



**7<sup>TH</sup> BIENNIAL  
NATIONAL  
RURAL GROCERY  
SUMMIT**

**June 20-21, 2022**

**Drury Plaza Hotel Broadview  
400 West Douglas Avenue, Wichita, KS**

# WELCOME TO THE NATIONAL RURAL GROCERY SUMMIT!

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Welcome to the 7th biennial National Rural Grocery Summit! The Rural Grocery Initiative is thrilled to convene this year's summit in person after four years.

As you may recall, planning for the 2020 National Rural Grocery Summit was already underway when, in March 2020, the COVID-19 pandemic reared its ugly head. For months later, the draft agenda for the 2020 Summit remained scribbled on the whiteboard in the Rural Grocery Initiative's office. Thankfully, this year, we moved beyond that point in the planning process and are delighted to be once again hosting the National Rural Grocery Summit in Wichita, Kansas this year.

The past four years have brought about a great deal of change for us all. Organizationally, the Rural Grocery Initiative was no exception. In 2020, the Rural Grocery Initiative moved from K-State's Center for Engagement and Community Development into K-State Research and Extension. This transition has connected us directly to the statewide reach of K-State Research and Extension and national extension partners. Erica Blair joined the Rural Grocery Initiative in September 2020 as well. But, we also said goodbye to two key team members – Dr. David Procter and Chandra Ruthstrom – as they transitioned into retirement. They left very big shoes to fill.

The next two days will be filled with dynamic keynote presentations and energizing breakout sessions spanning a wide array of topics – from rural grocery best practices to distribution solutions to local food systems to community vitality. I encourage you to “choose your own adventure” during Monday's evening reception where we will have opportunities for networking, interacting with poster presenters, and/or viewing the Hungry Heartland documentary. Exhibitors will be available throughout the summit to share resources for supporting rural grocers and communities.

The challenges of rural grocery are not unique to Kansas or even the Midwest. This year's summit has attracted over 220 attendees from rural communities across the country – over 35 states! I hope you all are able to connect with someone new over the next few days.

In addition to our top-notch sponsor organizations, there are a few individuals I must thank. First, I'd like to thank the National Rural Grocery Summit Steering Committee members who have been generous with their time and input on the overall planning of the summit. Special thanks go to the Wichita State University's Conference Office Team. Finally, I must thank my teammates at the Rural Grocery Initiative. We often say we are a small but mighty team, and the efforts put toward this summit are no exception.

Happy 2022 National Rural Grocery Summit,



Rial Carver  
Program Leader  
Rural Grocery Initiative

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## COVID-19 PROTOCOL

The National Rural Grocery Summit is following the Centers for Disease Control and Prevention (CDC) guidance on COVID-19. At this time, face masks are strongly encouraged but not required in indoor settings. A limited number of masks will be available upon request at the registration table. However, if planning to mask, attendees are encouraged to supply their own. Attendees are also encouraged to follow CDC guidance on vaccination and testing prior to travel to the summit. If you are feeling sick, have been exposed to a known COVID-19 case, or test positive for COVID-19, please stay home and follow CDC guidance.

The conference hotel will provide hand sanitizer in common areas. Complete information on hotel safety measures can be viewed at: [druryhotels.com/travel-clean-and-safe](https://druryhotels.com/travel-clean-and-safe).

## ABOUT THE RURAL GROCERY INITIATIVE

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In 2006, K-State's Center for Engagement and Community Development held listening sessions across Kansas to identify challenges facing rural communities. During these sessions, the need for greater rural grocery support rose to the top.

This is because rural grocery stores are anchor businesses in rural communities: they are a primary source of jobs, contribute to the local tax base, and help attract and retain residents. Rural grocery stores serve as gathering spaces where community members can connect and bond. They also offer more healthy food options at lower cost than discount retailers and convenience stores.

Yet, rural grocery stores face many challenges, and the loss of rural grocery stores threatens the health of local citizens and the very existence of rural communities. Unfortunately, between 2008 and 2018, 105 grocery stores in rural Kansas closed, and in half of those communities, a new store has not re-opened.

Given all this, the Rural Grocery Initiative (RGI) was created in 2007 to support the viability of rural grocery stores. Over the past 15 years, RGI has worked to serve as the national source of evidence-based information for rural grocery questions, identify and respond to the significant challenges that rural grocery stores face, highlight and promote sustainable models of rural grocery operation, and strengthen access to healthy foods.

# JUNETEENTH

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On June 19, 1865 – two and a half years after the Emancipation Proclamation – federal troops went to Galveston, Texas to deliver the news that enslaved African Americans were free and that the Civil War had ended. The anniversary of this proclamation, known as Juneteenth, has been celebrated across the United States every year since to honor the end of slavery.

On June 17, 2021, the Juneteenth National Independence Day Act was signed into law, making Juneteenth a federally recognized holiday. In 2022, Juneteenth falls on a Sunday. Thus, the federal observation of Juneteenth is designated as Monday, June 20, 2022 – the first day of the National Rural Grocery Summit.

Today, we invite you to join the Rural Grocery Initiative in honoring and commemorating this key moment in United States history, while acknowledging the legacy of slavery that still persists and the work ahead to ensure justice and equal opportunity for all.

Learn more about this momentous day! One place to start is the National Museum of African American History & Culture, which has a collection of resources on the history of this holiday and ways to celebrate. Visit [nmaahc.si.edu/Juneteenth](https://nmaahc.si.edu/Juneteenth) or scan the QR code.



## LAND ACKNOWLEDGMENT

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As the first land-grant institution established under the 1862 Morrill Act, we acknowledge that the state of Kansas is historically home to many Native nations, including the Kaw, Osage, and Pawnee, among others. Furthermore, Kansas is the current home to four federally recognized Native nations: The Prairie Band Potawatomie, the Kickapoo Tribe of Kansas, the Iowa Tribe of Kansas and Nebraska, and the Sac and Fox Nation of Missouri in Kansas and Nebraska.

Many Native nations utilized the western plains of Kansas as their hunting grounds, and others – such as the Delaware – were moved through this region during Indian removal efforts to make way for White settlers. It's important to acknowledge this, since the land that serves as the foundation for [Kansas State University] was, and still is, stolen land.

We remember these truths because K-State's status as a land-grant institution is a story that exists within ongoing settler-colonialism, and rests on the dispossession of Indigenous peoples and nations from their lands. These truths are often invisible to many. The recognition that K-State's history begins and continues through Indigenous contexts is essential.



*–Written by the K-State Indigenous Faculty Staff Alliance*



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# MONDAY, JUNE 20

8:30 - 9:30 AM	<b>Continental Breakfast   Riverview</b> <b>Registration Open   Ballroom Hallway</b>		
9:30 - 10:30 AM	<b>Welcome and Opening Keynote   Bosin 1 &amp; 2</b> Undersecretary for USDA Rural Development Xochitl Torres Small (Recorded Remarks) RF Buche, GF Buche Co.		
10:30 - 10:45 AM	<i>Break</i>		
10:45 - 11:45 AM	<b>Breakout Session #1</b>		
	<b>Track A</b> Innovation in Rural Grocery <i>Station 1</i>	<b>Track B</b> Rural Grocery Best Practices <i>Station 2</i>	<b>Track C</b> Building Thriving Communities <i>Bosin 3</i>
	<b>Alternative Rural Grocery Models</b>  A Non-profit Grocery Store and Community Kitchen Join Forces to Solve the Unsolvable, <i>Selha Graham and Tommy Carlucci</i>  The School-Run Grocery Store Model, <i>Joel Lovesee and Amie Oltman</i>  Main Street Market: A Hybrid Model Featuring Traditional Shopping and 24-Hour Access for Rural Communities, <i>Alex and Caileen Ostenson</i>	<b>Nutrition Incentive Programs for Rural Grocery Panel</b>  Double Down on Double Up: How Nutritional Incentives Work for Rural Grocers and Their Communities, <i>Shawn Bolerjack, Daniel Gile, Chelsea Matzen, Lauren Schaumburg, Jeff Wingo, and Jimmy Wright</i>	<b>Building Partnerships with Rural Grocery</b>  Are You Making a Food Pantry Donation Today? The Rural Grocer's Connection to Addressing Hunger: A Model from Kiowa, Kansas, <i>Debra Kolb and Brittney Cavaliere</i>  Gas or Groceries? The Intersections of Income, Health, and Community in Low Food-Access Rural Communities, <i>Monica Jarvi</i>  Building Partnerships with Rural Grocery Store Owners: A Case Study on Improving the WIC Shopping Experience, <i>Sara La Lone</i>
11:45 AM - 1:15 PM	<b>Lunch and Keynote   Bosin 1 &amp; 2</b> Kansas Lieutenant Governor David Toland (Recorded Remarks) Stacy Mitchell, Institute for Local Self-Reliance		
1:15 - 1:30 PM	<i>Break</i>		
1:30 - 2:30 PM	<b>Breakout Session #2</b>		
	<b>Track A</b> Innovation in Rural Grocery <i>Station 1</i>	<b>Track B</b> Rural Grocery Best Practices <i>Station 2</i>	<b>Track C</b> Building Thriving Communities <i>Bosin 3</i>
	<b>Community Supported Stores</b>  The Rural Ideal: Feeding Ourselves First, <i>Alice Hill</i>  Thinking Outside of the Box to Overcome Obstacles in a Rural Grocery Store, <i>Marilyn Logan</i>  Surviving and Thriving in a Small Community: The Mildred Store, <i>Regena and Loren Lance</i>	<b>Transition Planning</b>  Determining the Viability of a Grocery Store in Small-Town America, <i>Carey Berger and Paul Adams</i>  Community Vitality and the Exit Planning Process, <i>Rick Feltenberger</i>  Grocery Store Transition Tools, <i>Jason Tuller and Charlotte Narjes</i>	<b>Healthy Food Financing</b>  Healthy Food Financing Initiatives: A National Perspective, <i>Kate Foley</i>  Approaches to Evaluating Rural Grocery Efforts through the Kansas Healthy Food Initiative, <i>Sarah Jolley and Jeff Usher</i>  Increasing Food Access through Rural Grocery Stores in West Virginia, <i>Matthew Thompson</i>
2:30 - 2:45 PM	<i>Break</i>		

