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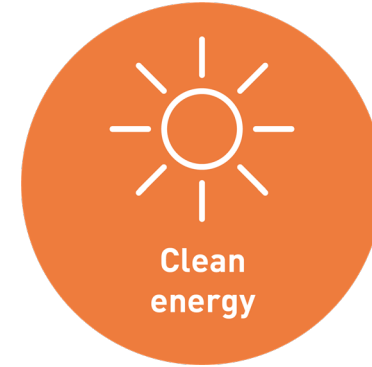
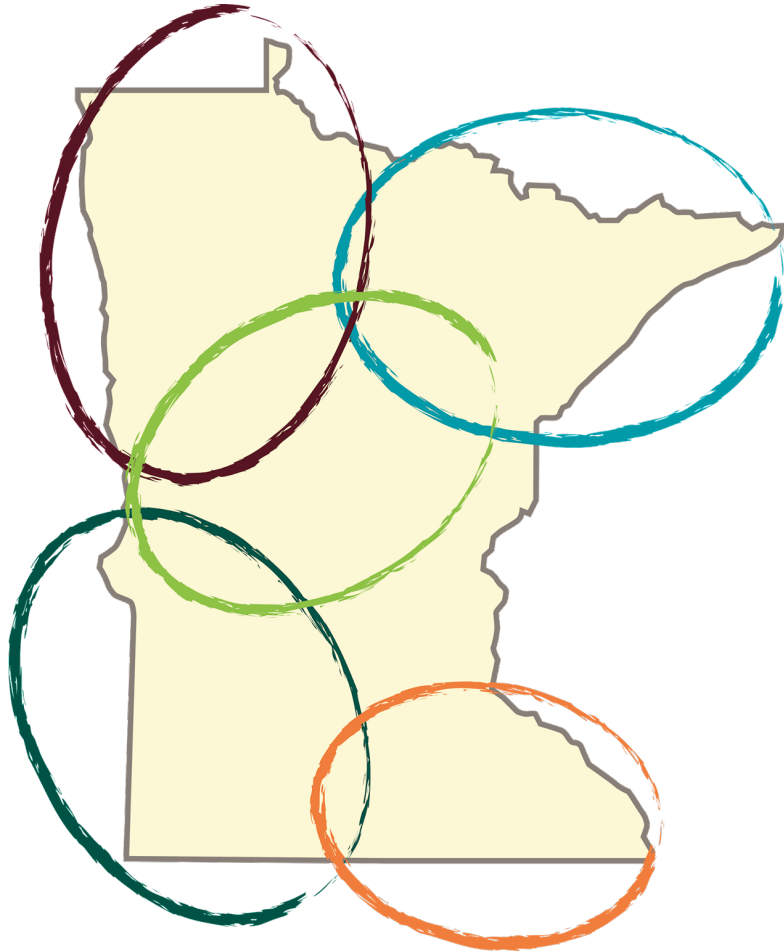
Driven to Discover<sup>SM</sup>

