



# Bridging Access & Supply Through Nutrition Incentives & Local Procurement



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## Story of Walsh Community Grocery

About 280 miles southeast of Denver is the town of Walsh, a small farming and ranching community with approximately 500 residents. Our building has been the town's only grocery store for many years. My father-in-law's family ran it during the 1960's up until 2006 when Uncle Stan decided to sell. It was purchased, opened, and then closed shortly after in October 2006. After a major blizzard in early 2007, Walsh residents realized we NEEDED a grocery store in town, not 20 or 30 miles away. In February 2007, the people of Walsh called a town meeting and voted to reopen the store as a community. With over 300 community members buying shares of \$50 each, the town was able to raise over \$200,000 through donations and investments. The funds raised were enough to purchase the established store building and equipment and begin renovation of the property. In July 2007, Walsh Community Grocery Store reopened as a community owned and operated grocery store. Our distributor took bets that we would only make it 6 months. Nineteen years later and Walsh Community Grocery Store is still running strong! Between shareholders, Board members, employees and visitors, we are proud of our store, and our main goal is to keep it open!

-Meta Jo Riseling, Store Manager

### Double Up Food Bucks (DUFb)

Walsh Community Grocery offers Double Up Food Bucks, a program that matches EBT or SNAP dollars with vouchers that can be spent on Colorado-grown fresh fruits and vegetables, fresh herbs, dry beans, and food-producing seeds or starts, up to \$20 per day. This program is FREE to all SNAP shoppers. This means more healthy food for families, more business for local farmers, and a boost for local economies. Everyone wins.

### Impact

- Meeting unique needs:** Since community members own and operate the store, they determine product assortment.
- Fair pricing:** A sense of responsibility toward fellow community members ensures fair practices.
- Community investment:** By selling stock to local residents, the grocery store is financially supported by the community.
- Encouraging civic participation:** The sale of stocks also allows for widespread ownership thus providing the opportunity to increase community action and decision-making.
- Economy impact:** With first year sales of \$1 million, Walsh Community Grocery became an economic hub in the community. The store is also a prime source of local sales-tax revenues, contributing to the maintenance and repair of city streets and water pipes.

### SNAP Sales Data

~500 residents in Walsh, CO  
 On average, 52 unique DUFb shoppers/month  
 10% of Walsh residents on average shop with DUFb each month!  
 \$37,138 Double Up Food Bucks redeemed since July 2024

### Challenges

- Economic base:** Local residents are responsible for the store financially. The smaller the town's population, the smaller the investment.
- Higher expectations:** Being intimately involved with store operations often results in higher standards for quality and variety of goods and services provided.
- Sustained efforts:** Since the community is invested in the store, there is a certain responsibility to continue to support the store in all aspects of its operations to remain successful.
- Diverse input:** When shareholders' opinions are equally weighted, making fair decisions can be challenging.

## TIMELINE



Want a peek inside the store? Scan to see!



"We host our annual customer appreciation day every summer!"