2:45 - 3:45 PM	<b>Breakout Session #3</b>		
	Track A Innovation in Rural Grocery <i>Station 1</i>	Track B Rural Grocery Best Practices <i>Station 2</i>	Track C Building Thriving Communities <i>Bosin 3</i>
	<b>Overcoming Obstacles Panel</b>  Dealing with Disruption: How Grocers are Tackling Recent Challenges in the Grocery Industry, <i>Tye Anthony, Jim Dudlicek, Jenny Osner, and Jimmy Wright</i>	<b>Best Practices</b>  Strengthening Small Town Grocery Strategy and Viability Through Local Participatory Engagement & Multi-Resource University Teams, <i>Cynthia Houlden and Shawn Kaskie</i>  Partnering with Fiscal Sponsors for Fundraising, <i>Stuart Reid and Kevin Edberg</i>  Learning from Each Other: Store Audits, <i>Stuart Reid</i>	<b>Healthy Eating Interventions</b>  Food in the Field: An Adaptable, Online Program that Meets Busy Rural Families Where They Are by Encouraging Small Shifts, <i>Tara Dunker and Hannah Guenther</i>  Implementing 'Shop Smart, Eat Smart' in Rural Virginia: A Creative Partnership for Healthy Food Access, <i>Jon Henry and Molly Beardslee</i>  Community-Led Approach to Increase Consumption of Fresh Produce: The Case of the Somali Community in Saint Cloud, Minnesota, <i>Nurfadila Khairunnisa and Serdar Mamedov</i>
3:45 - 4:00 PM	<b>Break</b>		
4:00 - 5:30 PM	<b>Evening Reception   Riverview</b>		
4:00 - 5:30 PM	During the evening reception, you are encouraged to network and mingle with other conference attendees. The Poster Session will happen concurrently in the reception space from 4:00 - 4:45 PM, and a special screening of the Hungry Heartland documentary will start at 4:45 PM.		
4:00 - 4:45 PM	<b>Poster Session   Riverview</b>		
4:00 - 4:45 PM	Lincoln University Culinary Incubator Empowers Socially Disadvantaged in Developing New Food Product, <i>Cindy Borgwordt</i>  Incorporating Local Foods in Child Nutrition Programs, <i>Barb Depew</i>  "Cause they're afraid that they're going to run out of food": How the COVID-19 Pandemic Impacted One Food System in Rural Appalachia, <i>Rachel Gillespie</i>  A Systematic Review of Food Accessibility Measures and Decision-Support Models, <i>Franseira Maldonado Mundo and Dr. Laila Cure</i>  Geaux Shop Healthy: A Healthy Retail Program Designed with Louisianans in Mind, <i>Makenzie Miller</i>  Developing a Mindset for Multi-Ownership, <i>Marilyn Schlake</i>		
4:45 - 5:30 PM	<b>Hungry Heartland Documentary Screening   Bosin 3</b> Tom Hallaq and Shreepad Joglekar, Kansas State University		

Need Dinner Ideas? Scan the QR code or consult [visitwichita.com](http://visitwichita.com) for nearby restaurant ideas.



7:30 - 8:15 AM	<b>Continental Breakfast   Riverview</b>		
8:15 - 9:15 AM	<b>Awards Ceremony and Keynote   Bosin 1 &amp; 2</b> Dee Davis, Center for Rural Strategies		
9:15 - 9:30 AM	<i>Break</i>		
9:30 - 10:30 AM	<b>Breakout Session #4</b>		
	<b>Track A</b> Innovation in Rural Grocery <i>Station 1</i>	<b>Track B</b> Rural Grocery Best Practices <i>Station 2</i>	<b>Track C</b> Building Thriving Communities <i>Bosin 3</i>
	<b>Distribution</b> Rural Food Supply Chain Infrastructure: The Case for First/Last Mile Warehouses, <i>John Kane</i>  Purchase Orders Driving Investment and Innovation, <i>Michelle Klieger</i>  Establishing a Network of Local Food Distribution and Improving Food Access in Rural Northern Arizona, <i>Andrea McAdow and Darren Bingham</i>	<b>Rural Grocery Success Stories</b> A New Model for the Sustainable Rural Grocery Store, <i>Ellen Barber and Jan Bergkamp</i>  Small and Rural Grocery Innovations Case-Study Results, <i>Monica Jarvi</i>  Community-Supported Grocery: The Role Social Capital Played in Rural Grocery Startup Projects, <i>Sean Park</i>	<b>Rural Grocery Research</b> Perspectives of Online Grocery Shopping Among Rural and Urban Grocery Store Managers, <i>Rachel Gillespie</i>  Shopping Local, Sourcing Local, <i>Ren Olive, Lisa Bates, and Courtney Long</i>  A Tour of the Typical Kansas Rural Grocery Store: Findings from the 2021 Kansas Rural Grocery Survey, <i>Jessica Ramirez</i>
10:30 - 10:45 AM	<i>Break</i>		
10:45 - 11:45 AM	<b>Breakout Session #5</b>		
	<b>Track A</b> Innovation in Rural Grocery <i>Station 1</i>	<b>Track B</b> Rural Grocery Best Practices <i>Station 2</i>	<b>Track C</b> Building Thriving Communities <i>Bosin 3</i>
	<b>Grocers and the Local Food System</b> Grocerying Local Food, <i>Kathy Draeger and Ren Olive</i>  Local Produce and Eliminating the Supply Chain, <i>Gabe Spurgeon</i>  The Food Waste Opportunity: How Rural Grocers Can Support Local Communities by Cutting Food Waste, <i>Shawn Shepherd</i>	<b>Rural Grocery Funding Resources Panel</b> Funding Programs to Support Rural Grocery, <i>Wayne Bell, Erica Blair, David Carter, Thomas Papadatos, Trisha Purdon, and Travis Snider</i>	<b>Market Forces Affecting Rural Grocery</b> Economic Disruption and the Rise of the "Grocery" Dollar Store: What Independents Should Know and Do, <i>Mari Gallagher and Anthony Goodwin</i>  Vertical Integration and Predatory Capture of Dairy Production by Super Co-ops and Super Retailers, <i>Alan Lewis</i>
11:45 AM - 12:15 PM	<b>Bonus Breakout   Station 1</b> Reinvestment Fund's Limited Supermarket Access (LSA) Analysis, <i>Michelle Schmitt</i>		
11:45 AM - 1:30 PM	<b>Lunch and Closing Keynote   Bosin 1 &amp; 2</b> Rick Peterson, K-State Research and Extension Rural Access Distribution Cooperative: <i>Lori Capouch, Jenna Gullickson, Diana Hahn, Nancy Hodur</i>		