# Grocerying Local Food

Dr. Kathy Draeger and Ren Olive  
Rural Grocery Summit 2022



# REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS



# INVENTORY

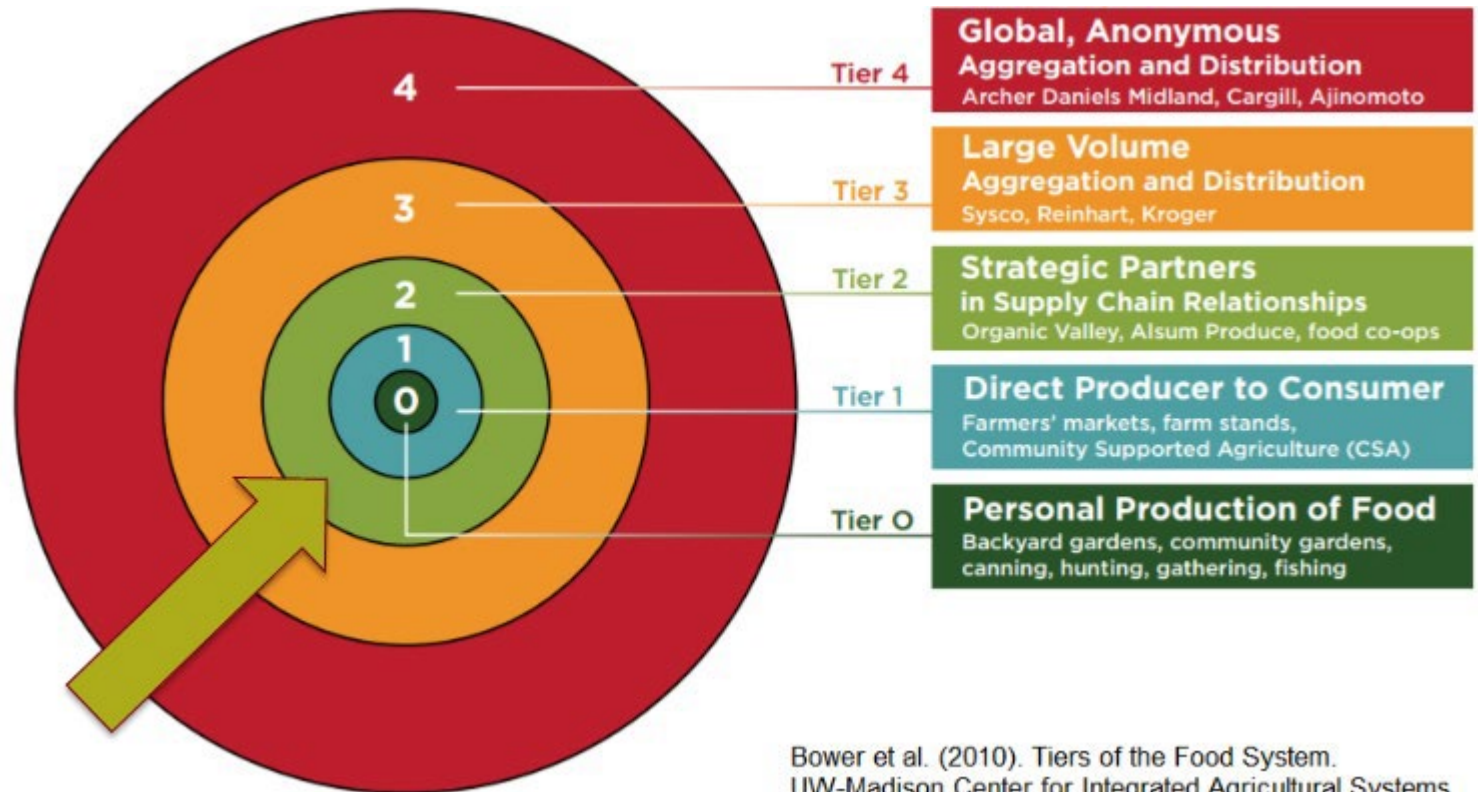
1. Background: Rural Grocery Survey and Why Farm to Grocery?
2. Farm to Grocery Resources
3. Q+A



# **1. Background: Why Farm to Grocery? + Rural Grocery Survey**

# WHY FARM TO GROCERY?

- Consumer demand: “Moralized market” - *economic activities with values*
- Values
- Resilient local economies
- Supply chain disruption
- Farmers: Diversified markets
- Grocers: Sales opportunities



Bower et al. (2010). Tiers of the Food System.  
UW-Madison Center for Integrated Agricultural Systems

A photograph of a shopping cart in a grocery store aisle. The cart is in the foreground, and the aisle is filled with shelves of products in the background. A circular white overlay is centered on the cart, containing text.

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MINNESOTA  
RURAL GROCERY  
SURVEY REPORT

