

Improving Food Access and Healthcare “The Wright Way”

Jimmy Wright
President - Wright's Market

Wright's Market & Wright 2 U Online Shopping



The Wright Strategy to address Food and Healthcare Challenges

- 1) Brick and Mortar Store
- 2) Shuttle Service
- 3) E-Commerce (Local)
- 4) E-Commerce (Rural)
- 5) Supplier to other stores
- 6) Healthcare Partnership with Food Delivery

Wright's Market



Wright's Market History

Opened in 1973 as a 2100 sq. ft. convenience store

Built by my father for the previous owner

My father, mother and I were the first employees

Three expansions over the years (1975, 1977, 1985)

Current Size 20,000 sq. ft.

I purchased the store in 1997

Rebranded it as Wright's Market in 2003

The Past



The Future



Vision – Mission – Brand Pillars

Vision – Honor God by making a positive impact on the lives of our employees, customers and community

Mission – Nourishing Families – Strengthening Communities

Brand Pillars

Clean Store

Family Friendly Shopping Environment

Friendly and Efficient Customer Service

Highest Quality Fresh Foods

Affordable prices

Support our Community

Affordable Prices



Your Hometown Store For The Best Meats and More!!



Fresh Produce Focus on Local



Wright 2 Shuttle Service



Wright 2 U Shuttle

PICKUP AT HOME



BACK HOME AFTER SHOPPING



Wright 2 U Online Shopping and Delivery



WRIGHT 2 U

ONLINE SHOPPING + GROCERIES DELIVERED
RIGHT TO YOUR DOOR OR CURBSIDE PICK-UP

Wright 2 U Online Shopping

Started in August 2016

Exceeded all of our expectations

Predominately delivery

Completely different customer base

All new customers – no cannibalization of existing sales

New enhanced platform launched in 2018

One of ten retailers selected for the USDA Online SNAP Pilot with a 2018 launch.

E-Commerce

Connecting People and Food

In areas that will not support a full service grocery store – online grocery shopping delivery can fill the need.

In rural areas a central point of delivery that allows for efficiency and holds down costs.

Gives the rural and / or the food desert customers access to a full variety of fresh foods.

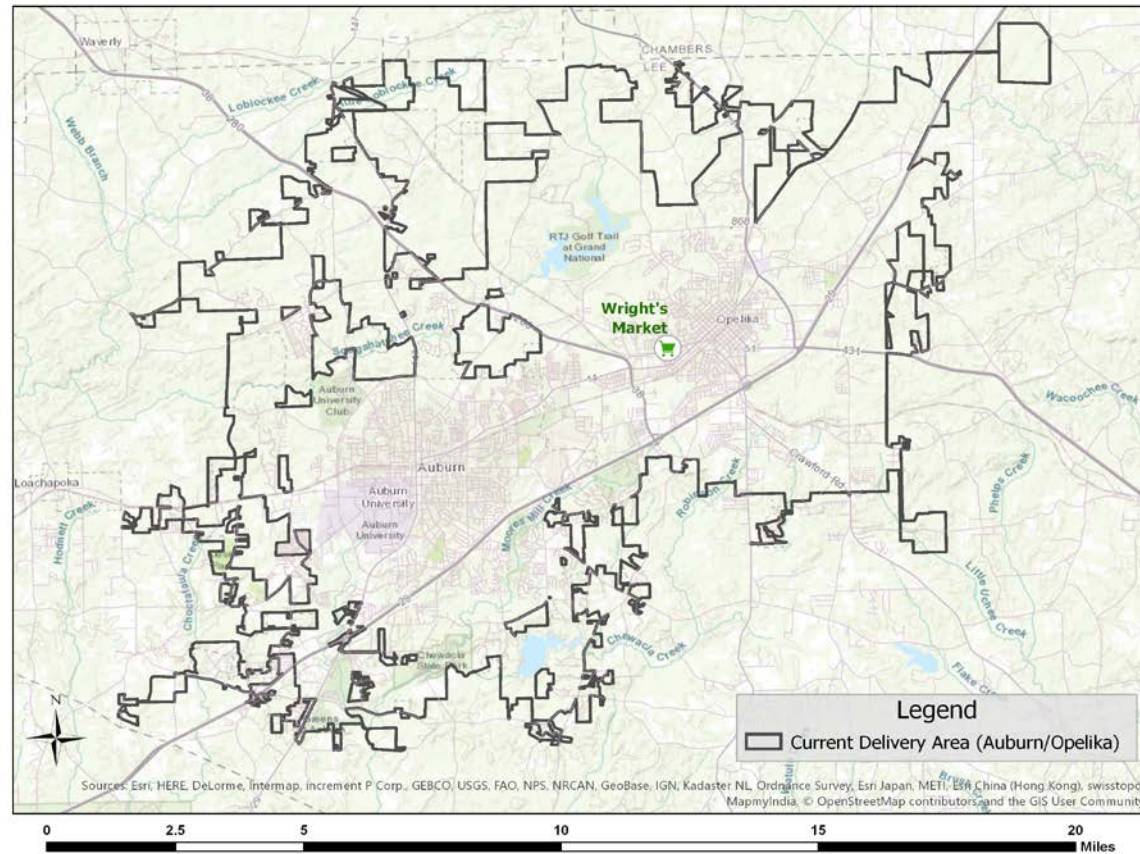
More efficient due to no low capital investment (delivery vehicles, drivers vs. the overhead of a brick and mortar store).