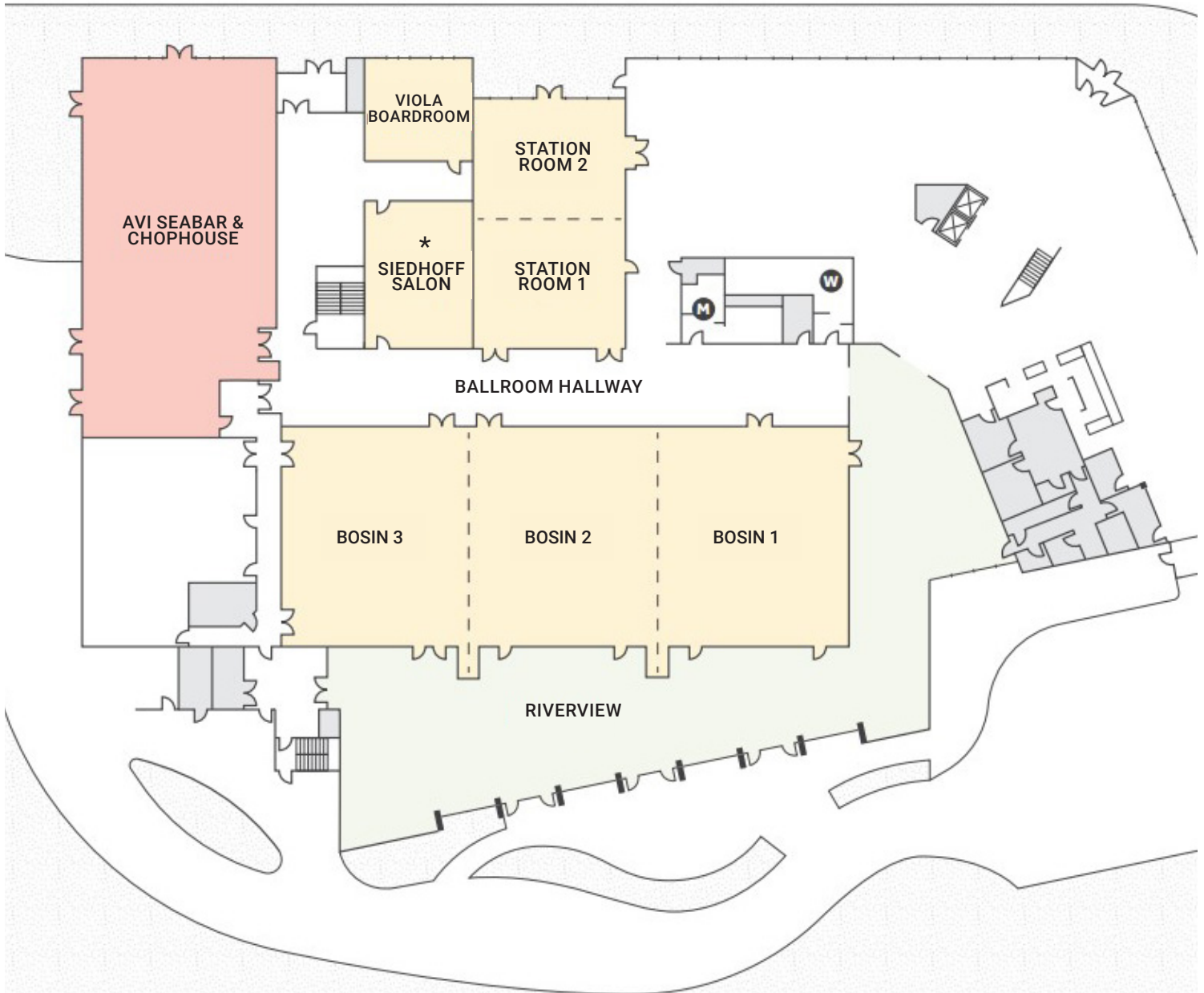


# Building a more equitable, sustainable and inclusive food system

Reinvestment Fund uses capital, analytics, and expertise to increase food access, reduce food insecurity and improve opportunities for all. We are a CDFI with deep experience lending to the grocery sector nationally.

To learn about the resources we offer for grocery stores, particularly in rural communities – loans, grants, and technical assistance — contact us at: [info@investinginfood.com](mailto:info@investinginfood.com)

# HOTEL MAP

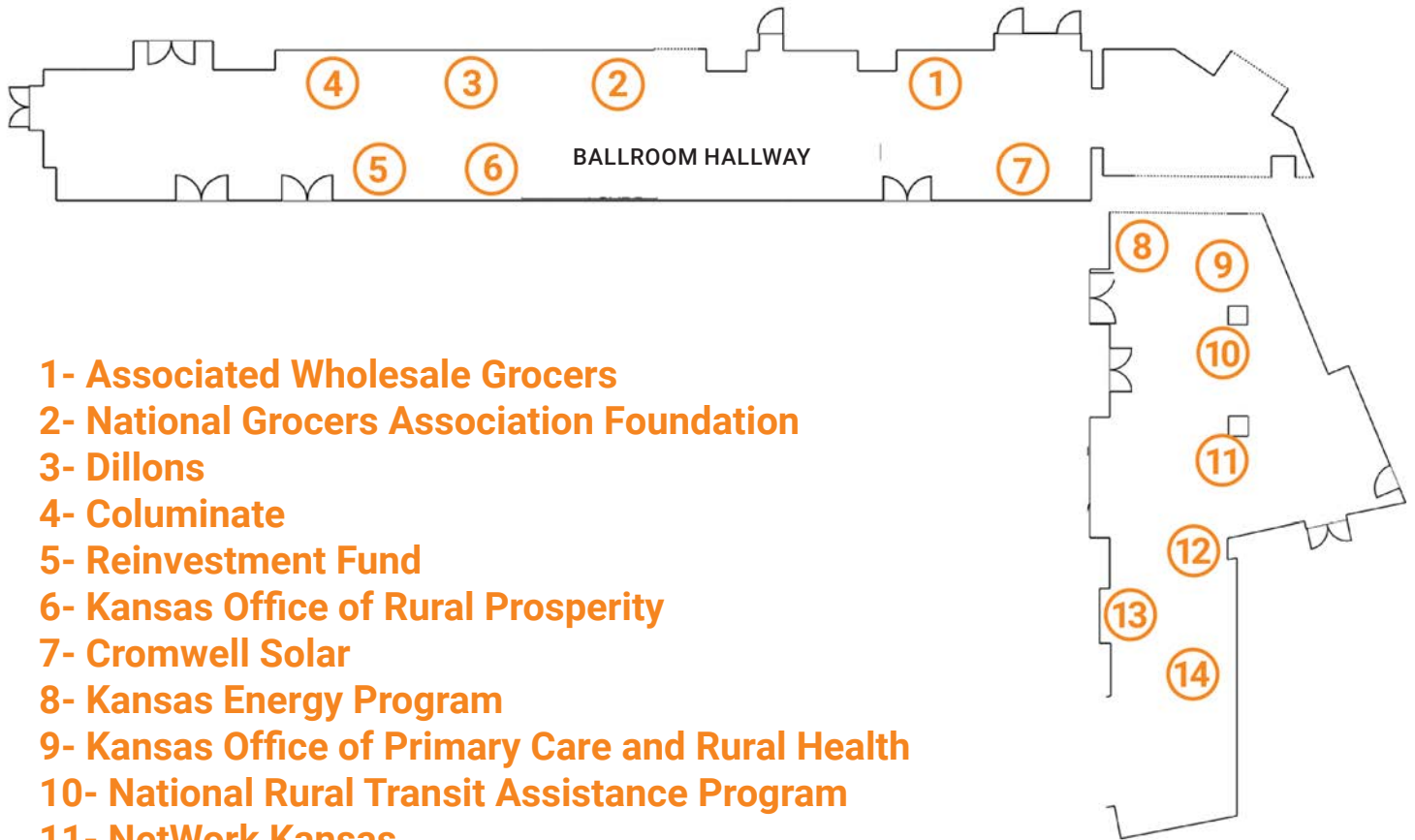


\* Siedhoff Salon on the second floor is available as a nursing mother's room. If you need help accessing this room, please visit the registration table and someone will assist you.

## ARTWORK

The historic Drury Plaza Hotel Broadview features artwork by famous Native American artist, Blackbear Bosin. His mosaic depicting Native Americans, early Kansas settlers, wildlife, and the railroad totals approximately 1,500 square feet. It is the largest continual mural in Kansas and took 12 years to complete. Portions of this mural are visible in the Bosin 3 breakout room, which is adjacent to the plenary space. Blackbear Bosin also designed the iconic *Keeper of the Plains* sculpture which is located at the confluence of the Big and Little Arkansas Rivers in downtown Wichita, a short distance from the conference hotel.

# EXHIBITOR MAP



- 1- Associated Wholesale Grocers
- 2- National Grocers Association Foundation
- 3- Dillons
- 4- Columinate
- 5- Reinvestment Fund
- 6- Kansas Office of Rural Prosperity
- 7- Cromwell Solar
- 8- Kansas Energy Program
- 9- Kansas Office of Primary Care and Rural Health
- 10- National Rural Transit Assistance Program
- 11- NetWork Kansas
- 12- Retail Data Systems
- 13- Stable Coupons
- 14- Small Business Administration

**SHARE**

**I support Rural Grocery because...**

Visit the photobooth in the Riverview Hallway on Monday to share why rural grocery stores are important to you. Enter to win a drawing for a prize to be announced on Tuesday.



# RF BUCHE

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CEO and President of GF Buche Co.



RF Buche has been the CEO and President of GF Buche Co. since 2000. GF Buche Co. was established in 1905 in Lake Andes, South Dakota, by RF's great grandfather. RF is a 4th generation grocer. He has had the passion for the grocery business since he snuck out of the house at the age of four years old in blizzard-like conditions just to walk to the store to be at work with his dad. RF has been working in the stores at every level ever since.

GF Buche Co.'s core focus is "supporting their local communities by winning at retail!" To accomplish this, GF Buche Co. lives their core values of being the best in customer service, growth orientated, adaptive, and always doing the right thing!