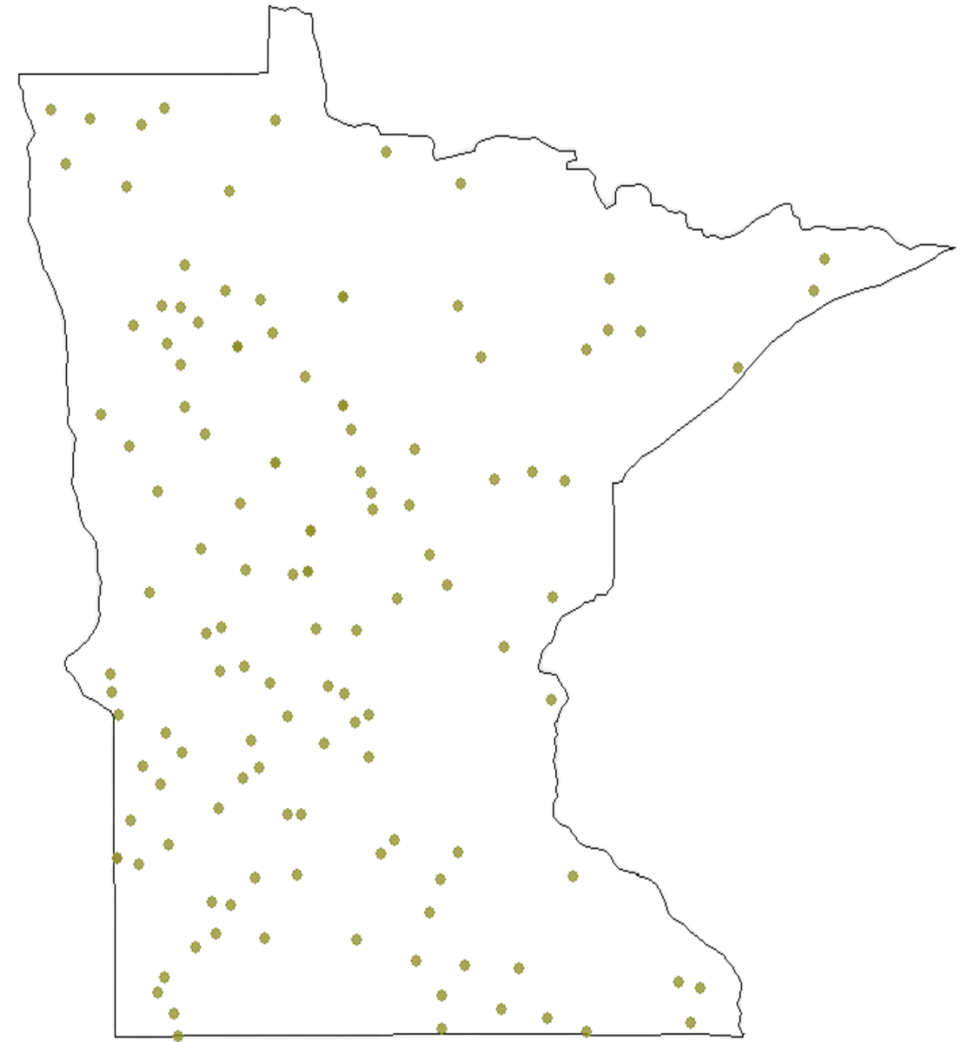
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2019 - 2020

## RURAL GROCERY STORE SURVEY



OMS/Minnesota Center for Survey Research  
University of Minnesota  
879 29<sup>th</sup> Avenue SE, Suite 103  
Minneapolis, MN 55414  
(612) 627-4282



