

**FAMILY
GROCERS**

An HCSI, Inc. Project

Real. Good. Food.



Before...





Healthy Community Store Initiative



THE REAL GOOD FOOD TRUCK

R&G Family Grocers is a mobile grocery store developed to help facilitate the growth of neighborhood Healthy Corner Stores by addressing the barriers and proving out solutions through implementation of vertical integration of the supply chain and site location.



“THE CLOSEST STORE TO YOUR DOOR”



Products include:

- Fresh Produce
- Dairy Products
- Grains
- Meat
- Essential Staple Goods
- Healthy prepared meals
- Limited toiletry items





Access for Seniors



Kale, Tangerine, Quinoa Salad

Serves 4



- 1 cup quinoa
- 2 cups water
- 1 bunch kale
- Extra virgin olive oil, as needed
- 2 tangerines
- 1 Tbsp tamari or soy sauce
- 2 Tbsp honey
- 1 tsp grated fresh ginger
- 1 garlic clove minced

Boil quinoa in water until water is absorbed. Prepare kale by removing rib and chop into small pieces. Massage kale with oil and sprinkle with sea salt to taste. peel tangerines and separate into wedges. save half of a tangerine for juik In a cup whisk juice, tamari sauce, honey, ginger and garlic. Mix sauce and quinoa into the kale. Add tangerines wedges and toss.

Nutritional information per serving: 213 calories, 5 grams fat, 38 grams carbs, 13 gram fiber, 8 grams protein.