RF Buche owns and operates grocery, convenience, fast food, hardware, and auto parts stores in 23 locations in 12 different communities spread throughout South Dakota. The Buche Company employs approximately 450 team members and is planning for more growth.

In 1992, RF graduated with a Bachelor of Science degree in Business Administration from Black Hills State University in Spearfish, South Dakota, where he also played football for the Yellow Jackets. During his professional career, Buche has been involved with most of his locations' chambers of commerce and other community events. RF Buche has served on the board of directors for the National Grocer's Association. He currently serves on the board of South Dakota Retailers as past president. He and his wife Tammi have four children named Molly, Shannon, Gus, and Gracie and one great grandchild, Tate. Gus is only 13 years old, but with having the founder's namesake, RF is hoping he will be a 5th generation grocer.

## KEYNOTE PRESENTATION

### **Facing Challenges While Keeping the Passion**

Monday 9:30 - 10:30 AM | Bosin 1 & 2

With so many challenges and changes occurring across the rural grocery landscape, staying relevant is crucial. This keynote presentation will discuss the importance of defining yourself within your marketplace to stay laser focused within your own competitive environment. Understanding and communicating your core values with team members and customers is key. In order to thrive over the long term, grocers must keep their passion alive and stay involved, both within their own communities and the grocery world at large.

# STACY MITCHELL

Co-Executive Director of the Institute for Local Self-Reliance



Stacy Mitchell is Co-Executive Director of the Institute for Local Self-Reliance (ILSR), a national research and advocacy organization that fights corporate control and works to build thriving, equitable communities.

Stacy founded and directs ILSR's Independent Business Initiative, which has done pioneering research and reporting on the importance of locally owned businesses and the public policies driving their decline. Stacy has written extensively about the dangers of concentrated economic power and her articles and reports have influenced lawmakers, journalists, and advocates. Her work has appeared in *The Atlantic*, *The Nation*, *The New York Times*, and *The Washington Post*. She's the author of a book, *Big-Box Swindle*, and several influential reports, including "Walmart's Monopolization of Local Grocery Markets," "Amazon's Stranglehold," and "Monopoly Power and the Decline of Small Business."

As an advisor to policymakers and grassroots organizations, Mitchell has developed and helped enact city, state, and federal policies that level the playing field for independent businesses and strengthen communities. In 2020, she was profiled by the *New York Times* for her analysis of Amazon's power and her leadership in building a broad coalition to challenge it. Mitchell has presented at many conferences and, in 2012, gave a popular TEDx talk on "Why We Can't Shop Our Way to a Better Economy."

In addition to her work at ILSR, Mitchell serves on the board of the Maine Center for Economic Policy. She lives in Portland, Maine.

## KEYNOTE PRESENTATION

### Trustbusting Makes a Comeback

Monday 11:45 AM - 1:15 PM | Bosin 1 & 2

**As Congress and the Administration dust off our anti-monopoly laws, rural communities and independent grocers have cause for hope.**

Checking the power of big business was a cornerstone of U.S. economic policy for much of the 20th century. By enacting and vigorously enforcing a suite of antitrust laws, policymakers promoted competition, ensured a fair playing field for small businesses, and safeguarded our liberty and democracy from corporate control.

But then, about forty years ago, policymakers abruptly changed course. Swayed by dubious economic theories, conservatives and liberals alike embraced corporate concentration. They largely abandoned the antitrust laws and sidelined concerns about monopoly power.

The results of this forty-year experiment have been dismal. As industries have become highly concentrated, our economy has become less resilient and productive. We have empty shelves and rising prices. Small businesses have disappeared. Wages have fallen. Our communities are at the mercy of decisions made in distant boardrooms.

The good news is that a remarkable revival of anti-monopoly policy is now underway. President Biden has broken with his predecessors and appointed to the Federal Trade Commission and Department of Justice reformers who are committed to restoring the vigor of our antitrust laws. Meanwhile, there's significant, bipartisan momentum in Congress to enact new laws to break the power of Big Tech and other monopolies.

In this talk, Stacy Mitchell will chart the course of this dramatic sea change and what it means for rural grocers and the communities they serve.

# DEE DAVIS

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## Founder and President of the Center for Rural Strategies



Dee Davis is the founder and president of the Center for Rural Strategies. Dee has helped design and lead national public information campaigns on topics as diverse as commercial television programming and federal banking policy.

Dee began his media career in 1973 as a trainee at Appalshop, an arts and cultural center devoted to exploring Appalachian life and social issues in Whitesburg, Kentucky. As Appalshop's executive producer, the organization created more than 50 public TV documentaries, established a media training program for Appalachian youth, and launched initiatives that use media as a strategic tool in organization and development.

Dee is the chair of the National Rural Assembly steering committee; he is a member of the Rural Advisory Committee of the Local Initiatives Support Corporation, Fund for Innovative Television, and Feral Arts of Brisbane, Australia. He is also a member of the Institute for Rural Journalism's national advisory board. He is a member of the Board of Directors for the Institute for Work and the Economy. Dee is a member of the American Academy of Arts and Sciences commission on the Practice of Democratic Citizenship. Dee is also the former Chair of the board of directors of Mary Reynolds Babcock Foundation.

## KEYNOTE PRESENTATION

### **Good Towns, Good Prospects**

Tuesday 8:15 - 9:15 AM | Bosin 1 & 2

As globalism increased and traditional industries declined, rural communities have struggled to attract new enterprise that could offset the loss. Perhaps the best option for our towns in a changing digital economy is to make our communities where we want to live. In this keynote presentation, Dee will share rural stories and experiences that give him hope for a vibrant rural America to come.

# RURAL ACCESS DISTRIBUTION COOPERATIVE

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The Rural Access Distribution (RAD) Cooperative is a shared service cooperative that formed to address the challenge rural grocery stores face in procuring a good selection of products at affordable prices. The pilot project, based in northeast North Dakota – roughly an hour’s drive from Canada – allows for collective wholesale purchasing between three grocery stores, one restaurant, and a community development organization from five communities in Walsh County, North Dakota. A larger store serves as the centralized redistribution hub for the other co-op members. Upcoming projects include the incorporation of online purchasing and two satellite distribution locations that utilize climate controlled lockers. If successful, the RAD Co-op could be a model for other rural communities.



## KEYNOTE PRESENTATION

### Disrupting the Supply Chain to Serve Rural Places More Effectively

Tuesday 11:45 AM - 1:30 PM | Bosin 1 & 2

The Rural Access Distribution Cooperative (RAD Co-op) is a regional collaboration with a mission to improve access to healthy foods and locally retailed and produced products in rural communities. This shared services cooperative:

- purchases together to decrease wholesale costs;
- aggregates product for transportation efficiencies;
- provides a local online shopping and delivery option for added convenience (*coming soon!*); and
- services climate-controlled grocery lockers to provide access to healthy foods for communities in their service area that do not have a grocery store (*coming soon!*).

This community-based cooperative strives to operate at cost to maintain affordable access to products in their region. RAD Co-op understands that access to healthy food is an essential part of community. It's needed to support quality of life for the people who live there, local businesses, and schools.

This keynote presentation will include an overview of the development and formation process of the RAD Co-op and a panel discussion among RAD Co-op members so that other communities may learn from their experience.





### **Lori Capouch, Rural Development Director for the North Dakota Association of Rural Electric Cooperatives**

Lori Capouch is a development professional who leads rural people through the grassroots development process, empowering them to create the businesses they desire in their communities. She is the Rural Development Director for the North Dakota Association of Rural Electric Cooperatives (NDAREC) where she oversees the Rural Electric and Telecommunications Development Center located in Mandan, North Dakota.



### **Jenna Gullickson, owner of Hoople Grocery**

Jenna Gullickson is the owner of Hoople Grocery in Hoople, North Dakota. The population of Hoople is approximately 300 people. It is primarily a farming community. She is married to her husband, Joe, and is a mother of two boys, Hunter (7) and Weston (4). The previous owners of the grocery store were set to retire, so they decided to buy the store and keep it open for their community. With support from the community, they have owned and operated the store since 2015.



### **Diana Hahn, owner of Jim's Super Valu**

Diana Hahn is a second-generation grocer who owns Jim's Super Valu in Park River, North Dakota, along with her husband, Randy. She has a Bachelor of Accounting degree from the University of North Dakota and has worked in the grocery business for over 35 years. Diana was a board member of her local school district for 19 years and is currently vice president of the North Dakota Grocers Association and the RAD Co-op board. She is a member of the American Legion Auxiliary and Park River Community Club where she is active in many volunteer activities in her hometown. Randy and Diana were honored in 2012 as North Dakota Grocers of the Year.



### **Nancy Hodur, Director for the Center for Social Research at North Dakota State University**

Nancy Hodur has over 25 years of professional experience in applied research, outreach education, and public policy. Hodur is Director for the Center for Social Research at North Dakota State University. Primary areas of research include socio-economic impact assessment, program evaluation, and community and economic development. Research efforts have been supported by various stakeholder groups such as state and local government agencies, trade organization and non-government organizations, other university entities, and competitive grants. Research findings have been published in refereed academic journals, presented at national professional meetings and conferences, and delivered to numerous constituent groups in North Dakota.

