

Rural Grocery Initiative: Where We Go From Here

R G I

Rural Grocery Initiative

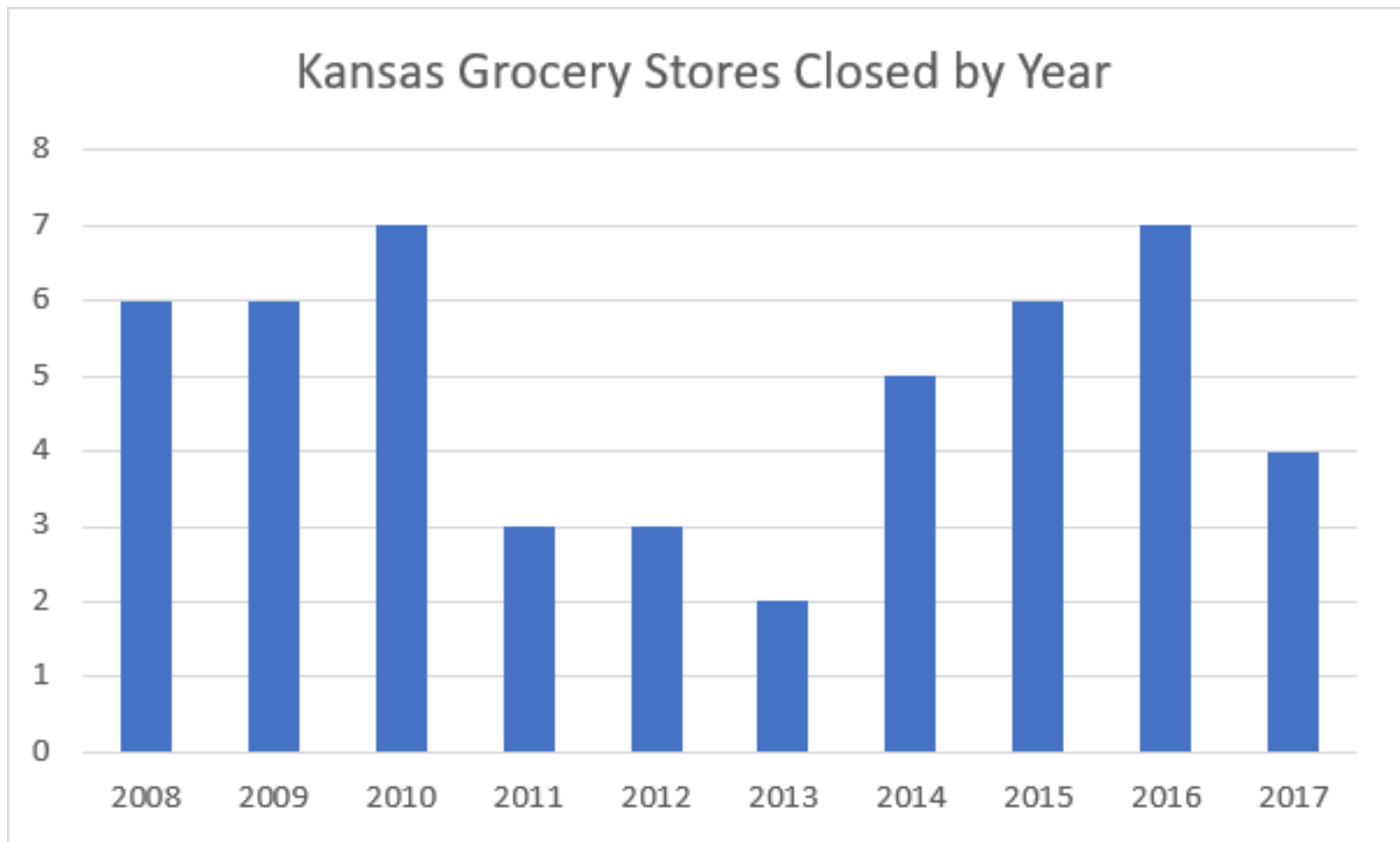
Strengthening our stores
Strengthening our communities

The Challenges Are Significant

- Slow rural economies
- Declining customer base
- Grocery business transitions
 - Grocery owner retirements
 - Owners leaving the business
- Tough competition
 - Big box grocery stores
 - Discount retailers
 - Online shopping
- Distribution issues
- Aging equipment



