

SHOPPING LOCAL, SOURCING LOCAL

Ren Olive

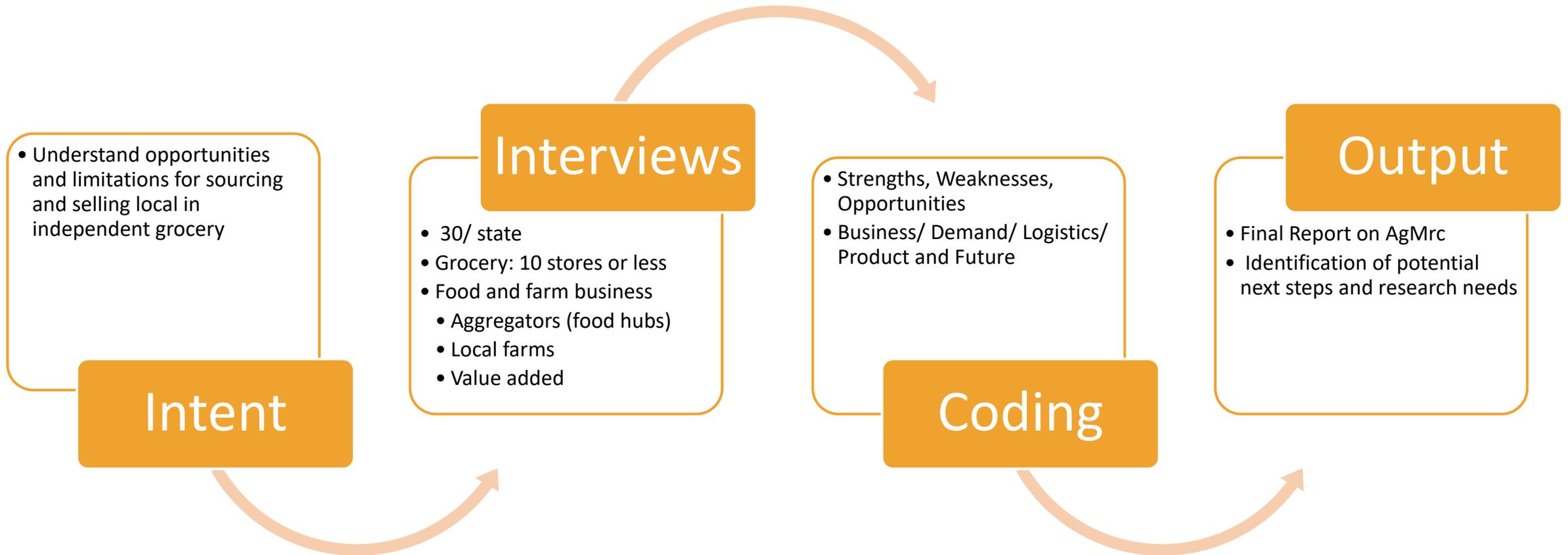
Lisa Bates

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



Iowa Review

Survey Findings

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

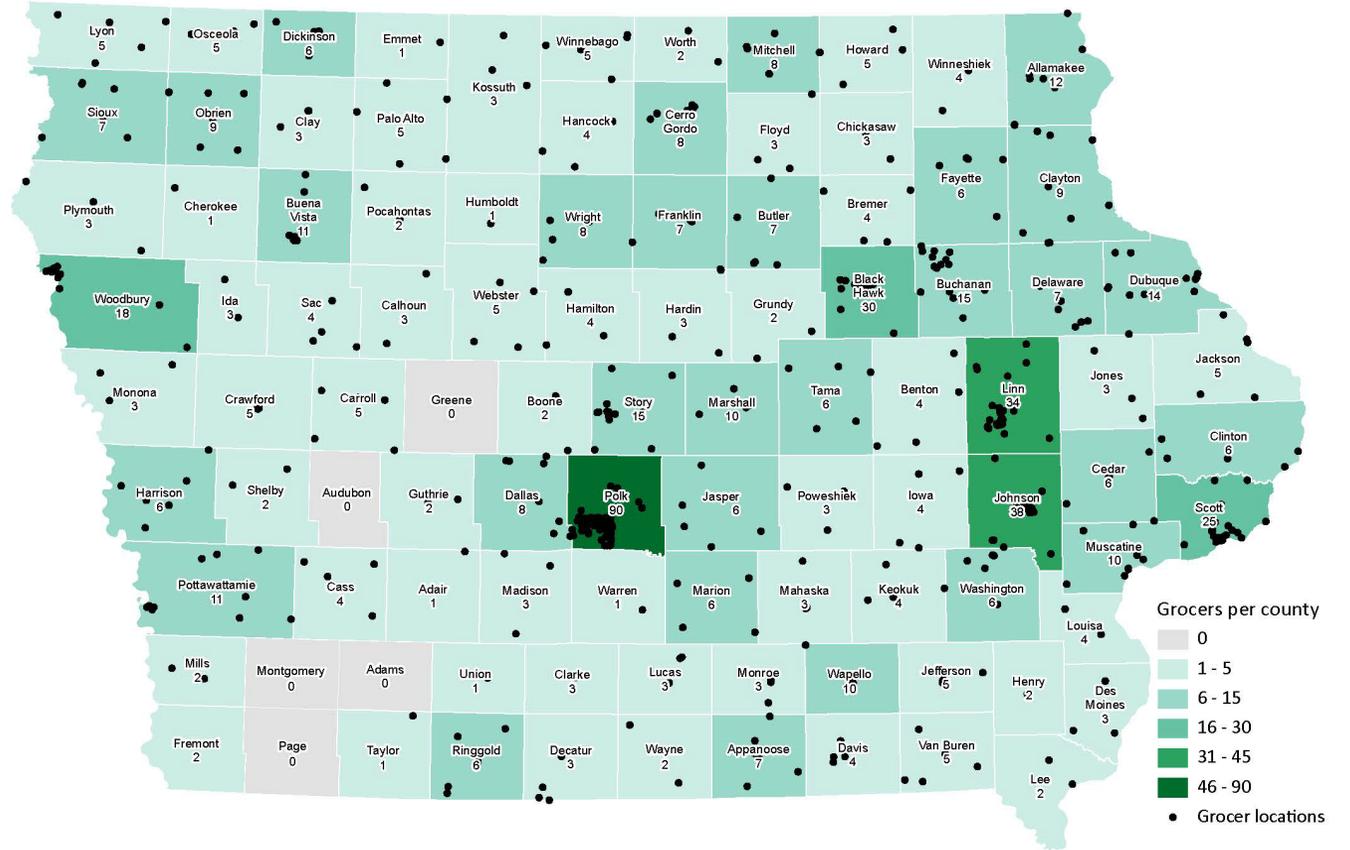
Interview Findings

Grocer:

- strengths, challenges and opportunities

Farm and Food Business:

- strengths, challenges and opportunities



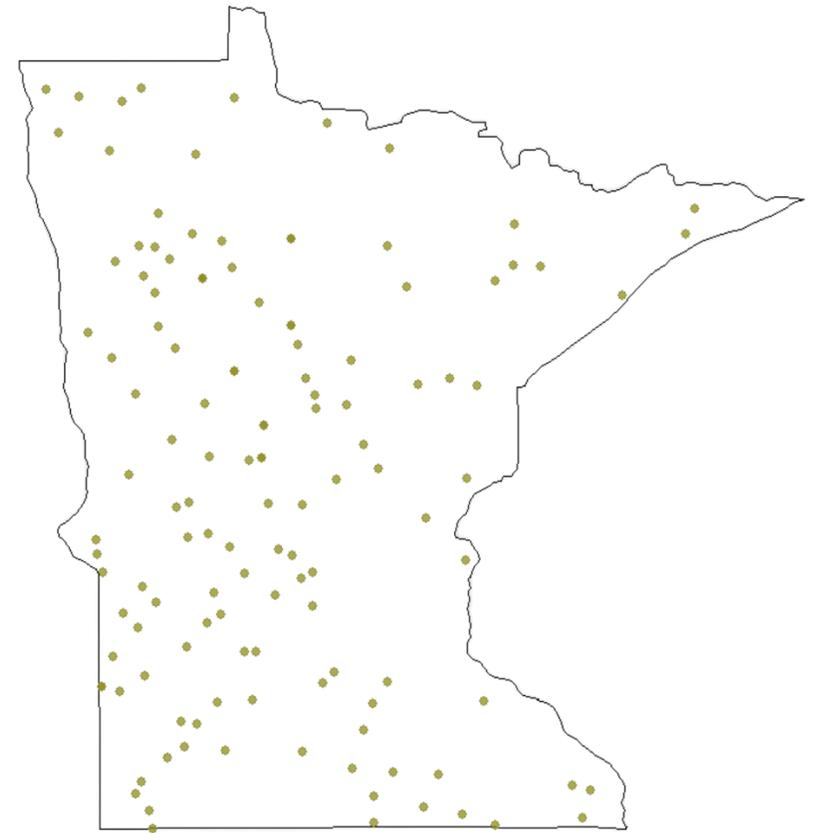
