# SHOPPING LOCAL, SOURCING LOCAL

Ren Olive

Lisa Bates

**Courtney Long** 

# **Project Overview**

- Iowa, Kansas, Minnesota
- Funder: AgMrc
- Minnesota completed surveys with grocers in YEAR
- Kansas completed survey with grocers in 2021
- Iowa completed survey with grocers in 2021 to identify participants in further study

# **Project Overview**

 Understand opportunities and limitations for sourcing and selling local in independent grocery

Intent

### Interviews

- 30/ state
- Grocery: 10 stores or less
- Food and farm business
- Aggregators (food hubs)
- Local farms
- Value added

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

## Output

- Final Report on AgMrc
- Identification of potential next steps and research needs

Coding

## **Iowa Review**

#### **Survey Findings**

- Support for statewide alliance
- 79% of respondents support locally made/grown products in Iowa

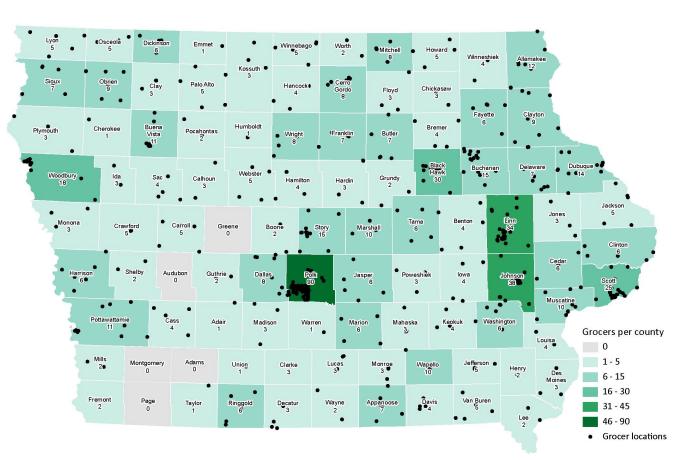
#### **Interview Findings**

#### Grocer:

strengths, challenges and opportunities

#### Farm and Food Business:

strengths, challenges and opportunities



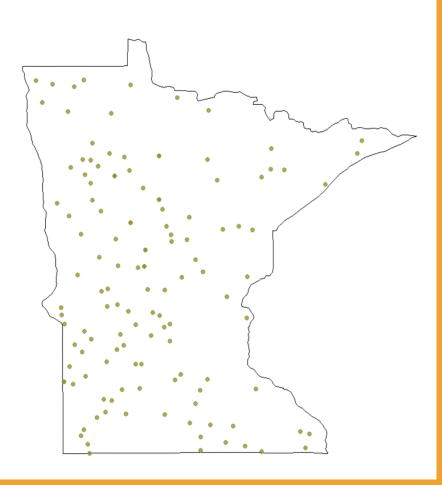
## Minnesota Review

#### **Survey Findings**

- Grocer concerns about regulations
- 41% of MN grocers would like more access to local foods

#### **Interview Findings**

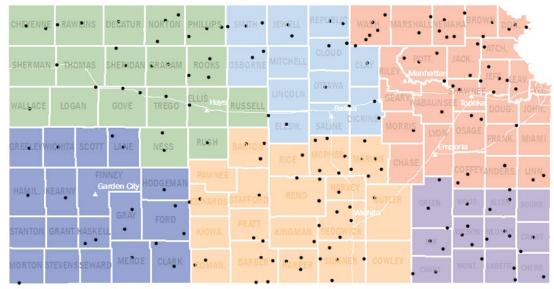
- Range of informal, irregular purchasing to more formal contracts
- Transparency, "local foods sell sheet"
- Challenge finding farmers



## Kansas Review

#### **Survey Findings**

- 58.3% of rural stores surveyed purchase from local producers and businesses
- Note: full survey results will be shared following this presentation



Kansas Rural Grocery Stores, 2019

#### **Interview Findings**

- Mostly informal relationships and communication methods between grocers and producers
- Grocers identified local food as a way to differentiate themselves from competition
- Many producers have little time to do marketing; some noted a desire for more help from grocers in this respect
- Distribution is a barrier for producers, as it is labor and time intensive

# Conclusion and Next Steps

- Report
- Funding
- Additional Needs

# **Questions and Contact**

Ren Olive: rolive@umn.edu / 612-701-3256

Lisa Bates: <a href="mailto:lmbates@iastate.edu">lmbates@iastate.edu</a> / 515-357-8185

Courtney Long: court7@iastate.edu / 515-460-3227