



Welcome

National Rural Grocery Summit

Rural is **RAD!**

Presented by

Lori Capouch Rural Development Director,
NDAREC

Diana Hahn, Owner/Operator of Jim's
SuperValu

Jenna Gullickson, Owner/Operator of Hoople
Grocery

Moderator: **Nancy Hodur**, Director for the
Center for Social Research, NDSU



Nearest grocery store
more than
10 miles!

**There are food deserts in
North Dakota.**

Grocery stores are declining
In North Dakota rural grocery stores
have declined by **20%** in just 5 years.

Grocers face obstacles:
The food distribution system is designed for
large volume purchases with short distances
between stores

**Support Your
Local Grocer**

**Access to food is critical to
individual and community health.**

We are looking for solutions

MAIN STREET

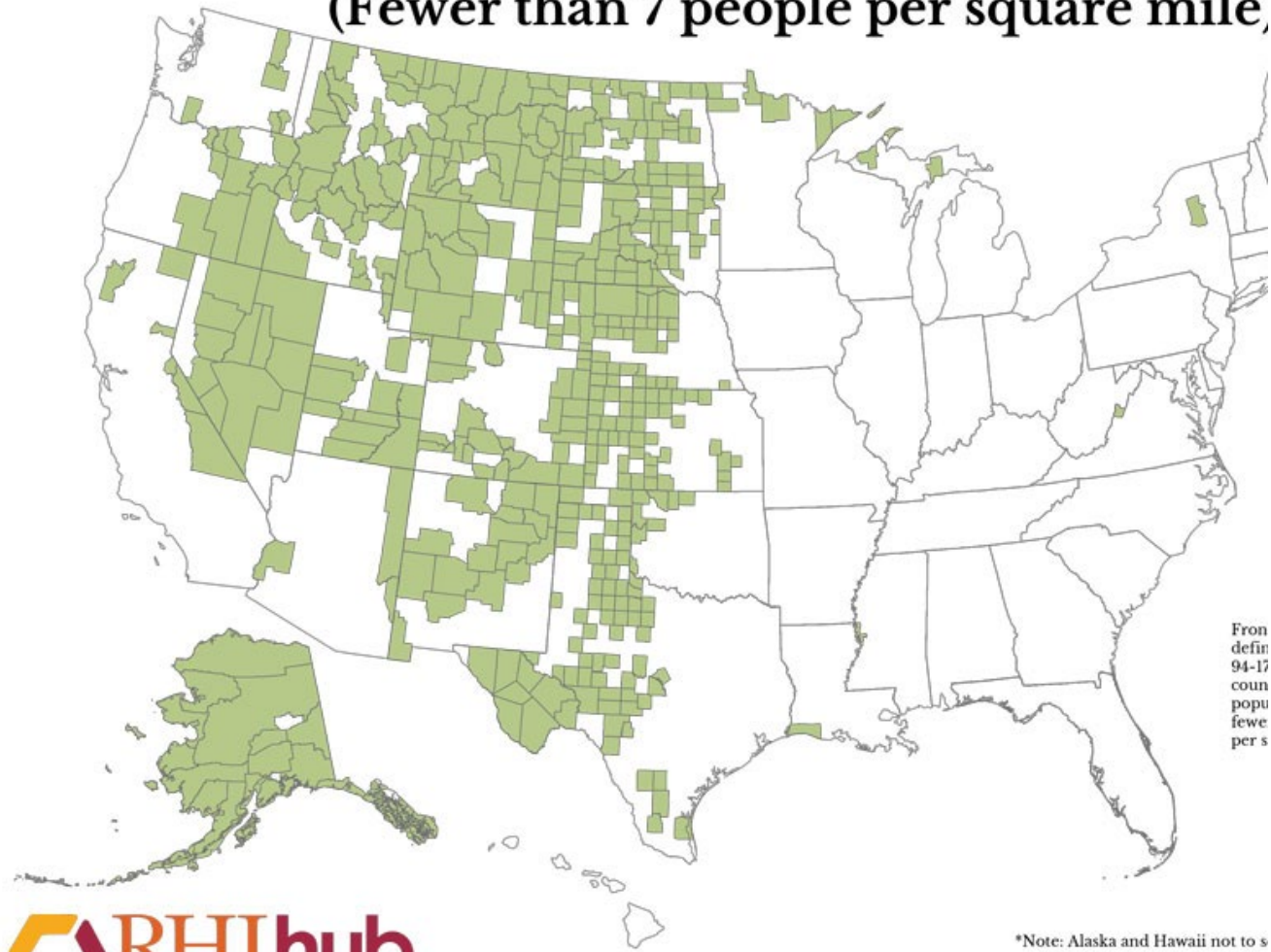
Collaboration, Partnerships, Cooperation



Albert Einstein said...