Mailed to 250 grocers in towns less than 2,500

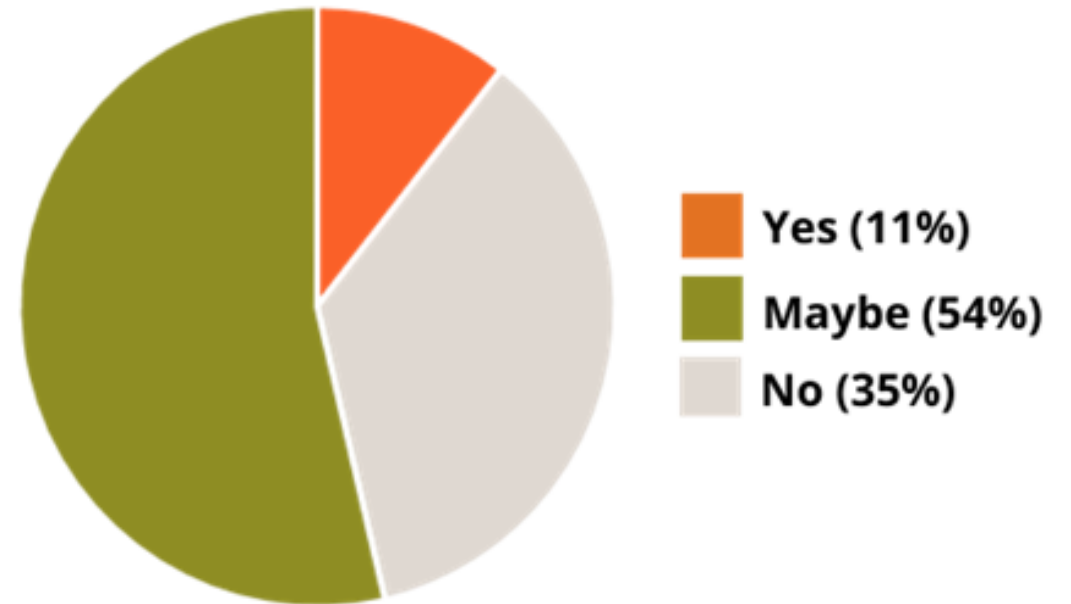
55% response rate

[z.umn.edu/ruralgroceryreport](http://z.umn.edu/ruralgroceryreport)

41% OF  
RURAL  
GROCERS  
WOULD LIKE  
**MORE ACCESS**  
TO LOCAL  
FOODS

**WOULD YOUR CUSTOMERS BE WILLING TO PAY  
MORE FOR LOCALLY GROWN AND PRODUCED/  
PROCESSED FOOD ITEMS?**

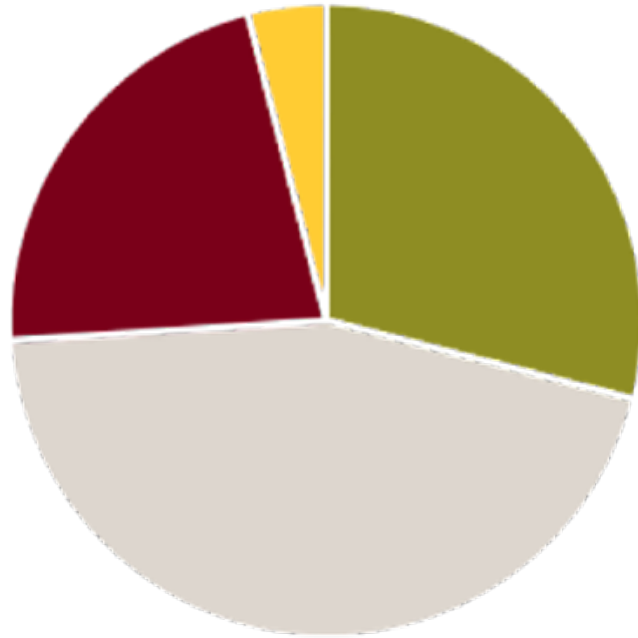
(n=127)





**HAVE YOU TURNED AWAY ANY FARMER  
SELLING LOCALLY GROWN AND/OR PROCESSED  
FOODS BECAUSE YOU WERE UNCERTAIN ABOUT  
THE REGULATIONS FOR PURCHASING FOOD  
DIRECTLY FROM FARMERS?**

(n=127)