Kansas Closed Grocery Stores



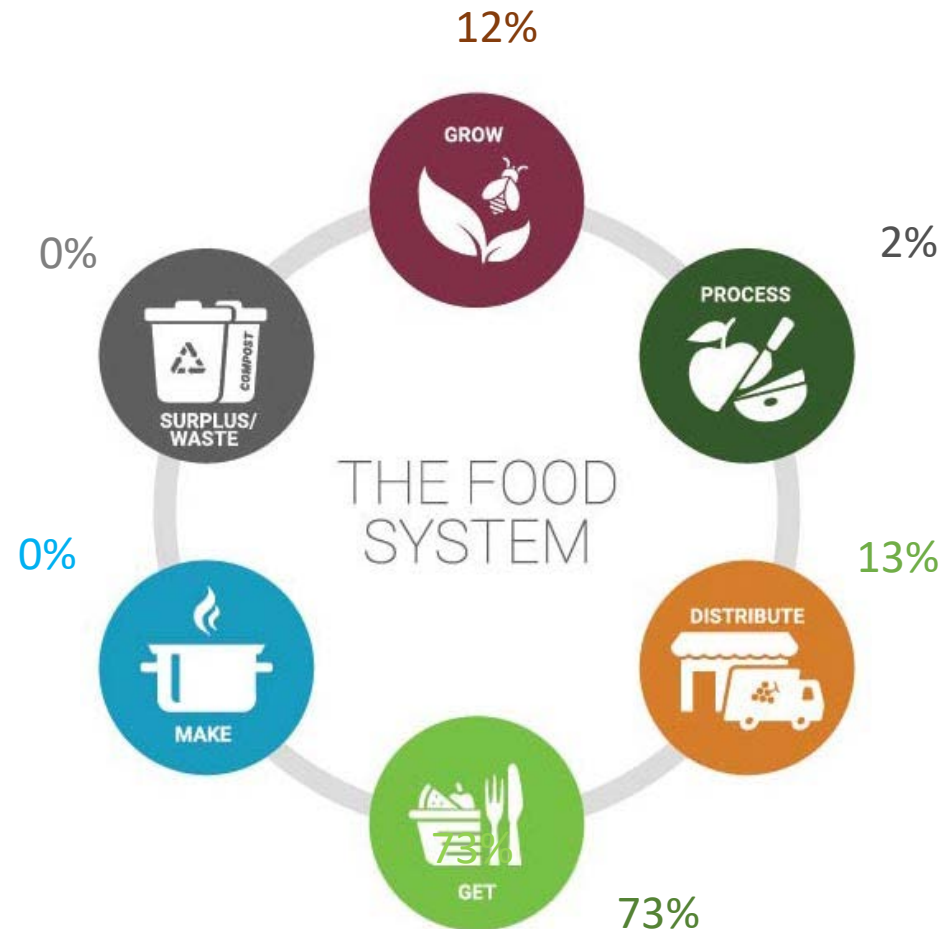
RGI Assistance:

Working to Improve Information

<http://kansashealthyfood.org/assistance/>

Category of TA

- KHFI process (39%)
- General (29%)
- Business development (12%)
- Dollar General (4%)
- Ownership models (5%)
- Technology (3%)
- Distribution (3%)
- Economics (2%)
- Partnerships (<1%)
- Community Food Assessment (<1%)



RGI Assistance:

Working to Improve Information

- Create a database of rural grocery expertise
 - National Information
 - Kansas expertise
- 56 cards returned
- 36 people willing to share expertise: (63%)
- Top Concerns:
 - Business Development (14%)
 - Distribution (14%)
 - Education (10%)
 - Marketing (9%)
 - Partnerships (9%)
 - Dollar General (8%)
- Area of Expertise
 - Business Development (19%)
 - Education (14%)
 - Marketing (10%)
 - Partnerships (9%)

RGI Assistance: Working to Improve Information

Work to better
understand the food
system



RGI Assistance: Working to Improve Information

Develop case studies that help guide best business practices

- Success stories
- Community supported enterprises

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So how does RGI help?

Identifying and Securing Funding

- Work with Kansas Healthy Food Initiative
 - <http://kansashealthyfood.org/>
- Work with national partners help secure additional federal dollars for grocery operations
 - HFFI
- Work in support of philanthropy dollars
- Build up RGI's database of funders



KHFI Funded Project Summary

Six Funded Projects

- 1 Not-for profit grocery store
- 1 Cooperative grocery store
- 1 Public-private grocery store
- 1 New grocery refrigeration
- 1 grocery store renovation
- 1 space expansion for healthy foods



Eight Additional Projects under Funding Consideration

RGI Partners to Provide More Information, More Funding

- Our nearly 200 Kansas rural grocery stores
- The Kansas Health Foundation
- IFF
- Network Kansas
- Huck Boyd National Institute for Rural Development
- K-State Research and Extension
 - Engineering Extension
 - Family and Consumer Sciences
 - Community Vitality
- KS SBDC
- SBA
- The Food Trust
- The Sunflower Foundation
- ISU, U. of MO, U of MN, Western ILL
- The Reinvestment Fund
- American Heart Association
- Blue Cross / Blue Shield
- KS Dept of Agriculture
- Center for Healthy Food Access
- Healthy Food Policy Project
- Associated Wholesale Grocers
- Public Health Law Center
- Northwest KS Economic Innovation Center, Inc
- USDA
- Centers for Disease Control
- KC Healthy Kids
- The Kansas Sampler Foundation

Thank You!
See You in 2020