“Insanity is doing the same thing over and over and expecting different results.”

Frontier Counties (Fewer than 7 people per square mile)



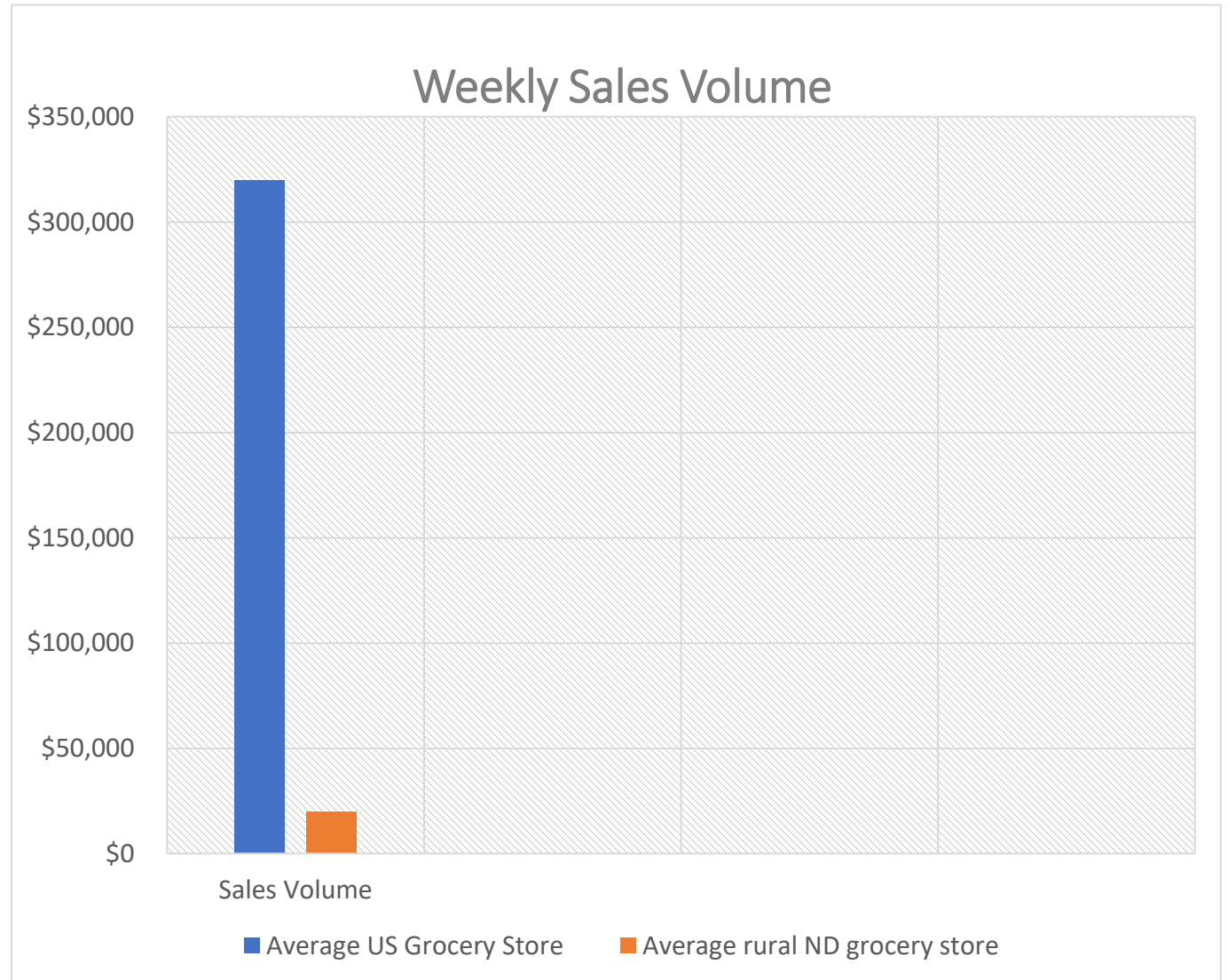