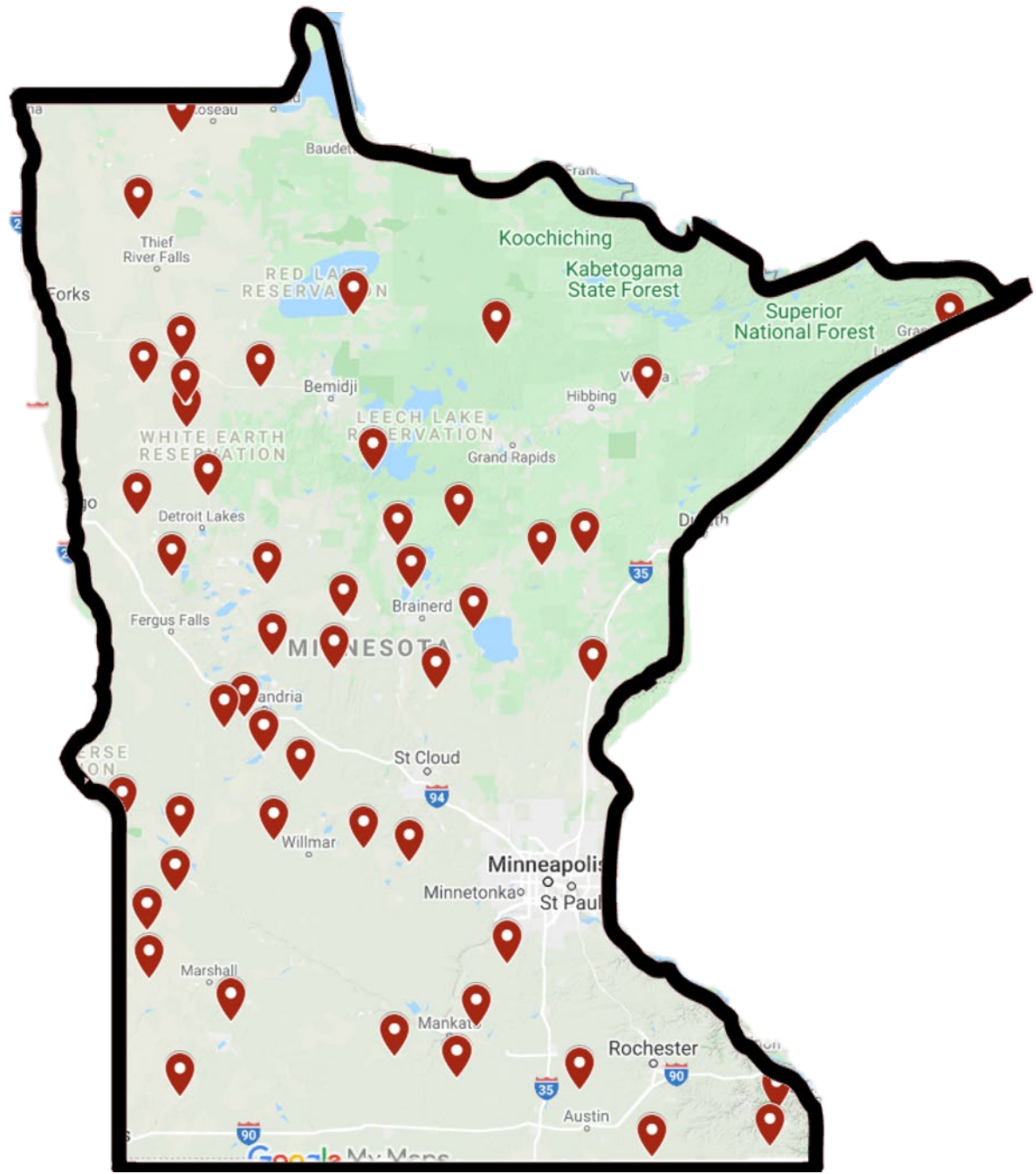
- Yes (29%)**
- No, I already purchase from local farmers (45%)**
- No, I have not been approached by local farmers (22%)**
- Other (4%)**

*"I would like to be able to sell locally raised food and we have access to such but regulations make that difficult for us to do"*



- Please send me email updates related to rural grocery store opportunities.
- (Q17) I would like someone to contact me about possible energy upgrades for my store.
- (Q36) I would like someone to contact me about receiving **free** Minnesota Grown-branded marketing materials.
- (Q48) I would like help connecting with local farmers to buy products (fruits and vegetables, meat and cheese, or other local food items) for my store.
- (Q50) I am willing to have my store serving as a "cross-dock" meeting point between local farmers and my regular wholesale supplier.
- (Q54) I am interested in learning more about the possibility of a side business where produce/products from multiple local farm are combined at my store.
- (Q57) I would like assistance in writing a Good Food Access Program (GFAP) application.
- (Q58) I would like to be contacted by the University of Minnesota 'Support Our Stores (SOS)' team.
- (Q75) I would like more information about business transition or succession planning.

