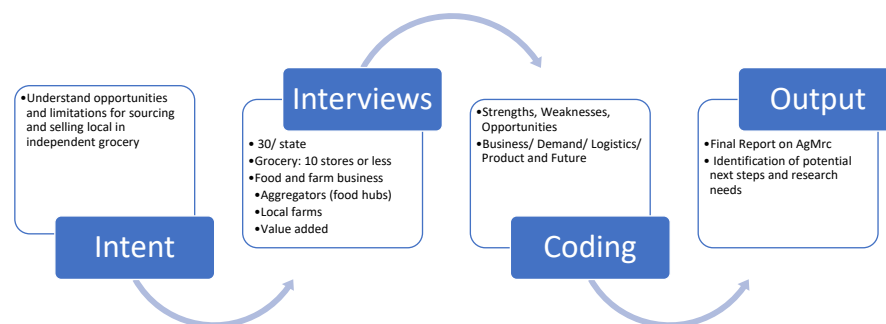
- Iowa, Kansas, Minnesota
- Funder: Agricultural Marketing Resource Center (AgMRC) - 2021
- Minnesota – completed surveys with grocers in 2020
- Kansas completed survey with grocers in 2021
- Iowa completed survey with grocers in 2021 to identify participants in further study

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AgMRC Grocer / Producer Project



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AgMRC Grocer / Producer Project

- 4 key areas of focus:
 - Relationships
 - Demand
 - Logistics
 - Layout
- 3 categories for each key area of focus
 - Strength
 - Challenge
 - Opportunity

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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)

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