



Buying and Selling Locally Grown Food in Your Grocery Store

MYTHS – CHALLENGES - OPPORTUNITIES



REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS



Sustainable Agriculture and Local Food





ROSS DAVIS
FLOW
WHOLESALE

M ORAVA

FRESH



M ORAVA

M ORAVA

FRESH ASPARAGUS

2012-41
0123456789
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M ORAVA

FRESH ASPARAGUS

FRESH ASPARAGUS

M ORAVA



MYTHS

- I can't sell food provided by farmers. It is not an approved source
- **FACT:** farmers are **NOT** required to be licensed to sell fresh, raw fruits and veggies to grocery stores (federal rules; individual states may vary)



MYTHS

- My wholesaler says I have to buy THEIR products and I cannot buy from local farmers
- **FACT:** This is frequently heard of, but not often heard. As a grocer you have the right to buy from whomever you want. You can also ask your wholesaler to carry local produce



MYTHS

- What myths (or realities) have you heard or experienced it buying food directly from farmers?



N-210L

WA N210L



**CRAZY
FRESH**
7/8 IN.
GREEN BEANS

1 LB
PRODUCT OF USA
9908461

SDI

SDI

SDI

SDI

TANGERINES

SDI

SDI

SDI

TANGERINES

TANGERINES

BYPASS THE DISTRIBUTION SYSTEM



CHALLENGES (FOR GROCER)

- Consistent product or supply- seasonality
- Product can be more expensive
- Managing produce is labor intensive
- Multiple invoicing and payment schedules



CHALLENGES



CHALLENGES (FOR FARMER)

- May take time to build client base
- Need to know and practice good post harvest handling techniques to ensure consistent quality
- Product needs to be consistent and available to coordinate with grocery and/or wholesale supply



WHAT CHALLENGES HAVE YOU EXPERIENCED OR COULD ANTICIPATE EXPERIENCING?



OPPORTUNITIES

- Local products can differentiate your store- create customer loyalty
- Merchandizing
- Farmer can work for you (bagging, trimming, placement, etc...)
- Utilize commercial kitchen in-store (farmers can cut, bag, chop to add value to product)
- Attract a range of customers to your store (those who want \$4 eggs & Hutterite squash)
- Spillover shopping (people don't just buy one thing)



MERCHANDIZING



MERCHANDIZING





OPPORTUNITIES

- Higher quality
 - Work with farmers to get exactly what you want
 - Product differentiation and new varieties
 - If farmers are using good post harvest technique you can have the freshest product



PRODUCT DIFFERENTIATION



OPPORTUNITIES

- Get creative
 - Farmers market in the store
 - Carry farmers' 'leftovers'
- Local supply chains = resilience in turbulent times
- Get your distributor to support local producers



OPPORTUNITY



PRODUCE: EX. RUSS DAVIS WHOLESALE





SUPPORT THE LOCAL ECONOMY



CAT. 1
N.W.:30LBS
 3P
 5P
 6P
 LOOSE

PURE WHITE
 NORMAL WHITE
 50-55mm
 55-60mm
 60-65mm
 65mm+

CAT. 1
N.W.:30LBS
 3P
 5P
 6P
 LOOSE

NO
 50
 55-
 60-
 65mm



Thank you
Rural Grocers!
For keeping our
towns vital.



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