**PLEASE COMPLETE THE OTHER SIDE OF THIS CARD ALSO**



## **2. Farm to Grocery Resources**

# \*Partnerships\*



sustainable  
farming  
association  

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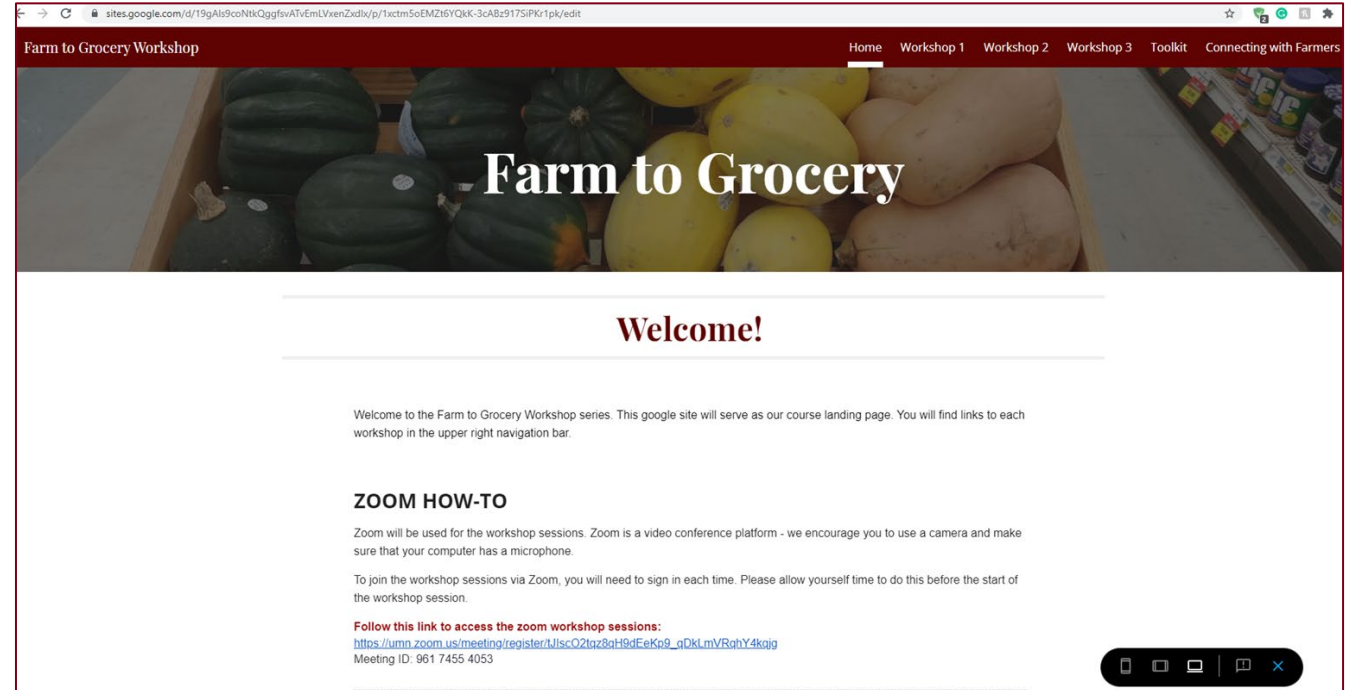
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Agriculture



# Resource 1: Online curriculum

- 37 participants attended all three workshops
  - (6 grocers, 27 farmers, and 4 others)
- Guest speakers on specific topics
- Support through a MN Department of Agriculture Specialty Crop Block Grant



[z.umn.edu/farm2grocerysite](https://z.umn.edu/farm2grocerysite)

# FARM TO GROCERY WORKSHOPS

## Workshop #1 –

“Farm to grocery Legality and How-To”

## Workshop #2 –

“Building strong business relationships”

## Workshop #3 –

“Marketing, Merchandising, and Product Handling”



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# Resource 2: Farm to Grocery Toolkit

## TABLE OF CONTENTS

1. Overview of Farm to Grocery
2. Legality & Method (MN)
3. Legal Product Checklist
4. Building a Strong Business Relationship
5. Farm Feature Template
6. Processing for Sale
7. Sample Product Labels
8. Invoice Template

UNIVERSITY OF MINNESOTA EXTENSION REGIONAL  
SUSTAINABLE DEVELOPMENT PARTNERSHIPS PRESENT:

# FARM TO GROCERY TOOLKIT

OPENING NEW FARM-TO-  
GROCERY MARKET CHANNELS  
TO HELP INCREASE ACCESS  
TO MINNESOTA SPECIALTY  
CROPS & LOCAL FOODS

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# Most interest by rural grocers: Legality

## Covered in Toolkit:

- Product of the farm
- Off-farm ingredients/MN  
Food Handler License
- Food safety

## Products Featured:

- Fresh Produce
- Meat and Poultry
- Eggs
- Grains, Dry Beans
- Dairy
- Bakery

# LEGAL PRODUCT CHECKLIST (For MINNESOTA)

## FARM TO GROCERY TOOLKIT LEGAL PRODUCT CHECKLIST

Ren Olive, Jane Jewett, Kathryn Draeger, Karen Lanthier

This checklist can be used as a tool by farmers and grocers to review product legality. Detailed information about legal requirements is available on the MISA website at: [www.misa.umn.edu/publications/local-food-fact-sheet-series](http://www.misa.umn.edu/publications/local-food-fact-sheet-series)

Note: For each product type, at least one line needs to be checked in order for the product to be legally purchased by a grocer for resale to customers.



### PRODUCE (fruits, vegetables, mushrooms, herbs), GRAINS, DRY BEANS

- Items are whole, raw products 100% grown on land farmer owns or leases.  
[If this item is checked, no license is required.]
  - Items are 100% grown on land farmer owns or leases and processed in an approved facility with no added off-farm ingredients.  
[If this item is checked, no license is required.]
  - Items are grown on land farmer owns or leases and processed in an approved facility with added off farm ingredients.  
[If this item is checked, submit copy of MDA food license. License type may vary.]
  - Items include products grown by other farmers  
[If this item is checked, submit copy of MDA food license. License type may vary.]
- Supplemental FSMA information for Produce\* (check one):**  
\*refer to FSMA Exemptions Summary for more information
- Farmer's farm is exempt from the FSMA Produce Safety Rule.  
[If this item is checked, there are no additional requirements.]
  - Farmer's farm is qualified-exempt from the FSMA Produce Safety Rule.  
[If this item is checked, the farmer's name and full business address must be on packages of produce OR displayed at the point of sale.]
  - Farmer's farm is covered by FSMA Produce Safety Rule.  
[If this item is checked, submit certificate of FDA-approved training.]

### DAIRY

- Dairy products made with milk 100% from farmer's own farm, pasteurized and processed in an approved **off-site** facility:
  - o with no added ingredients
  - OR -
  - o with ingredients also 100% from farmer's own farm;  
[If this item is checked, submit proof of the approved facility's MDA Dairy Plant license.]
- Dairy products made with milk 100% from farmer's own farm, pasteurized and processed in an approved **on-farm** facility:
  - o with no added ingredients
  - OR -
  - o with ingredients also 100% from farmer's own farm;  
[If this item is checked, submit copy of farm's MDA Dairy Plant permit.]
- Dairy products pasteurized and processed in an approved **off-site** facility:
  - o with added off-farm ingredients
  - o and/or with milk from other farms;  
[If sold or distributed by the farmer, submit copy of farmer's MDA food handler license.]  
[If sold or distributed by the facility, submit copy of facility's MDA Dairy Plant License.]
- Dairy products pasteurized and processed in an approved **on-farm** facility:
  - o with added off-farm ingredients;
  - o and/or with milk from other farms;  
[If this item is checked, submit copies of farm's MDA Dairy Plant permit and MDA Dairy Plant License.]

To be signed by the farmer:

- I affirm that my responses to the above checklist items are true and accurate, and that copies of all required registrations and/or licenses are submitted with this document.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For more information visit: [z.umn.edu/RuralGrocery](http://z.umn.edu/RuralGrocery)

Minnesota Institute for  
Sustainable Agriculture

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# Resource 3: Farm to Grocery Factsheet