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kknight@awginc.com



# PRESENTATION DESCRIPTIONS

Breakout Session #1

Monday 10:45 - 11:45 AM

Innovation in Rural Grocery

## Alternative Rural Grocery Models

10:45 - 11:45 AM | Station 1

### A Non-profit Grocery Store and Community Kitchen Join Forces to Solve the Unsolvable

*Selha Graham, Rolling Grocer 19 & Tommy Carlucci, Columbia County Recovery Kitchen*

Rolling Grocer 19 (RG19) and Columbia County Recovery Kitchen (CCRK) have developed a partnership model for rural food delivery they believe to be economically viable. However, two pillars must be in place for this project to work. The first is a source of significant volunteer power. Second, and particularly important, is an urban food center with a stratum of rich and poor living in close proximity.

### The School-Run Grocery Store Model

*Joel Lovesee & Amie Oltman, USD 205 and Bluestem Mercantile*

A school-run store is not something you find in every small town, but it was the right fit in Leon, Kansas. In 2002, the Bluestem School District reopened a grocery store in town as a way to not only provide healthy food access for residents, but also to teach students important entrepreneurial skills. The Bluestem Mercantile succeeds because of its ability to see educational opportunities everywhere. They've taken advantage of the flexibility that can exist in small towns, and they are now a model for other schools that may want to take on similar projects.

### Main Street Market: A Hybrid Model Featuring Traditional Shopping and 24-Hour Access for Rural Communities

*Alex Ostenson & Caileen Ostenson, Main Street Market*

Main Street Market uses a unique model offering traditional and 24-hour shopping, which allows small groceries to thrive in rural communities. With Evansville, MN losing its only grocery store just four years prior after 60+ years in business, something new and sustainable was needed to reopen within the community. With the rising cost of labor and food, the owners blended technology with traditional shopping to provide food access to the whole community.

Rural Grocery Best Practices

## Nutrition Incentive Programs for Rural Grocery Panel

10:45 - 11:45 AM | Station 2

### Double Down on Double Up: How Nutritional Incentives Work for Rural Grocers and Their Communities

*Chelsea Matzen, National Grocers Association Foundation Technical Assistance Center; Jimmy Wright, Wright's Market; Lauren Schaumberg, Mid-America Regional Council; Daniel Gile, G&W Foods; Shawn Bolerjack and Jeff Wingo, Town & Country Super Markets*

Rural communities often have fewer resources and options when it comes to food assistance. Join us to learn about the USDA Gus Schumacher Nutrition Incentive Program which offers a unique opportunity for grocers across the country to provide extra food dollars to help low-income shoppers buy more fruits and vegetables. Hear directly from retailers in a panel discussion about the benefits their stores have seen, lessons learned, and how you can get involved. Come learn how rural grocers can make a dollar and make a difference!

**Building Partnerships with Rural Grocery****10:45 - 11:45 AM | Bosin 3****Are You Making a Food Pantry Donation Today? The Rural Grocer's Connection to Addressing Hunger: A Model from Kiowa, Kansas***Debra Kolb, Barber County United & Brittney Cavaliere, Connecticut Foodshare Institute for Hunger Research & Solutions*

The rural grocer, often the only source for critical resources for miles around, has always provided a space for community engagement and so becomes the perfect conduit between the local food pantry and its donors. Barber County United, in partnership with Hometown Market in Kiowa, Kansas, created a donor awareness program, an essential tool to ensure healthier food pantry options at the South Barber Food Bank. Access to healthy, nutritious foods at the local food pantry is crucial to a rural community's well-being and is key to breaking generational patterns of food and nutrition insecurity.

**Gas or Groceries? The Intersections of Income, Health, and Community in Low Food-Access Rural Communities***Monica Jarvi, University of Minnesota, Extension and Department of Sociology*

This session provides research on the unique challenges rural consumers face, highlighting the intersections of income, health, and community connections as important factors for consistent food access in rural areas. Interviews and ethnographic observations with rural consumers inform the study findings.

**Building Partnerships with Rural Grocery Store Owners: A Case Study on Improving the WIC Shopping Experience***Sara La Lone, North Carolina State University*

Researchers can bring innovative ideas that promote healthy eating to families in rural communities. This presentation will focus on how researchers and rural grocery store owners can develop partnerships that will empower store owners to engage in retail studies that can increase sales and improve customer experiences. Specifically, presenters will discuss how to use varying communication styles to build trust between researchers and the rural grocery store retailers and how to be a responsive and collaborative research partner.

**Breakout Session #2 \_\_\_\_\_ Monday 1:30 - 2:30 PM****Community Supported Stores****1:30 - 2:30 PM | Station 1****The Rural Ideal: Feeding Ourselves First***Alice Hill, Step Back In Time Food Market*

This presentation introduces a strategic model for restoring year-round local food supply. This concept is specifically scaled for small rural towns without an urban area nearby. This presentation will address the What, Why, Where, Who, and How of a rural ideal.

**Thinking Outside of the Box to Overcome Obstacles in a Rural Grocery Store***Marilyn Logan, The Marmaton Market*

Highlighting obstacles facing small rural grocery stores as well as solutions, this session will discuss actions that can be taken to increase customer base and foot traffic in store, possible solutions to handle shortages by looking to new types of vendors for product, developing community support and involvement, and innovative ideas for working with food pantries.

**Surviving and Thriving in a Small Community: The Mildred Store***Regena Lance & Loren Lance, The Mildred Store*

Learn how a store in a town less than 25 people can not only survive but thrive in today's world. In this presentation, the owners of the Mildred Store will discuss how they have taken their customers back in time, and how they are working toward becoming a destination business.

## Transition Planning

1:30 - 2:30 PM | Station 2

### Determining the Viability of a Grocery Store in Small-Town America

*Carey Berger & Paul Adams, The BSR group*

In this presentation, we will address market demographics, consider what exists in the community currently, and develop an understanding of what numbers matter. In doing so, we will help both current small-town grocers, those considering this path, and the communities impacted to make informed decisions.

### Community Vitality and the Exit Planning Process

*Rick Feltenberger, Kansas SBDC at Fort Hays State University and ForwardFocus*

This presentation will establish the linkage between the successful business exit of rural grocery owners and the continued vitality of the community they serve. It will also explain the difference between selling a business and exiting a business with dignity, the steps necessary to successfully exit a business, and thoughts on identifying potential buyers.

### Grocery Store Transition Tools

*Jason Tuller & Charlotte Narjes, University of Nebraska - Lincoln Extension*

Community leaders seeking options to retain essential businesses often have limited understanding of the business transition process and timelines involved. Often considered as a choice of last resort, multi-ownership or cooperative business formations are not fully embraced by advising professionals and business owners. Educational materials will also be shared to aid educators when working with communities considering options for retaining their local grocery store or other essential business services.

## Healthy Food Financing

1:30 - 2:30 PM | Bosin 3

### Healthy Food Financing Initiatives: A National Perspective

*Kate Foley, The Food Trust*

Nutrition security is an issue that continues to affect millions of Americans, and has only been heightened in recent years with the onset of the COVID-19 pandemic and economic inflation. The Healthy Food Financing Initiative (HFFI) model was designed to support healthy food access projects working to address food insecurity by increasing access to healthy and affordable foods in low-income and under-resourced communities. Throughout the U.S., HFFIs support a range of retail outlets serving diverse communities and ultimately working to bolster the healthy food infrastructure. This presentation will provide an overview of the HFFI movement nationally, including a background on the origin and development of the Kansas Healthy Food Initiative.

### Approaches to Evaluating Rural Grocery Efforts through the Kansas Healthy Food Initiative

*Sarah Jolley, Wichita State University & Jeff Usher, Kansas Health Foundation*

This session will discuss the variety of approaches and partners involved in the evaluation of the Kansas Healthy Food Initiative (KHFI). Summit participants will hear from a key funder involved with the initiative and from one of the evaluators involved with the project. They will review the various components of the evaluation – both quantitative and qualitative – that help support the how and why of rural grocery efforts. Participants will also learn more about how evaluation can serve as a resource to support rural grocery efforts and rural food access.

### Increasing Food Access through Rural Grocery Stores in West Virginia

*Matthew Thompson, West Virginia Food and Farm Coalition/WV Rural Grocer Network*

The West Virginia Food and Farm Coalition began development of the WV Rural Grocer Network in 2019 with support from the USDA Healthy Food Financing Initiative (HFFI) in order to increase sustainability and viability of independently owned and operated grocery stores. The network provides technical assistance, peer support, and access to necessary equipment through a Revolving Equipment Fund to these grocery stores that serve as crucial food access points for their communities. The Coalition will provide an overview of the WV Rural Grocer Network model highlighting successes of participating grocery stores in the network and the community and economic impact these grocery stores are providing to the Mountain State.