Minnesota Review

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



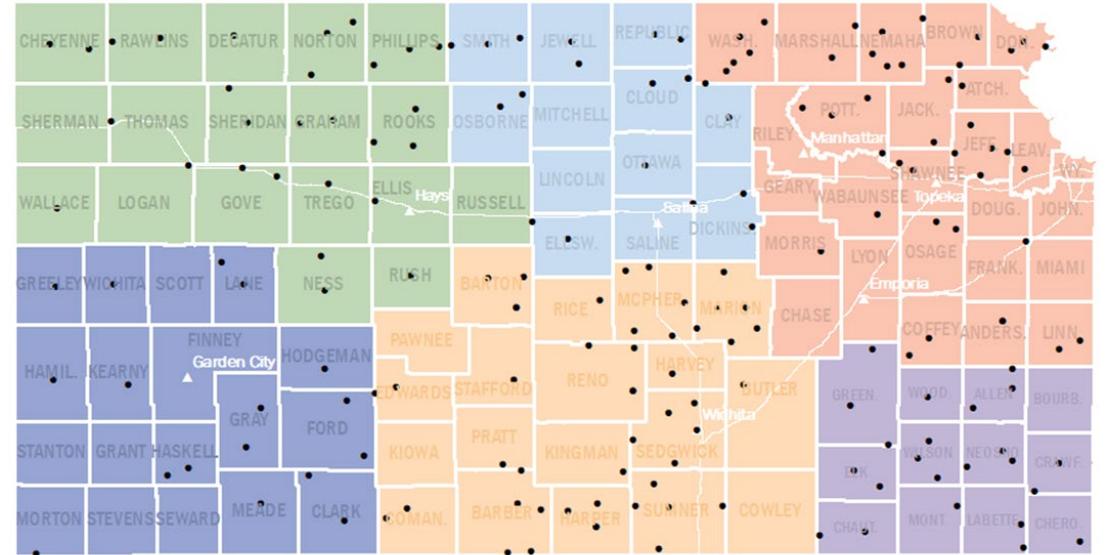
Kansas Review

Survey Findings

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

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



Kansas Rural Grocery Stores, 2019

Conclusion and Next Steps

- Report
- Funding
- Additional Needs

Questions and Contact

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