

RGI

Rural Grocery Initiative

Strengthening Community;
Strengthening Health:
The Rural Grocery Store

National Rural Grocery Summit VI – Agenda (June 25-26, 2018)

Day 1

8:30 – 9:30 a.m. Registration / Check-in / Continental Breakfast *FOYER ABCD*

9:30 – 10:30 a.m. Welcome / Opening Keynote *BIG BASIN/KAW NATION (BALLROOM D/E)*

- Welcome: Brian Niehoff, Associate Provost for Institutional Effectiveness
- Welcome: David Procter, Director, Center for Engagement and Community Development; Rural Grocery Initiative
- Opening Keynote: *“Trends and Disruptions in the Supermarket Industry”* – Chris Jones, Vice President, Government Relations, National Grocers Association

10:30 – 10:45 a.m. Break *FOYER ABCD*

10:45 – Noon Breakout Sessions

#1: Grocery Operations: Cooperatives as a Model of Grocery Ownership *MCDOWELL (BALLROOM A)*

Moderator: Nancy Daniels

- *“Cooperatives: The Business Model that Built Rural America and the Role They Play Today,”* Jason McKenney (North Dakota Farmers Union)
- *“Cooperative Ownership as a Succession Strategy for Independent Grocers,”* Stuart Reid (Food Co-op Initiative)
- *“Co-Bank and the National Cooperative Bank Announcement to Support Rural Food Coops,”* Sarah Tyree, VP, Policy and Public Affairs, Co-Bank, RL Condra, VP, Advocacy and Government Programs, National Cooperative Bank

#2: Healthy Food Access: Best Practices and Resources for Individuals and Organizations

Working with Rural Groceries *TUTTLE (BALLROOM B)*

Moderator: Donna Schenck-Hamlin

- *“Best Practices in Providing Technical Assistance to Rural Grocery Stores,”* Karen Shore (The Food Trust)
- *“Offering Technical Assistance through the Kansas Healthy Food Initiative,”* Tina Khan (Center for Engagement and Community Development)
- *“Key Needs of Rural Grocery Owners and How Technical Assistance Can Best Help,”* Debbie Bearden (Allen County Farm Bureau)
- *“Addressing Business Needs of Rural Grocers through NetWork Kansas,”* Imagene Harris (NetWork Kansas)

#3: Technical Resources for Identifying and Accessing Healthy Food *ALCOVE (BALLROOM C)*

Moderator: Rial Carver

- *“The Seasonal and Simple App, Technical Resources for Assessing Healthy Food,”* David Lott, Georgia Jones, Cindy DeBlauw (University of Missouri-Columbia)
- *“Searching for Markets: The Geography of Supermarket Access in the United States,”* Michael Norton (The Reinvestment Fund)

Noon – 1:30 p.m. Lunch / Keynote *BIG BASIN/KAW NATION (BALLROOM D/E)*

- Luncheon Keynote: *Improving Access to Food and Healthcare – “The Wright Way”* – Jimmy Wright (President of Wright’s Markets, Inc.)
- 2018 Rural Grocery Initiative Award: David Procter, Center for Engagement and Community Development; Rural Grocery Initiative

1:45 – 3:00 p.m. Breakout Sessions

#4: Grocery Operations: Navigating the REAP (Rural Energy for America Program) Process

MCDOWELL (BALLROOM A)

Moderator: Elizabeth Burger

- *“Easier than you Think – Curbside Consult on the How-To of an Energy Audit and USDA Application,”* David Carter, Yvonne Cook, Ryan Hamel (K-State Engineering Extension) and grocery store representatives that successfully went through the process

#5: Healthy Food Access: Strategies to Increase Healthy Food Sales *TUTTLE (BALLROOM B)*

