

# Key Needs of Rural Grocery Owners and How Technical Assistance Can Best Help

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Allen County

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Rural Grocery Initiative

# Local Food Story of Southeast Kansas

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- Growers
  - Production limited by Labor
    - Development of Growing Growers Program
- Farmers' Markets
  - SNAP, Double Up Food Bucks
- Grocers
  - Local produce
  - Point-of-sale System

# Meeting Needs of Rural Grocers

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- Improving Revenues
  - FINI grant Expanding SNAP, DUFB
- Increasing Efficiencies
  - SBDC, REAP, KHFI, Network KS E-Communities, Regional Planning Commission, Local \$
- Creative Solutions
  - Food Cooperative
  - Distribution Partnerships

# Improving Revenues

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- SNAP
- Double Up Food Bucks
- WIC
- Find services lacking in community
  - UPS Shipper
  - Western Union
  - US Postage
  - Rug Doctor Rental



The Marmaton Market Food Co-op

**Own It!**

Member Owned ✨ Community Focused

Thrive

Member Owned

RCI



The Marmaton Market

[www.TheMarmatonMarket.coop](http://www.TheMarmatonMarket.coop)



# Increasing Efficiencies

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- Rural Energy Assistance Program
- Kansas Healthy Food Access Initiative
- Network KS E-Communities
- Regional Planning Commission
- Small Business Development Center Market Assessments
- Training for General or Operations Manager



# Creative Solutions

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- Ask community members what they need
- Food Cooperative
- Distribution Partnerships
- Private/Public Funding
- Technical Assistance familiar with Grocery Industry

# Moon's *Hometown Market*



GO CUBS!



# Technical Assistance Available

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- Small Business Development Centers at State Universities
- KSU Engineering Dept.
- Kansas Healthy Food Access Initiative
- Network KS
- Associated Wholesale Groceries
- Grant Writers
- Food Cooperative Initiative
- CDS Consulting
- Experienced Grocery Managers

# How TA Can Best Help

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- Listen for the heart of the issue
- Ask questions to gather what is needed to process with what is known to give appropriate and applicable information
- Seek plausible solutions to offer to owners

# Thank you for your attention!

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If I can be of any service to you,

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