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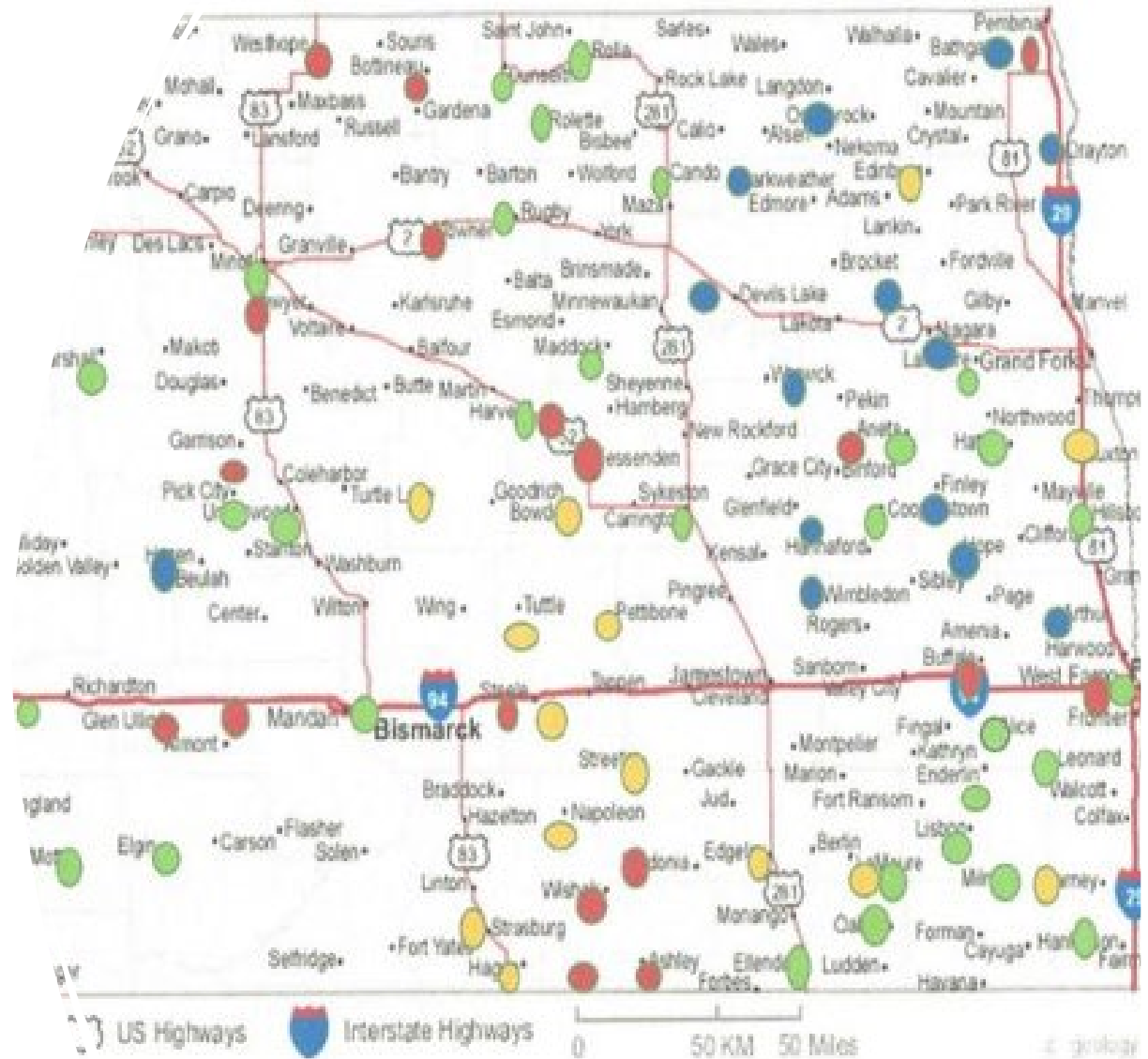
*Note: Alaska and Hawaii not to s
Source(s): U.S. Census Bureau, 20
Summary File 1