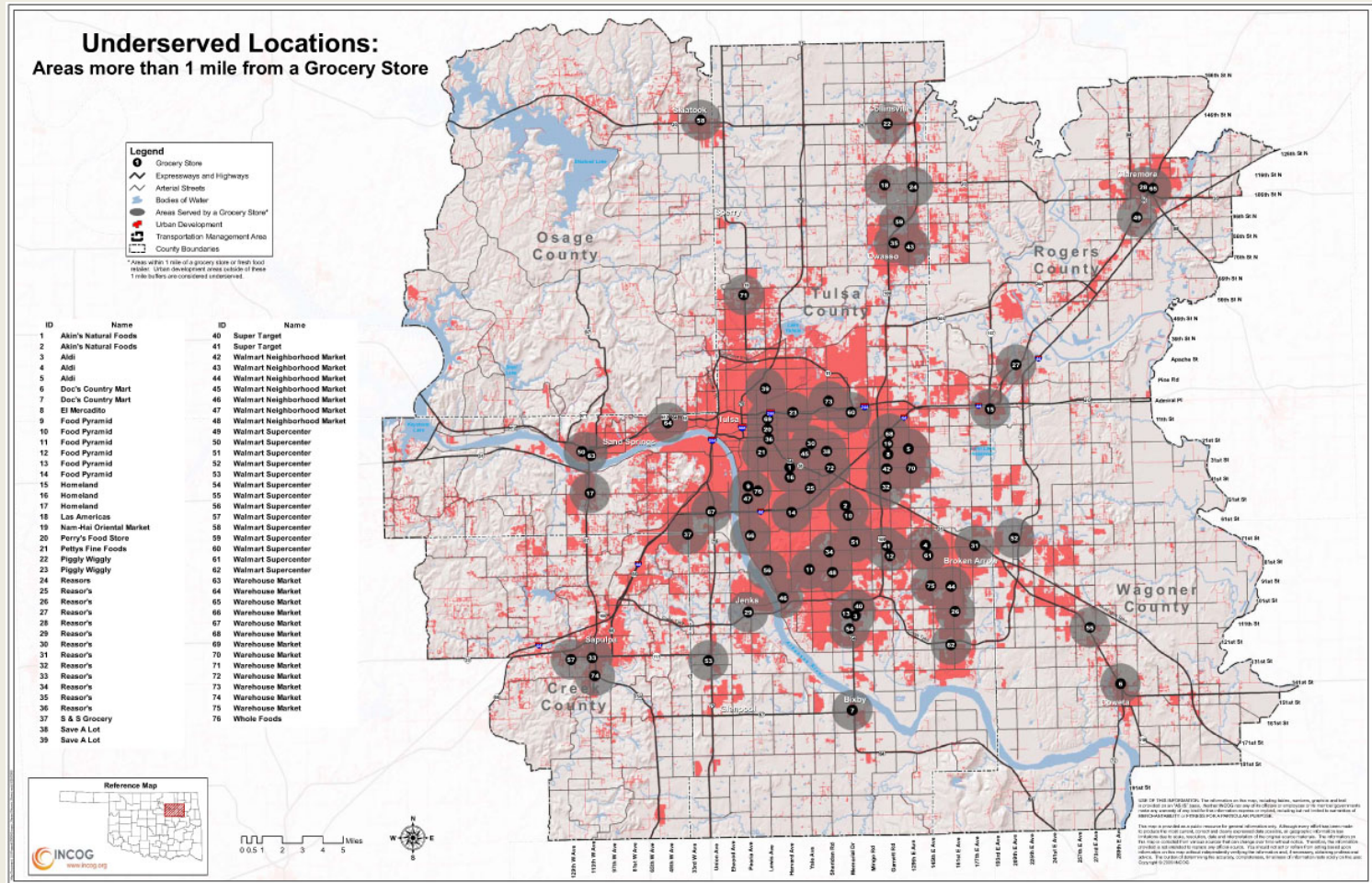


Additional services include:

- Nutrition education & Health Tips
- Demonstrations and food sampling
- Recipes
- Double Up Food Bucks
- Medical Screenings
- Prescription for food



Rural vs. Urban



Barriers

- Profitability- thin margins
- Minimum purchases/access to wholesale
- Price competition with large chains
- Local producer infrastructure
- Loss of perishable products-shelf life
- Financing-access to capital
- Consumer awareness

Vertical Integration of Supply Network

- Purchase direct from local farms
- Aggregation of products and distribution to restaurants, retailers, and institutions
- Growing your own food to sell
- Value added processing

Direct Farm Purchasing



Partner with local farms to provide access to seasonal produce.

Pros:

1. Low cost purchasing, able to pass savings on to consumers and still make a good margin.
2. Consumers want local food options.
3. Promoting customer service. Engage customers about how food is grown and nutritional value.

Cons:

1. Difficult to predict what will be available in advance and in what grade/quantities?
2. Extra labor coordinating, transporting, and processing of food.
3. Consumer education. Local produce looks different than factory farmed.

Solutions

Growing capacity of local farms through a consistent buying market.

- Forward contracting
- Assist small scale farmers with growing plans, food safety plans, GAP certification, and other regulatory processes to grow their production
- Post harvest preservation and processing

Aggregation of products and distribution to restaurants, retailers, and institutions.



Partner with enterprises to purchase for them too.

Pros:

1. Additional income by adding a service fee for delivery.
2. Economies of scale
3. Brick and Mortar stores may already have the capacity to store and deliver products.
4. Meeting minimums and building rebates with wholesale distributors.

Cons:

1. Building infrastructure needed to handle excess products.
2. Added layer of organization and labor.



Solutions

1. Onsite processing, refrigerated storage on farms.
1. Detached storage such as climate controlled shipping containers- low cost.



Grow Your Own

Starting a Farm

Pros:

1. Control of product and what is being grown
2. Low cost products

Cons:

1. Labor, land, and knowledge
2. Weather considerations

Solutions

- Partner with FFA, schools, universities, non-profit organizations and community gardens
- Season extension through green house and hoop house production.



Value Added Processing



Turning Waste Into Profit

Pros:

1. Additional income stream
2. Reducing loss of goods
3. Drive sales by cross branding
4. Increasing point of sale opportunities through customer convenience

Cons:

1. Expense of a commercial kitchen
2. Labor to process value added products
3. Packaging and regulations



Solutions

1. Outsourcing - Incubator kitchen and partnering with entrepreneurs to process value added products
2. Creating a niche market



In Summary

- Diversification of Operations
- Growth of Local Food Hubs
- Cooperative Models
- Community Awareness





Community Partners

Helmerich Foundation

Zarrow Family Foundation

George Kaiser Family Foundation

Enoserv

Fair Food Network

Ruth Nelson Revocable Trust

Tulsa Community Foundation

Community Food Bank of Eastern OK

Sustainable Tulsa/South Side Rotary

Bellman 2014 Project of Choice

Tulsa Health Department

Tulsa Community College

Oklahoma State University/AG Extension

Tulsa Housing Authority

Lacy Park Community Center

Tulsa Food Security Council

Student Interns (TU, OU, OSU, Langston)



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