

Local Connections: A Grocery Store at the Heart of Rural Community

Brenda and Matt McCasson – Velva Fresh Foods

Shaundra Ziemann-Bolinske – NDSU Extension

Lesley Jones – NDSU Extension

Jan Stankiewicz – NDSU Extension

Panel Facilitated By: **Jodi Bruns** – NDSU Extension



NDSU

EXTENSION

Velva Fresh Foods Brenda & Matt McCasson



North Dakota State University Extension



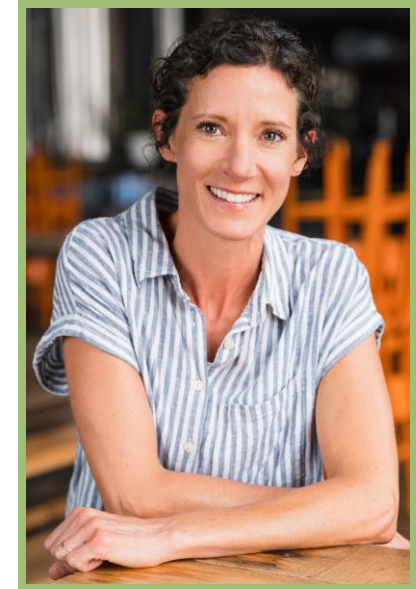
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Extension Food Systems
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Family & Community Wellness
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**“NORTH DAKOTA NOW HAS LESS THAN
90 RURAL GROCERY STORES, DOWN
FROM 137 IN 2014.”**

Source: North Dakota Living, March 2026





DROP IT IN THE CROCK

EASY FAMILY SUPPER

Just dump it in your crockpot and dinner is ready when you get home!



Mississippi Pot Roast

Tender roast, ranch, au jus & pepperoncini

\$39.99



Creamy Ranch Chicken

Chicken, potatoes & creamy ranch sauce

\$28.99

- ✓ Feeds 4–6 people
- ✓ No prep required
- ✓ Made fresh in our deli

Velva Fresh Foods



Mississippi Pot Roast

Cooking Instructions:

- Place contents into crockpot.
- Cook LOW 8–9 hours (from frozen) or LOW 6–7 hours (from thawed).
- Do not lift lid while cooking.
- Shred beef and mix with juices before serving.

Serving Ideas:

- Mashed potatoes
- Egg noodles
- Sandwich buns

Cook to internal temperature of 165°F.

* or freeze
* use within 5 days of purchase



**BONELESS BEEF
BOTTOM ROUND
ROAST** \$5 POUND

LEAN GROUND BEEF \$5 POUND

ROTISSERIE CHICKEN \$5

\$5 DOLLAR FRIDAY

MARCH 6 ONLY IN-STORE AT VELVA FRESH FOODS • WHILE SUPPLIES LAST

ON THE BORDER Cafe Style \$5

Pace SALSA \$5

HEINZ TOMATO KETCHUP SIMPLY \$5

Miracle Whip 30 \$5

Chobani 5 for \$5

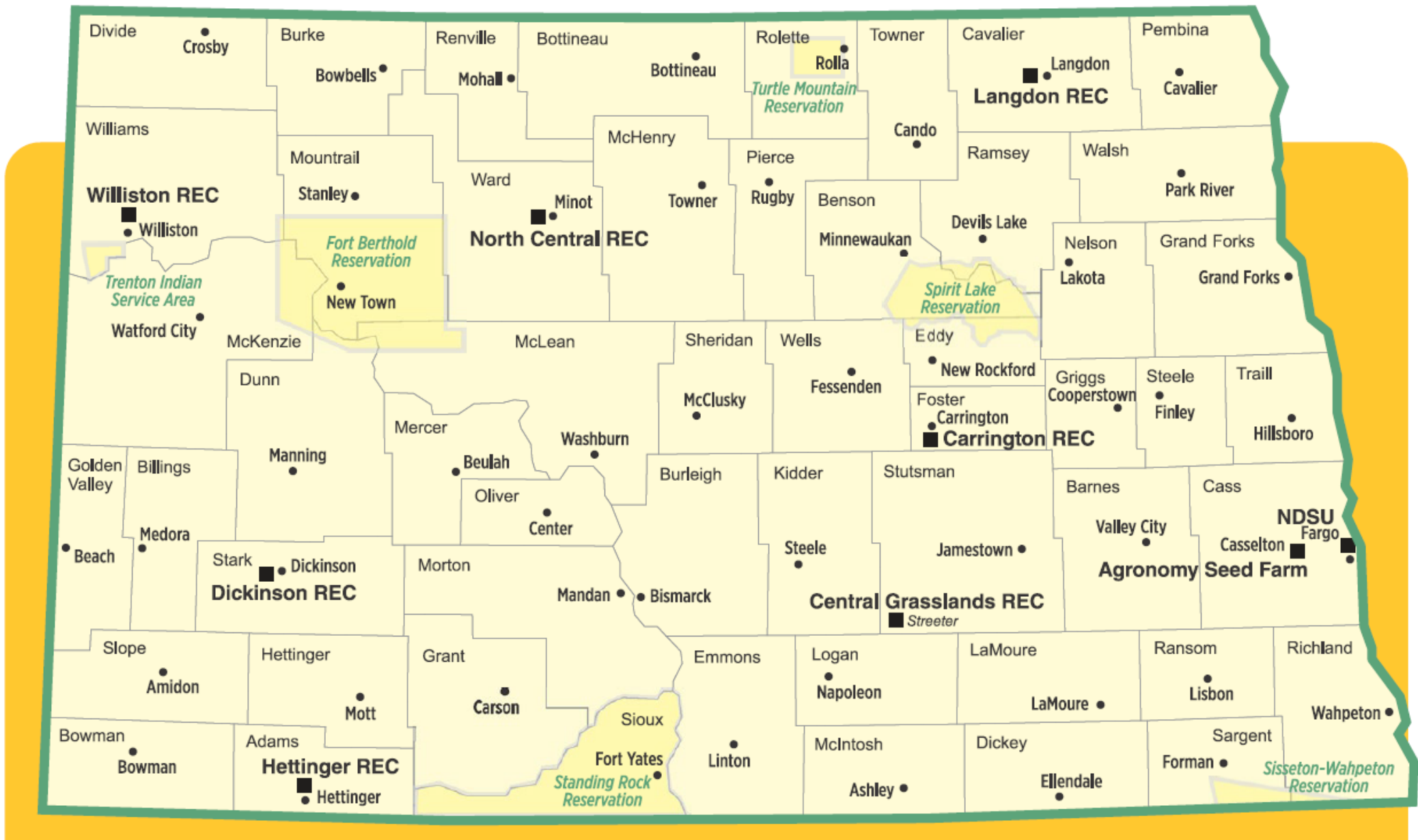
Barbeque Fun Original \$5

Barbeque Fun Wavy \$5

Barbeque Fun becue 2 for \$5

HELLMANN'S REAL MAYONNAISE \$5





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THANK YOU!