**Overcoming Obstacles Panel**

2:45 - 3:45 PM | Station 1

**Dealing with Disruption: How Grocers are Tackling Recent Challenges in the Grocery Industry***Jim Dudlicek, National Grocers Association; Jenny Osner, Hired Man's Grocery & Grill; Jimmy Wright, Wright's Market; Tye Anthony, Associated Wholesale Grocers*

During the COVID-19 pandemic, grocers faced a host of new challenges - from supply chain disruptions to labor shortages to the sudden rise of e-commerce. Join us to hear about recent trends and projections in the grocery industry, and how grocers addressed these complications on the ground.

**Best Practices**

2:45 - 3:45 PM | Station 2

**Strengthening Small Town Grocery Strategy and Viability Through Local Participatory Engagement & Multi-Resource University Teams***Cynthia Houlden & Shawn Kaskie, University of Nebraska - Lincoln*

This presentation focuses on a strategic model developed for the Stapleton Cooperative Market & Deli in Logan County (population 716). The model included best practices and an ongoing membership goals campaign, resulting in increased viability of this key community business. Aspects of this model are transferable to other rural grocery retailers.

**Partnering with Fiscal Sponsors for Fundraising***Stuart Reid, Food Co-op Initiative & Kevin Edberg, Cooperative Development Services*

Fiscal sponsors can allow any form of business to raise tax-deductible donations and apply for otherwise restricted grants. The presentation will outline the process of establishing a fiscal sponsorship and what results can reasonably be expected for fundraising, and other benefits.

**Learning from Each Other: Store Audits***Stuart Reid, Food Co-op Initiative*

Store audits are a surprisingly effective way to identify areas in your store than can be improved, often at little cost. Audits are conducted by a small group of people, often other store managers, who look at your store with an outsider's perspective and collect their insights on a survey form. All parties benefit, and when store owners act on the audit recommendations, the results can be surprising.

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**Healthy Eating Interventions****2:45 - 3:45 PM | Bosin 3****Food in the Field: An Adaptable, Online Program that Meets Busy Rural Families Where They Are by Encouraging Small Shifts Toward Better Health***Tara Dunker & Hannah Guenther, University of Nebraska - Lincoln*

With 18+ hour workdays, the stress of the weather, markets, and limited healthy, one-handed dining options, it's easy to see why ag professionals and their families may rely on take-out, rather than traditional meal planning and grocery shopping. While in-person and online support surrounding nutrition and health seems almost endless these days, the unique challenges of the ag community, including farmers, ranchers and their families, have largely been overlooked. Food in the Field aims to fill this gap, with participants being encouraged to rely less on take-out and more on grocery stores, even during their busiest seasons.

**Implementing 'Shop Smart, Eat Smart' in Rural Virginia: A Creative Partnership for Healthy Food Access***Jon Henry, Jon Henry General Store & Molly Beardslee, VA Family Nutrition Program*

Jon Henry General Store, Virginia Family Nutrition Program, and Virginia Fresh Match collaborate to increase rural healthy food access in the Shenandoah Valley. This session will share how this creative partnership has increased community buy-in and demand for healthy foods and beverages. Attendees will be able to identify components of the collaboration to assist their journey to become healthy food champions in their communities.

**Community-Led Approach to Increase Consumption of Fresh Produce: The Case of the Somali Community in Saint Cloud, Minnesota***Nurfadila Khairunnisa & Serdar Mamedov, University of Minnesota Extension*

This project was achieved in collaboration between the University of Minnesota and members of the Saint Cloud, Minnesota Somali community. The initiative was to increase consumption of fresh produce among an ethnic community by supporting local grocers, improve the store infrastructure, increase produce offerings, develop expertise in handling fresh produce, and use community-driven mixed media campaigns to raise nutritional awareness. Presenters will discuss the intervention, baseline data, and the methodology behind the project.

**Breakout Session #4****Tuesday 9:30 - 10:30 AM****Distribution****9:30 - 10:30 AM | Station 1****Rural Food Supply Chain Infrastructure: The Case for First/Last Mile Warehouses***John E. Kane, Warehouses4Good*

A broad network of small, distributed warehouses in rural communities across the country will support vital first and last mile functions in the food value chain, supporting aggregation, value-added processing, improved market access, and the like. For small grocers, warehouses can anchor buying co-ops that can meet the minimum order requirements imposed by distributors, restoring their access to the foods their communities want. Other benefits delivered will impact food sovereignty, equity, access, safety, opportunity, and community resilience.

**Purchase Orders Driving Investment and Innovation***Michelle Klieger, Helianth Partners*

Rural communities are in a unique position of having the resources to feed themselves while also driving economic growth by producing food for their communities. Farmers have the soft and hard assets to run diversified operations, but lack the market connections to justify diversified production. Meanwhile, rural groceries can bolster diversified rural farms by being the driving force for creating a market for the end product. Community-oriented value chain asset are the missing ingredients in this rural farm-to-grocery connection; these gaps stifle grocery store purchase orders and rural food system investment.

**Establishing a Network of Local Food Distribution and Improving Food Access in Rural Northern Arizona***Andrea McAdow, Rosebird Farms & Darren Bingham, Northern Arizona University*

This presentation will discuss the creative problem-solving demonstrated by Rosebird Farms and Northern Arizona University (NAU) to increase the accessibility of local foods in rural Northwestern Arizona. Through strategic partnership development and small business development, Rosebird Farms and NAU have organized a collective of food producers across Arizona that service customers directly. As a rural small grocery store, Rosebird has developed methods for making food more affordable, available, and healthy for customers.



## Rural Grocery Success Stories

9:30 - 10:30 AM | Station 2

### A New Model for the Sustainable Rural Grocery Store

*Ellen Barber, Marshall County Partnership 4 Growth & Jan Bergkamp, Riverside Market Grocery*

What happens when a grocery store goes defunct in a small town? Leveraging the community, the city, and state partnerships can turn things around! New and creative solutions can come with cooperation.

### Small and Rural Grocery Innovations Case-Study Results

*Monica Jarvi, University of Minnesota, Extension and Department of Sociology*

Grocers are full of innovative ideas for improving their business. It can be difficult to decide which ideas are worth the investment. Presenters will share the results of six case studies exploring innovative business practices used by small and rural food retailers in Minnesota. The goal of the presentation is to share the outcomes of the case-study and generate discussion about innovative business practices, building on community strengths, and confronting challenges.

### Community-Supported Grocery: The Role Social Capital Played in Rural Grocery Startup Projects

*Sean Park, Western Illinois University*

This presentation will describe the startup process that led to three community-owned groceries, one project that has stalled, and how social capital has played a factor in each case.

## Rural Grocery Research

9:30 - 10:30 AM | Bosin 3

### Perspectives of Online Grocery Shopping Among Rural and Urban Grocery Store Managers

*Rachel Gillespie, University of Kentucky*

This presentation will share findings from a series of qualitative interviews conducted among rural and urban grocery store managers on the operations, acceptability, and barriers to online grocery shopping in their communities.

### Shopping Local, Sourcing Local

*Ren Olive, University of Minnesota Extension Regional Sustainable Development Partnerships; Lisa Bates & Courtney Long, Iowa State University Extension and Outreach*

An essential element of a healthy economy is a thriving set of small businesses. Join this session to learn about local food in rural grocery stores. Researchers from Kansas State University, Iowa State University, and the University of Minnesota will share insights from recent interviews about how independent grocers may act as points of food access for locally sourced products.

### A Tour of the Typical Kansas Rural Grocery Store: Findings from the 2021 Kansas Rural Grocery Survey

*Jessica Ramirez, Rural Grocery Initiative, K-State Research and Extension*

Building upon a 2008 survey, Kansas-State Research and Extension's Rural Grocery Initiative administered a statewide survey in 2021 to better understand the contemporary status of Kansas rural grocery stores. The data collected from the 2021 survey spans various topics, including typical owner and store characteristics, community impacts, challenges, and information pertaining to the current state of Kansas rural grocery stores amidst the COVID-19 pandemic. The Rural Grocery Initiative invites you to embark on a tour of the typical Kansas rural grocery store.

**Grocers and the Local Food System****10:45 - 11:45 AM | Station 1****Grocerying Local Food**

*Kathy Draeger & Ren Olive, University of Minnesota Extension Regional Sustainable Development Partnerships*  
Stocking rural grocery store shelves with local products can be a win-win-win for the store, farmer, and community. Farm to rural grocery best practices will be highlighted from the University of Minnesota's Farm to Grocery Toolkit, workshop series, and fact-sheet during this interactive session. During the Q+A, you will be invited to share your experiences with local food.

**Local Produce and Eliminating the Supply Chain**

*Gabe Spurgeon, South Baldwin Farms*

This presentation will discuss best practices for grocers working directly and indirectly with farmers, including finding local farmers, communication methods, packaging, expectation, pricing, regulations, and certifications. In addition, we will explore higher level benefits of sourcing local food, such as reducing food waste, improving food safety, limiting transportation and handling, and providing a fresher product for customers.