Weekly Sales Volume Comparison

2016 data – "Supermarket News" and 2016 N.D. Rural Grocery Survey



Inefficient routes



By the numbers

2013 baseline: 137 stores

9 removed – baseline pop.
lowered to 2,100

30 closed or no longer full-
service

2019

98 operating full-service
stores

57 are Independent

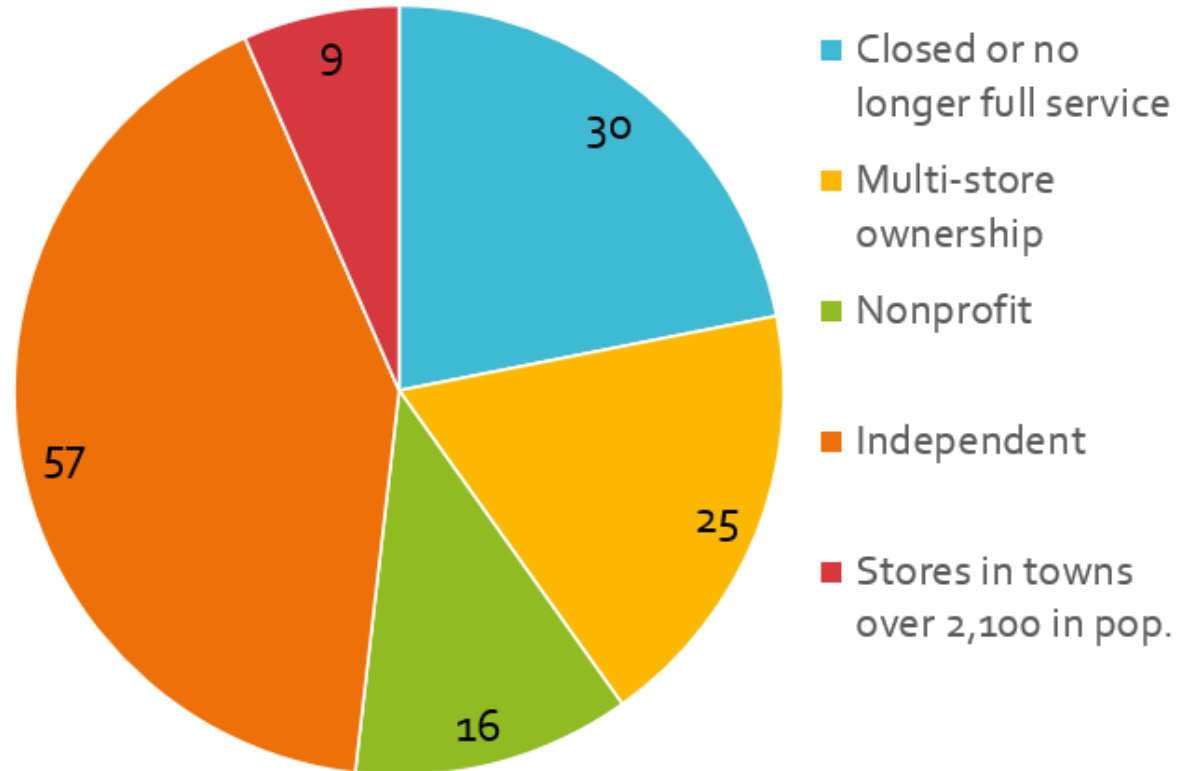
-13 have on-going concerns

16 are non-profit

25 are multi-store owner

*Estimates – there is not a
formal reporting system.

Number of grocery stores in communities of 2,100 people or less – August 2019



Searching for Signs of cooperators

Do stores in the region already work together?

Have any community stores been started?

Has a community lost their store and tried to revive it?

Did any stores offer excess infrastructure or capacity?

Are stores interested in forming an entity together?



What if?



Purchasing cooperative, **order together**, achieve higher volume and better price?



Aggregate products in existing space?



Move multiple suppliers' products on **same truck**, one store, save on transportation & delivery fees?



Modernize shopping experiences, online shopping, convenience for rural customers?



Connect communities without grocery stores, climate-controlled **grocery lockers**?