Barriers to technology must be addressed

USDA / FNS Online SNAP Pilot

- One of ten companies in America to pilot the program
- Others include:
 - Walmart – Amazon – Albertsons / Safeway – Hy-Vee
 - Fresh Direct - ShopRite – Harts Local Grocers –
 - Dash Market – Thrive Market
- First rollout is scheduled for summer of 2018

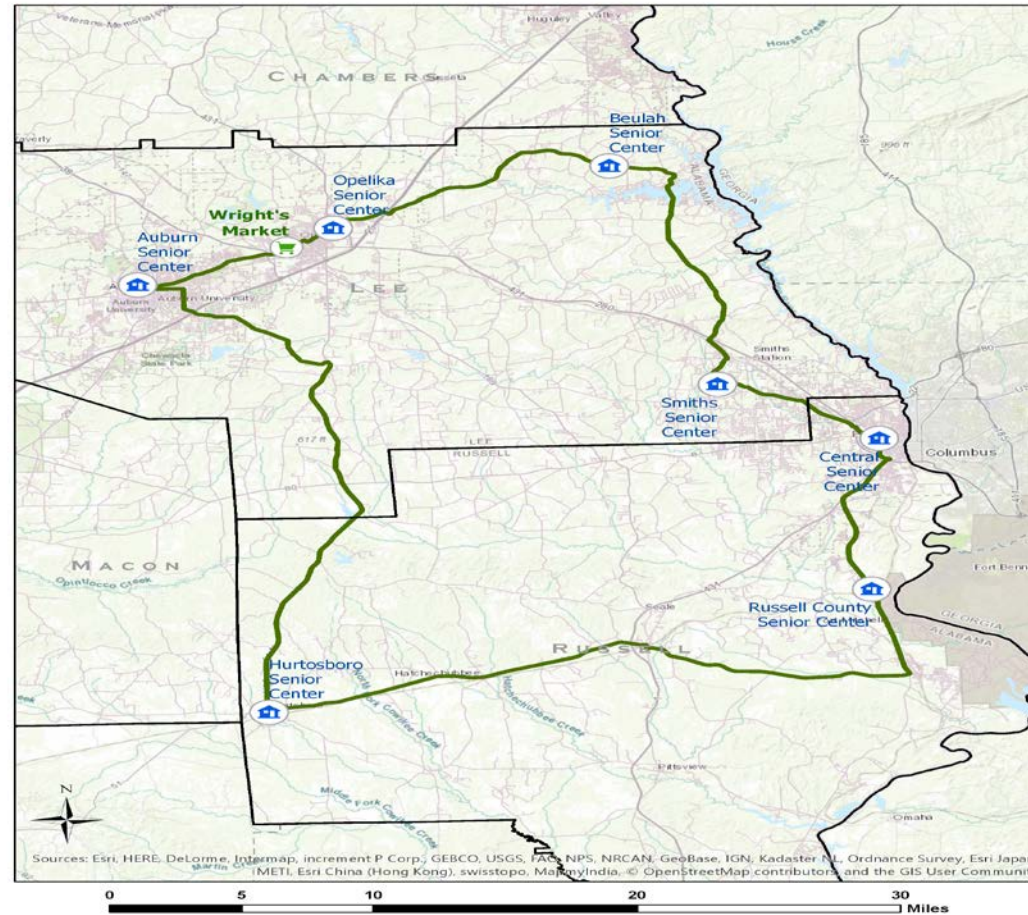
Phase 1: Local Delivery



Phase 2

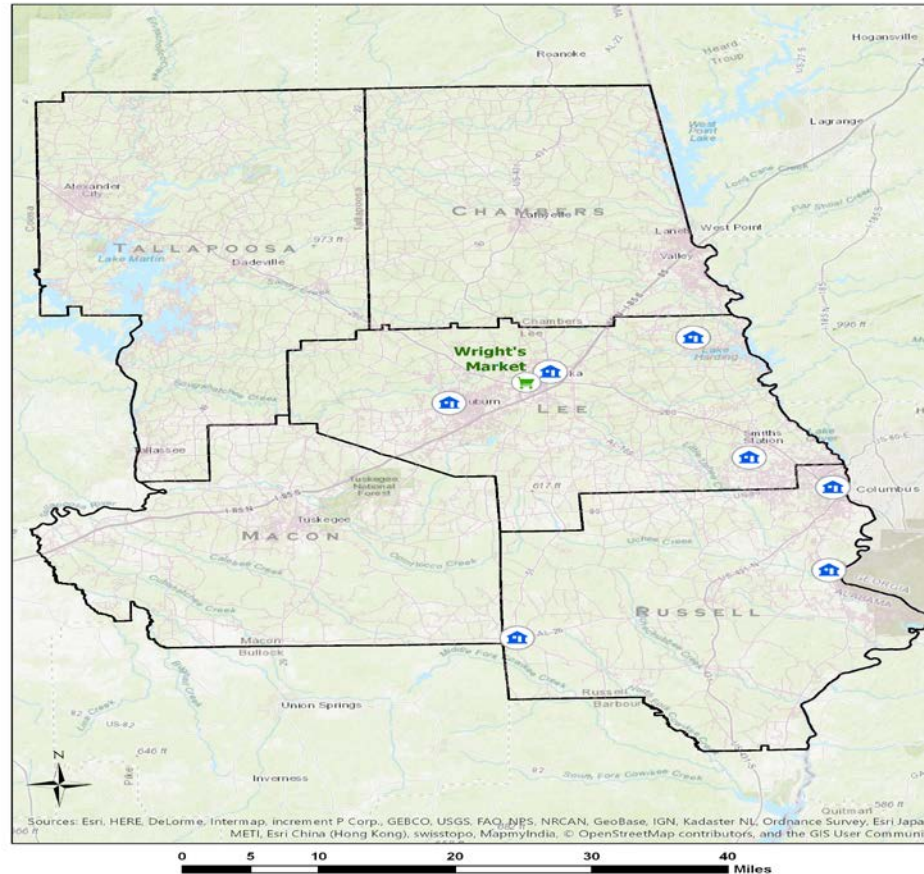
Rural Delivery Routes

Partnership with Lee Russell Council of Governments



Regional Distribution

Lee, Russell, Macon, Chambers, Tallapoosa



State of Alabama Healthy Food Financing Grant



State of Alabama Healthy Food Financing Program

Initiative was developed / promoted by:

Food Trust

Alabama Grocers Association

Voices of Alabama's Children

American Heart Association

Inaugural year 2018

Awarded over \$300,000

Wright's Market was awarded \$60,000

Importance of HFFI Grant

Drives down the initial cost of the project allowing for greater flexibility, as we ramp up the model to achieve economic sustainability.

Food Insecurity Nutrition Incentive FINI Grant

Three Year Grant

\$125,000

Partnered with Fair Food Network

\$10,000 match from East Alabama Medical Center – Diabetes and Nutrition Center

Launched June 2018

Supplier to Carver Market Urban Food Desert in Atlanta



Carver Market

Operated by Focused Community Strategies

Opened in May of 2015

2500 sq. ft (Former Thrift Store – Liquor Store)

Includes Community Grounds Coffee Shop

3-3-3 Food Desert

Three miles to the closest grocery store with fresh foods

Three changes on MARTA to get to the store

Three Hour Round Trip

We serve as their supplier

How does America Fix Healthcare?

“ I do not know the answer to that question, but I do know that we have to make **preventive health** our national priority”. *“Hospital Administrator”*

Food as a prescription medicine – “Farmacy”

New Innovative RX programs

Healthcare

Connecting People to Medicine

- Partnership with our local healthcare provider – East Alabama Medical Center Physician Assistant and Dietician will accompany us to central pickup points
- Healthcare screenings, exams and regular checkups
- They will have the ability to deliver prescription drugs
- Working with Alabama Cooperative Extension Program Community Health Coordinator – SNAP Education
- Food as Medicine

Challenges

but also Great Opportunities

Access to Fresh Foods – feeding our ALL of our country by bringing the food store to the people using brick and mortar locations, shuttle service, e-commerce and supply.

Preventive medicine – Food as medicine – better nutrition

Driving down Healthcare costs by improving access to care

Jimmy Wright

wrightsmarkets@aol.com