Moderator: Bill Richter

- *“Creatively Branding Fruits and Vegetables to Encourage Healthy Eating,”* Virginia Barnes (Blue Cross and Blue Shield of Kansas)
- *“Building Store Patronage by Strengthening Community Relationships,”* Kolia Souza and Rial Carver (Center for Engagement and Community Development)
- *“Integrating Concepts from Behavioral Economics into Low-Cost Healthy Retail Interventions: Methods and Results from Rural North Carolina,”* Leah Chapman (University of North Carolina at Chapel Hill)

#6: Grocery Operations: Rural Grocery Best Practices *ALCOVE (BALLROOM C)*

Moderator: Isabelle Busenitz

- *“The Commercial Kitchen and its Many Uses,”* Jeanne Roberts, Jonathan Elliott, Silvia Olvera (Plains Community Foundation)
- *“Hometown Grocery Store: An Experiment in Rural Economics,”* Carly Whorton, Chad Bontrager (Cecil K’s Hometown Market)
- *“Creating Income and Value Using Local Products,”* Don Sorby (Maple Grove, MN)
- *“Best Practices,”* Nick Graham (Iowa)

3:00 – 3:15 p.m. Break *FOYER ABCD*

3:15 – 4:30 p.m. Breakout Sessions

#7: Grocery Operations: Responding to the Food Distribution Challenge MCDOWELL (BALLROOM A)

Moderator: Rial Carver

- “What’s Distribution Got To Do With It?,” Elizabeth Burger (Sunflower Foundation)
- “Farm to Rural Grocery to Wholesale: Backhauling through Existing Infrastructure to Create Local Food Access,” Ren Olive, Les Olson, Kathy Draeger, Duke Harrison, Hikaru Peterson (University of Minnesota Extension)

#8: Grocery Operations: Models of Ownership TUTTLE (BALLROOM B)

Moderator: Ron Wilson

- “The Honor Capital and Save-A-Lot Partnership,” Donna Leuchten Nuccio (The Reinvestment Fund), Marcus Scarborough (Honor Capital LLC)
- “Mobile Grocery Stores for Rural Communities,” Kerri Falletti, Deb Firebaugh (Cowley First-Cowley County Economic Development)

#9: Healthy Food Access: Restoring Grocery Access: The Vinton County, Ohio Story and the Kansas Healthy Food Initiative ALCOVE (BALLROOM C)

Moderator: Kolia Souza

- Caroline Harries (The Food Trust)
- Terri Fetherolf, Director of Development, Vinton County, (Healthy Food for Ohio)
- Valerie Helby, The Finance Fund, (Healthy Food for Ohio)
- David Procter, Center for Engagement and Community Development

4:45 – 5:15 p.m. Poster Presentations FOYER ABCD

- Brian DeSmet, Fair Food Network
Double Up Food Bucks Grocery Program – 4 Keys to Successful Implementation
- Isabelle Busenitz, MS, Kansas Healthy Food Initiative Project Associate
Determination of Low Resource Areas
- Pat Rissler
Mapping of Grocery Stores in Kansas and the Creation of a Network of Rural Grocery Stores for the State
- Sarah Reinhardt, MPH, RD, The Union of Concerned Scientists
Supplemental Nutrition Assistance Program (SNAP) Use in Rural Communities
- Morgan Hartline and Vanessa Wielenga, Nebraska Extension
Increasing Access to Fresh Fruits and Vegetables from SNAP Recipients through Nebraska Double Up Food Bucks Program
- Jessie Carr and Amber Berg, K-State’s Rural Grocery Initiative
Social Media as a Business Strategy: Rural Grocery Stores as a Case Study
- Leah Chapman, MPH, The University of North Carolina at Chapel Hill
Integrating Concepts from Behavioral Economics into Low-Cost Healthy Retail Interventions: Methods and Results from Rural North Carolina

5:15 – 6:45 p.m. Reception *FOYER ABCD*
Live musical entertainment will be provided. Please join us for an evening of light hors d'oeuvres, refreshments, and networking at the Hilton Garden Inn. (Dinner on your own this evening)