**The Food Waste Opportunity: How Rural Grocers Can Support Local Communities by Cutting Food Waste**

*Shawn Shepherd, ReFED*

In the U.S. today, more than 35% of food goes unsold or uneaten. The good news is that solutions exist – and grocery retailers play a critical role in putting them into practice, benefiting their communities, the economy, and the environment.

**Rural Grocery Funding Resources Panel****10:45 - 11:45 AM | Station 2****Funding Programs to Support Rural Grocery**

*Wayne Bell, U.S. Small Business Administration, Wichita District Office; Erica Blair, Kansas Healthy Food Initiative; David Carter, Kansas State University Engineering Extension and Kansas Energy Program; Thomas Papadatos, NetWork Kansas; Trisha Purdon, Kansas Office of Rural Prosperity; Travis Snider, USDA Rural Development*

In this panel, learn about various funding opportunities to support grocery store improvements and transitions. Programs featured in this breakout session are offered by statewide organizations and government agencies at the state and federal level.

**Market Forces Affecting Rural Grocery****10:45 - 11:45 AM | Bosin 3****Economic Disruption and the Rise of the "Grocery" Dollar Store: What Independents Should Know and Do**

*Mari Gallagher, Mari Gallagher Research & Consulting Group; Anthony Goodwin, National Co-op Grocers*  
Pandemic-related economic and supply chain disruption thrust new challenges on the independent grocer, especially in rural areas. Yet chains like Dollar General thrived and expanded. Learn the trends and what independents can do to boost their resilience and competitive advantage.

**Vertical Integration and Predatory Capture of Dairy Production by Super Co-ops and Super Retailers**

*Alan Lewis, Natural Grocers*

Rural areas are struggling to attract or keep independent grocery stores. It's common to drive an hour or more to shop at a major supermarket; the remaining rural groceries are usually serviced by a distributor/buying group headquartered out of state. Since the dominant dairy co-ops and retailers are suppressing their retail dairy costs using anti-competitive means, local dairies have no profitable markets and smaller independent/affiliated grocers have significantly higher wholesale costs and, in turn, retail prices.

**Limited Supermarket Access**

11:45 AM - 12:15 PM | Station 1

**Reinvestment Fund's Limited Supermarket Access (LSA) Analysis**

*Michelle Schmitt, Reinvestment Fund*

Reinvestment Fund's Limited Supermarket Access (LSA) analysis is a tool to help investors and policymakers identify areas across the 48 contiguous United States and the District of Columbia that have both inadequate and inequitable access to healthy food and sufficient market demand for new or expanded food retail operations. During this presentation, Reinvestment Fund staff will give an overview of the analysis and solicit input on improvements and additional information layers for this year's update. Reinvestment Fund staff will also show how to access the LSA analysis on PolicyMap, an online map-based data warehouse, and facilitate a discussion about the LSA and food financing programs.



The Sunflower Foundation congratulates the Community Enhancement Foundation of Plains on opening Grand Avenue Market!



# POSTER DESCRIPTIONS

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Poster Session

Monday 4:00 - 4:45 PM | Riverview

## **Lincoln University Culinary Incubator Empowers Socially Disadvantaged in Developing New Food Product**

*Cindy Borgwordt, Lincoln University Culinary Incubator*

The Culinary Incubator project helps clients develop business plans, develop food product, and get the product into retail. Clients become food safety certified and we target the socially disadvantaged. The program addresses small processing, value-added, ready-to-eat, and cottage foods.

## **Incorporating Local Foods in Child Nutrition Programs**

*Barb Depew, Kansas Department of Education*

Five posters will be presented with information about the Kansas Farm to Plate program: 1) KS Schools Tower to Table (Tower Gardens); 2) Education Resources in the Summer Food Service Program; 3) Farm to School Sub-Grant projects; 4) KS Beef to School and Shop Kansas Farms; and 5) USD 312, Haven Farm to Table event.

## **“Cause they’re afraid that they’re going to run out of food”: How the COVID-19 Pandemic Impacted One Food System in Rural Appalachia**

*Rachel Gillespie, University of Kentucky*

This qualitative study offers a snapshot of how COVID-19 impacted food access in one rural socioeconomically disadvantaged community in Appalachia. Barriers and innovative strategies will be shared along with direct quotes on the community’s response.

## **A Systematic Review of Food Accessibility Measures and Decision-support Models**

*Fransaira Maldonado Mundo & Dr. Laila Cure, Wichita State University, Systems and Manufacturing Engineering*

The objective of this research is to identify quantitative methods to study food accessibility and investigate their use or potential in supporting decisions that improve our food systems. To achieve this objective, we reviewed peer-reviewed research articles explicitly describing a quantitative measure of food accessibility and/or individuals’ experience of the food system.

## **Geaux Shop Healthy: A Healthy Retail Program Designed with Louisianans in Mind**

*Makenzie Miller, Louisiana State University Agricultural Center*

The Louisiana State University Agricultural Center’s (LSU AgCenter) healthy retail program, Geaux Shop Healthy (GSH), was developed through collaboration between State Office specialists, nutrition researchers, and Cooperative Extension field agents. Drawing on best practices identified in current literature, lessons learned from healthy retail pilot work, and resources from other successful healthy retail programs, GSH features a suite of implementation materials, resources and accompanying evaluations for field agents and store owners. Through this presentation, attendees will gain knowledge about tools to plan, implement, and evaluate rural healthy retail efforts; methods to tailor healthy retail programs to specific audiences; effective healthy retail strategies; and how to integrate healthy retail programming into larger food access and food systems development efforts.

## **Developing a Mindset for Multi-Ownership**

*Marilyn Schlake, University of Nebraska-Lincoln*

Changing the mindset of investors and advisors toward multi-ownership may lead to greater survival of many small rural grocery stores. Research highlights the challenges, opportunities and lessons learned about this often-overlooked business model. Increasing awareness and education is necessary for greater acceptance and formation of community and multi-ownership businesses.

# HUNGRY HEARTLAND

Documentary Screening \_\_\_\_\_ Monday 4:45 - 5:30 PM | Bosin 3

## Hungry Heartland: Advocacy Through Storytelling

Tom Hallaq, Kansas State University, Journalism and Mass Communications & Shreepad Joglekar, Kansas State University, Art Department

Limited access to fresh, healthy food impacts the long-term health and wellbeing of Midwestern towns and the people who live in them. For example, approximately one-third of Kansans live in what are termed “food deserts”; that is, areas which lack easy access to unprocessed vegetables, fruits, and fresh meat. Food deserts are known to create high levels of obesity, diabetes, hypertension, and other life-threatening concerns for the people who live in them.



*The Empty Breadbasket: When the Land that Feeds the World Cannot Feed Itself* documents the encroachment and impact of food deserts on rural Kansas communities. Led by Dr. David Procter, retired professor from Kansas State University and co-founder of the Rural Grocery Initiative, student documentarians and colorful Kansans share in the bittersweet struggle to maintain a way of life, the sadness of dying communities, and the memories of better times for their towns, all through the poignant, often-humorous lens, of *The Empty Breadbasket*.

Following the film, the faculty producers of the documentary will lead a brief Q&A session.



Photo by Julia Alley



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The National Grocers Association (NGA) is dedicated to representing and advancing the interest of the independent, family-owned supermarket industry. National Grocers Association Foundation is the 501(c)3 non-profit arm of the NGA, supporting the **future** of the **independent** grocer community through leadership development, student programs, scholarships and more.



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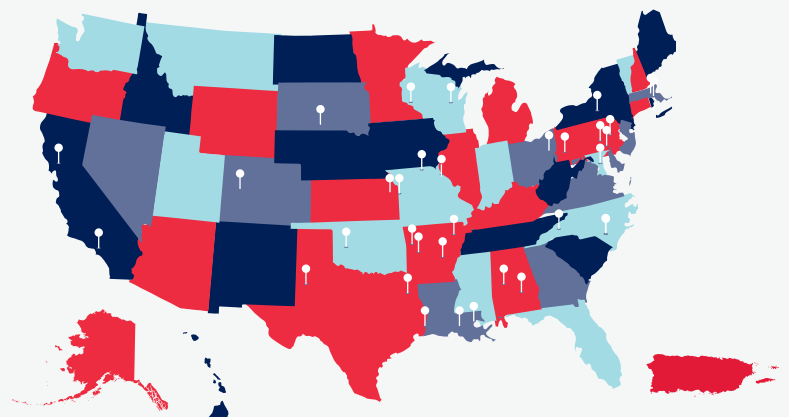


NGA works to **level the playing field** for independent grocers and protect against discriminatory federal policies and regulations. NGA also provides up to date information and alerts on proposed policies and regulatory rules as well as delivers easy, turnkey ways to get involved in the political process

Recognize and foster connections between women across the independent grocery industry through the **Women Grocers of America**