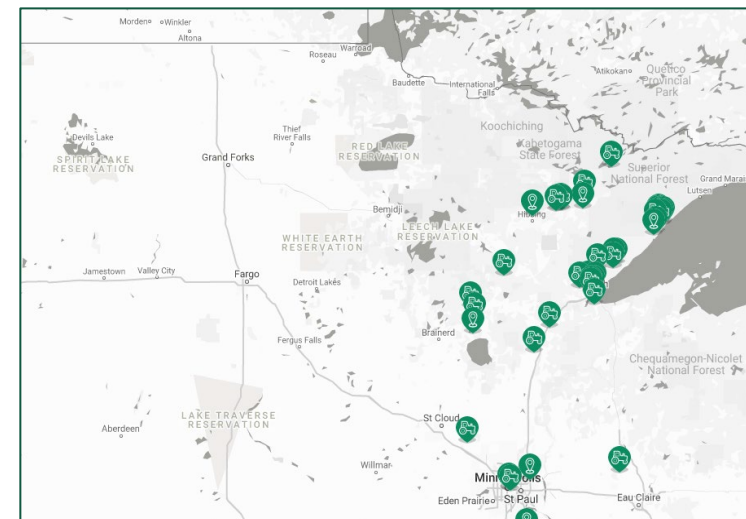
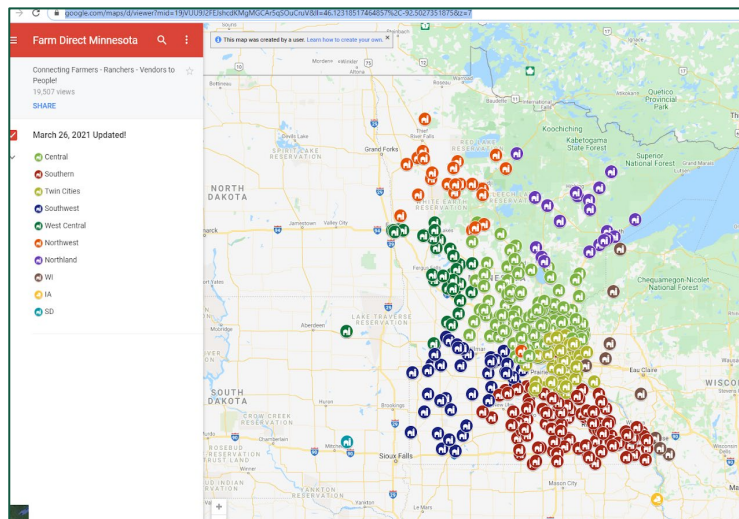
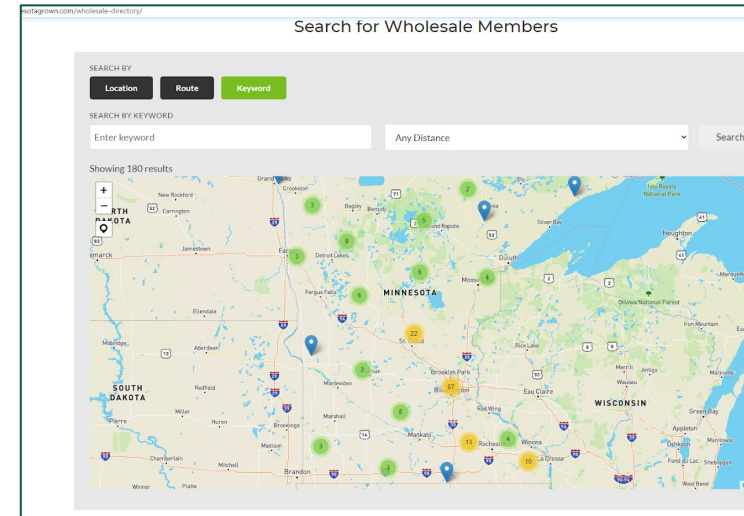
- Quick reference guide for grocers
  - Mailed to 250 rural grocers in Minnesota
- Potential to adapt for your state??

[z.umn.edu/farm2groceryFactsheet](https://z.umn.edu/farm2groceryFactsheet)



# Resource 4: Finding Farmers

- State database: MN Grown
- Farmer's Markets
- National Databases
- Extension
- Partner organizations



# Next Up

- Backhaul Project
- Wholesale readiness for specialty crop farmers
- Continue to work with rural grocers to bring local foods into their stores

## 3. Q+A



# QUESTIONS?

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