Day 2

7:30 – 8:30 a.m. Registration / Check-In / Continental Breakfast *FOYER ABCD*

8:30 – 9:15 a.m. Opening Keynote: *"Tumbleweed Tales: Lessons Learned from Rural Entrepreneurs"* – Ron Wilson (Huck Boyd National Institute for Rural Development) *BIG BASIN/KAW NATION (BALLROOM D/E)*

Rural Grocery Store Awards

9:30 – 10:45 a.m. Breakout Sessions

#10: Grocery Operations: SBA Helping Small Business through Funding and Technical Assistance *MCDOWELL (BALLROOM A)*

Moderator: Rial Carver

- *"How to Keep Your Business Open After a Disruption or Disaster,"* Michael Aumack (Small Business Administration), Brian Dennis (Kansas Small Business Development Center)
- *"Building or Expanding with SBA Funding,"* Wayne Bell (US Small Business Administration)

#11: Healthy Food Access: Stifling Efforts to Build Local Food Systems: How Preemption Can Impact Your Community's Access to Healthy Food *TUTTLE (BALLROOM B)*

Moderator: Kolia Souza

- Mary Marrow (Public Health Law Center)
- Misty Lechner (American Heart Association)
- Natasha Frost (Public Health Law Center)
- Ashley Jones-Wisner (KC Healthy Kids)

#12: Grocery Operations: Grocery Ownership Models that Meet Community Needs and Opportunities *ALCOVE (BALLROOM C)*

Moderator: Tina Khan

- *"Re-Establishing Food Retail in St. John, KS,"* Carolyn Dunn, Jordan White, Pat White (St. John)
- *"Retail Food Access in Rural Kansas: Two Models for Two Small Towns,"* Ben Alexander, David Toland, Debbie Bearden, Tom Williams (Thrive Allen County)

10:45 – 11:00 a.m. Break *FOYER ABCD*

11:00 a.m. – 12:15 pm Breakout Sessions

#13: Funding: Funding Opportunities for Rural Grocery Operations and Healthy Food Access
MCDOWELL (BALLROOM A)

Moderator: Jessica Bowser

- *"Finding and Funding Energy Efficiencies in Rural Grocery Stores,"* David Carter (Kansas State University)
- *"Grants through 'Pathways to a Healthy Kansas Communities Program' for Access to Healthy Foods,"* Virginia Barnes (Blue Cross Blue Shield of Kansas)
- *"Funding for Energy Updates, Changes in Ownership, Equipment Updates,"* David Kramer (USDA Rural Development)
- *"Financing through the Kansas Healthy Food Initiative,"* Imogene Harris (NetWork Kansas)

#14: Strengthening Nutrition Across the Food System *TUTTLE (BALLROOM B)*

Moderator: Isabelle Busenitz

- *"Pilot Data From the Nebraska Double Up Food Bucks Fresh Fruit and Vegetable Incentive-based Program,"* Morgan Hartline and Vanessa Wielenga (University of Nebraska-Lincoln)
- *"Impact of Point of Sales Nutritional Labels on Food Purchase: Evidence from the Rural Midwest,"* Harshada Karnik (University of Minnesota)
- *"Feed People, Not Landfills,"* Barb Goode (Kansas State University)

#15: Grocery Operations: Dealing with Dollar General *ALCOVE (BALLROOM C)*

Moderator: Tina Khan and Donna Schenck-Hamlin

- Jenny Osner (Hired Man's Grocery and Grill, Inc.)
- Dale Franz (Dale's Supermarket)
- Doug Thompson (Chapman's Food Mart)

12:30 – 1:15 p.m. Box Lunch and Keynote Closing *BIG BASIN/KAW NATION (BALLROOM D/E)*

- *"Moving Rural Grocery Operations and Healthy Food Access Forward: Closing Remarks,"* David Procter, Director, Center for Engagement and Community Development
- Adjourn