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## IFF

- 🌐 [iff.org](http://iff.org)
- ✉ [general@iff.org](mailto:general@iff.org)
- 📘 @IFFcdfi
- 🐦 @IFFcdfi
- 📍 4177 Broadway Blvd. Suite 100, Kansas City, MO 64111
- 📞 866-629-0060



## Kansas Office of Rural Prosperity

- 🌐 [kansascommerce.gov/orp](http://kansascommerce.gov/orp)
- ✉ [ruralkanprosper@ks.gov](mailto:ruralkanprosper@ks.gov)
- 📘 @ORPKS
- 🐦 @ORP\_KS
- 📍 107 N Penn, Independence, KS 67301
- 📞 785-368-8500

# MEATS LEVEL - \$500

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## Columinate

- 🌐 [columinate.coop](http://columinate.coop)
- ✉ [info@columinate.coop](mailto:info@columinate.coop)
- 📘 @Columinate
- 🐦 @ColuminateCoop
- ☎ 802-380-3824



## Cromwell Solar

- 🌐 [cromwellsolar.com](http://cromwellsolar.com)
- 📘 @PowerTomorrow
- 🐦 @PowerTomorrow
- 📍 615 Vermont St, Lawrence, KS, 66044
- ☎ 785-371-1429



## Kansas Energy Program

- 🌐 [kansasenergyprogram.org](http://kansasenergyprogram.org)
- ✉ [ksenergyprog@ksu.edu](mailto:ksenergyprog@ksu.edu)
- 📘 @KansasEnergyProgram
- 🐦 @ksenergyprog
- 📍 2323 Anderson Ave., Suite 300, Manhattan, KS 66502
- ☎ 785-532-6026



## Kansas Office of Primary Care and Rural Health

- 🌐 [kdhe.ks.gov/242/Primary-Care-Rural-Health-Programs](http://kdhe.ks.gov/242/Primary-Care-Rural-Health-Programs)
- ✉ [kdhe.info@ks.gov](mailto:kdhe.info@ks.gov)
- 📘 @KDHEnews
- 🐦 @KDHE
- 📍 1000 SW Jackson, Suite 340, Topeka, KS 66612
- ☎ 785-296-1200



## Midwest Energy, Inc.

- 🌐 [mwenergy.com](http://mwenergy.com)
- 📘 @MidwestEnergy
- 📍 1330 Canterbury Dr., Hays, KS 67601
- ☎ 1-800-222-3121



## National Rural Transit Assistance Program

- 🌐 [nationalrtap.org](http://nationalrtap.org)
- ✉ [info@nationalrtap.org](mailto:info@nationalrtap.org)
- 📘 @NationalRTAP
- 🐦 @nat\_rtap
- 📍 5 Wheeling Avenue, Woburn, MA 01801
- 📞 888-589-6821



## NetWork Kansas

- 🌐 [networkkansas.com](http://networkkansas.com)
- ✉ [info@networkkansas.com](mailto:info@networkkansas.com)
- 📘 @networkkansas
- 🐦 @networkkansas
- 📍 PO Box 877, Andover, KS 67002
- 📞 877-521-8600



## Retail Data Systems

- 🌐 [rdspos.com](http://rdspos.com)
- ✉ [office@ks.rdspos.com](mailto:office@ks.rdspos.com)
- 🐦 @rdspos
- 📍 1809 S. West St, Suite 1, Wichita, KS 67213
- 📞 316-943-9374



## StableCoupons

- 🌐 [stablecoupons.com](http://stablecoupons.com)
- ✉ [stores@stablecoupons.com](mailto:stores@stablecoupons.com)

# DAIRY LEVEL - \$250

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## Center for Rural Affairs

- 🌐 [cfra.org](http://cfra.org)
- ✉ [info@cfra.org](mailto:info@cfra.org)
- 📘 @ruralaffairs
- 🐦 @cfra
- 📍 145 Main St, PO Box 136, Lyons, NE 68038
- 📞 402-687-2100



## Dodge City/Ford County Development Corporation

- 🌐 [dodgedev.org](http://dodgedev.org)
- 📘 @DodgeCityFordCountyDevelopmentCorp
- 📍 101 E Wyatt Earp Blvd, Dodge City, KS 67801
- 📞 620-227-9501



## Kansas Action for Children

- 🌐 [kac.org](http://kac.org)
- 📘 @ksaction
- 🐦 @KansasAction
- 📍 709 S. Kansas Ave., Ste. 200, Topeka, KS 66603
- 📞 785-232-0550



## Kansas Association of Counties

- 🌐 [kansascounties.org](http://kansascounties.org)
- 📘 @KansasAssociationofCounties
- 🐦 @KansasCounties
- 📍 715 SW 10th Avenue, Topeka, KS 66612
- 📞 785-272-2585



## Kansas Rural Center

- 🌐 [kansasruralcenter.org](http://kansasruralcenter.org)
- ✉ [info@kansasruralcenter.org](mailto:info@kansasruralcenter.org)
- 📘 @KansasRuralCenter
- 🐦 @KSRuralCenter
- 📍 PO Box 781057, Wichita, KS 67278
- 📞 866-579-5469



## Shared Capital Cooperative

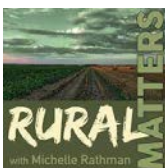
- 🌐 [sharedcapital.coop](http://sharedcapital.coop)
- ✉ [info@sharedcapital.coop](mailto:info@sharedcapital.coop)
- 📘 @SharedCapitalCooperative
- 🐦 @Shared\_Capital
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- 📞 612-767-2100

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## Food Co-op Initiative

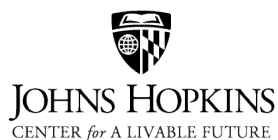
- 🌐 [fci.coop](http://fci.coop)
- ✉ [info@fci.coop](mailto:info@fci.coop)
- 📘 @FoodCoopInit
- 🐦 @FoodCoopInit
- 📍 208 Inner Drive, Montgomery, MN 56069
- 📞 844-324-2667



## Rural Matters

- 🌐 [ruralmatters.libsyn.com](http://ruralmatters.libsyn.com)
- 📘 Rural-Matters-2123611780985546
- 🐦 @RuralMattersPod

# TRAVEL SCHOLARSHIP SPONSORS



## John Hopkins Center for a Livable Future

- 🌐 [clf.jhsph.edu](http://clf.jhsph.edu)
- ✉ [clf@jhu.edu](mailto:clf@jhu.edu)
- 📌 @LivableFuture
- 🐦 @livablefuture
- 📍 111 Market Place, Suite 840, Baltimore, MD 21202
- 📞 410-223-1811



## Reinvestment Fund

- 🌐 [reinvestment.com](http://reinvestment.com)
- ✉ [info@reinvestment.com](mailto:info@reinvestment.com)
- 📌 @ReinvestFund
- 🐦 @reinvestfund
- 📍 1700 Market Street, 19th Floor, Philadelphia, PA 19103
- 📞 215-574-5800



## Sunflower Foundation

- 🌐 [sunflowerfoundation.org](http://sunflowerfoundation.org)
- ✉ [info@sunflowerfoundation.org](mailto:info@sunflowerfoundation.org)
- 📌 @sunflowerfdn
- 🐦 @SunflowerFDN
- 📍 5820 SW 6th Avenue, Suite 400, Topeka, KS 66606
- 📞 785-232-3000

## ABOUT

The Rural Grocery Initiative sincerely thanks our travel scholarship sponsors: The Johns Hopkins Center for a Livable Future, the Reinvestment Fund, and the Sunflower Foundation. Through their generous support, 21 individuals from six states received travel scholarships to offset costs to attend the National Rural Grocery Summit.

## SPECIAL THANKS

We would like to extend our sincere gratitude to Wichita State University's Conference Office Team for their help coordinating the summit.

Special thanks to the K-State Research & Extension Marketing Team for developing and implementing a plan to spread the word about this event.

We also deeply appreciate all the volunteer moderators who've stepped in to make sure our breakout sessions stay on schedule throughout the summit.

Rural Grocery Initiative team members – Rylee Coy, Jessica Ramirez and Carol Sevin – provided input and ideas that we implemented at the summit. They are also here to help out both days.

The National Rural Grocery Summit Steering Committee provided expert guidance in planning the summit. Many thanks to the committee members:

- Richard Feltenberger, Regional Director of the Fort Hays State University Kansas Small Business Development Center
- Molly Hartman, Senior Program Director for the Healthy Food Financing Initiative at Reinvestment Fund
- Marci Penner, Executive Director of the Kansas Sampler Foundation
- David Procter, co-founder of the Rural Grocery Initiative and former professor of Communication Studies at Kansas State University
- Carly Whorton, co-owner of Cecil K's Hometown Market in Holton, Kansas

Finally, The Rural Grocery Initiative would like to express a sincere thanks to the following organizations:

- Kansas Health Foundation for their support of healthy food access;
- K-State Research and Extension for their work to improve Kansans' lives, livelihoods and communities through education, research, engagement and leadership; and
- Ewing Marion Kauffman Foundation for their leadership in supporting rural grocery business transition plans throughout the Heartland Region.



# **K-STATE**

Research and Extension

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