Climate
controlled
grocery
locker
system





Shared services cooperatives

A shared services cooperative provides a mechanism to buy or provide products or services for members at a total cost less than the combined costs of individual members buying or providing for themselves. Savings can be captured through shared administrative costs, volume discounts and reduced delivery and transportation costs through the aggregation of products

The RAD Co-op



Purchases together to decrease wholesale costs



Aggregates product for transportation efficiencies

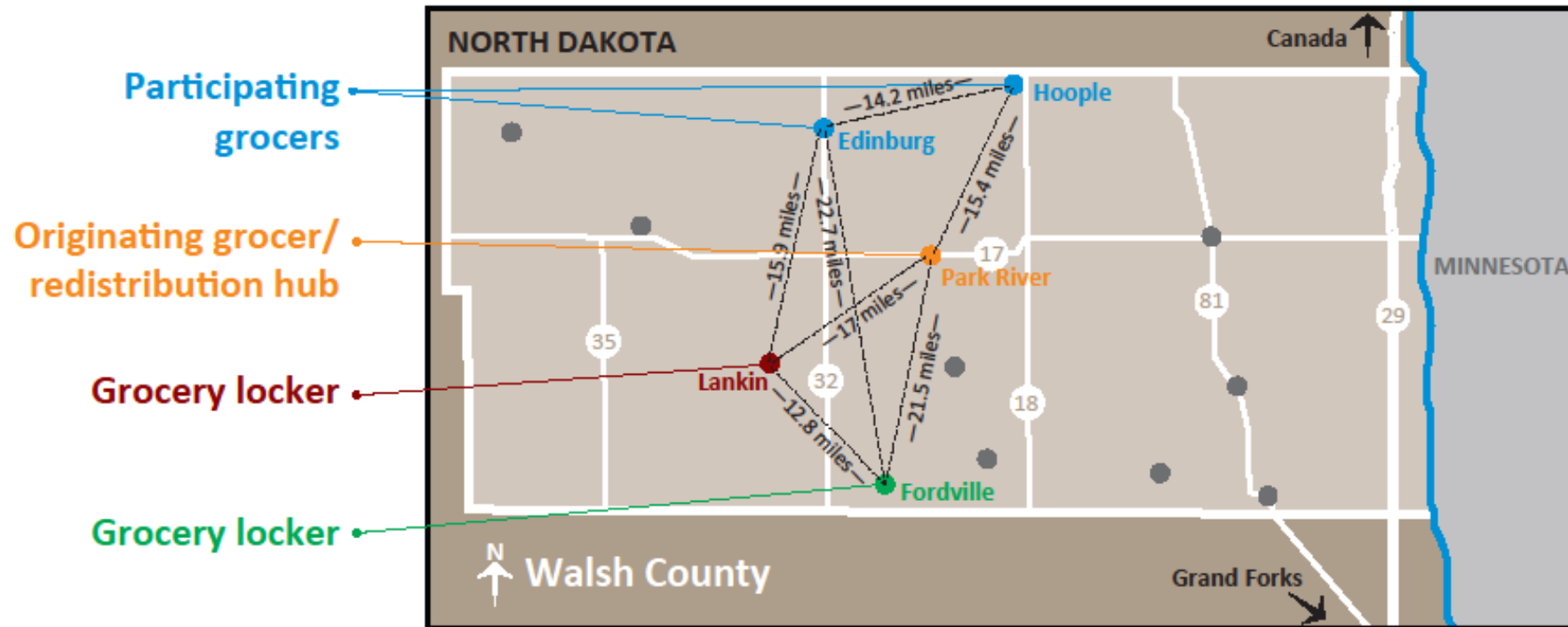


Provides a local online shopping and delivery option for added convenience
(Coming soon!)



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!)*

Walsh County Map





Contact Information

Diana Hahn, Owner/Operator
Jim's SuperValu, Park River
office.jimssupervalu@gmail.com
701-284-6433

Jenna Gullickson, Owner/Operator
Hoople Grocery
jennagullickson@gmail.com

Lori Capouch, Rural development director
ND Association of Rural Electric Co-ops
lcapouch@ndarec.com
701-667-6444

Nancy Hodur, PhD, Director
Center for Social Research, ND State University
nancy.hodur@ndsu.edu
701-231-8621

WWW.radcoopnd.com