



Issue 4
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Rural Grocery INITIATIVE

Announcing the
2nd Annual Rural
Grocer Summit:

Sunday,
September 10, 2017
Ramada Plaza Hotel, Fargo.
Details coming soon!

North Dakota Rural Grocer Initiative plans surveys

Neil Doty N. C. Doty & Associates

The North Dakota Rural Grocers' Initiative plans to engage in survey research to understand and potentially improve food distribution options for rural grocers in North Dakota. The Initiative will first survey rural grocers throughout North Dakota. Individual responses to survey questions will be held confidential and survey results will be presented in aggregate. Rural grocers will be asked about their current food distribution suppliers, frequency of deliveries, and store sales volumes. Data from the grocer survey will be analyzed by the NDSU Upper Great Plains Transportation Institute to determine if improvements in North Dakota's rural food distribution

networks can be discovered.

A second survey will be conducted with rural grocery consumers to obtain details on their satisfaction with their local grocery store and the likelihood that the consumers will continue to purchase food at their local grocery store. The rural grocery consumer survey will be conducted using online and in-store survey tools throughout North Dakota. In addition to shopping behavior data, the Initiative seeks to see if there are correlations among consumer satisfaction with their grocery stores and grocer satisfaction with their food distribution suppliers.

Food distributors currently servicing North Dakota rural grocers will be interviewed to obtain logistics

details involved in servicing the state. Other food distributors not currently involved in grocery distribution, but involved in other types of food distribution, will also be interviewed to obtain their logistics details as well. By collecting and analyzing food distribution logistics, the Initiative plans to develop a detailed picture of current and potential food distribution networks in North Dakota. The Initiative will interview potential public sector partners who operate distribution systems within North Dakota that have the capacity to be available for food distribution to rural grocers. Potential public sector partners may provide an auxiliary role in food distribution to rural grocers in North Dakota. **RGI**

Links

www.ndarec.com
www.facebook.com/ndveggies
www.ag.ndsu.edu/smallbusiness
www.grocer.coop/bowdon-locker-grocery
www.nplains.com

www.facebook.com/Main-Street-Market
www.tuttlend.com
www.newleipzig.com/stargrocery.htm
www.rd.usda.gov/nd
www.ruralgrocery.org

www.linkedin.com/in/neil-doty-112a3592
smallbizsurvival.com/2015/12/what-do-you-need-to-know-to-run-a-rural-grocery-store.html

'It's okay to buy produce from farmers'

Holly Rose Mawby, Director, Entrepreneurial Center for Horticulture, Dakota College at Bottineau

Over the last several years, there has been considerable discussion about whether or not licensed foodservice facilities and other food preparing institutions can purchase fruits and vegetables from local producers and growers.

The answer is yes, however there are some restrictions that may or may not apply.

Following are some guidelines and recommendations related to the sale, purchase, and use of locally grown produce:

- Farmers and growers in North Dakota may sell unprocessed fruits and vegetables without obtaining a license from the North Dakota Department of Health or most local health units.
- The unprocessed fruits and vegetables must have been grown by the seller. The grower can only sell his/her own produce.
- The produce must be whole/uncut and unprocessed fruits and vegetables.
- The produce must be unadulterated and protected from contamination from outside sources such as stagnant water, mishandling, or ill food handlers. Produce should not be stored or sold in dirty or contaminated containers. Spoiled or decomposing produce should be separated from fresh produce and disposed of in proper trash containers.
- Washing and cleaning of unprocessed produce must be consistent with Good Manufacturing Practices and with a potable water supply meeting the requirements of the North Dakota Department of Health. Wastewater from the cleaning of unprocessed produce must be disposed of in a manner that does not create a nuisance or public health hazard.
- Once the fruits and vegetables have been sold to a foodservice operation, proper preparation and handling practices must be used to ensure foods are safe for consumption.

A food processor's license will be required from the ND Department of Health or some local health jurisdictions in the following instances:

- The grower or farmer sells unprocessed fruits or vegetables which he/she has purchased or consigned from another grower or other source.
- The grower sells processed produce such as cut, shredded, sliced, or chopped fruits and vegetables



EXCEPTION:

First District Health Unit, which has jurisdiction in Bottineau, Burke, McHenry, McLean, Renville, Sheridan, and Ward Counties, is in the process of drafting certification and licensure for local growers and producers interested in selling produce to licensed establishments. For more information about that certification, contact Jim Heckman, First District Health Unit at 701.852.1376.

Should you have any questions regarding this information, do not hesitate in contacting our office at 701.328.1291 or your local health unit. **RGI**

Facebook vs. Traditional Advertising: Why Social Media is Important

By Brittany Lipetzky Digital Marketing Specialist North Dakota Farmers Union

As a small business, Facebook can prove to be very helpful in various aspects. While not only using it to connect to your customers, you are also able to use it to see what others like you are doing and how they are successful.

In Farmers Union, we utilize Facebook by connecting with our members, showing the events and activities members participate in or run, and advertising for the many programs we have (youth camp, bus trips, learning opportunities, etc.). This can be beneficial because over 1.86 billion people are on Facebook daily.

For many businesses (including Farmers Union), a majority of the advertising done on the page is free. Just by putting the words out there and letting those that “like” your page engage with the post, that is putting your name and event or product in front of many individuals that may not utilize other advertising mediums such as the radio or newspaper.

Reaching customers in your community, rural or not, is probably easier than you think! We reached out to a rural grocer: Diane Batsch of Kulm Grocery, and asked her how they are reaching individuals in their area on social media. “Pictures! Put

up a picture and a little caption, and then by word of mouth you will hear ‘we saw it on Facebook!’ If you’re scrolling down Facebook, you’ll catch a picture over just a sentence every time.”

While the language you use is very important, just like Diane said above, a “picture is worth 1,000 words.” Using pictures in your posts as often as possible can prove to be a great way to get more engagement on your page.

If you are in the market to embrace the paid advertising world of Facebook, boosting your post is a fantastic way to go about it! While boosting your post will not guarantee the purchase of your product or attendance at your event (like most advertising), it will influence the number of people who see your ad. For example: if you have an ad for a special on apples that you are running next week, and normally your ad in the newspaper is seen by 500 people, putting that exact same ad on Facebook and boosting it for \$5- \$10 could potentially put that ad in front of over 5,000 people depending on your audience range!

While Facebook and online advertising may seem daunting, just remember it is a user-friendly

medium that will work for you, not against you. Taking the time to update your page a few times a week will guarantee that users will come to your page, and then hopefully your business! How will you use Facebook to take your business to the next level? **RGI**



Looking for on-line training opportunities for your employees?

Check out this link for more information

<http://www.fmi.org/food-safety/safemark>

Personal Hygiene Guidelines for Employees



Foodservice workers must pay close attention to personal hygiene. Policies on personal hygiene should be reviewed with employees and posted

as reminders. For instance, workers who have a cold, the flu or another communicable illness, should inform their supervisor and not handle food. The following guidelines should be stressed to any worker dealing with food:

- Keep clean by bathing daily, using deodorant, and washing hair regularly.
- Keep hair under control by wearing a hair restraint.
- Wear clean clothing/uniform and/or apron.
- Avoid wearing jewelry, which can harbor bacteria and cause a physical hazard if parts fall

into the food. Jewelry also can pose a personal safety hazard if it gets caught in the equipment.

- Keep fingernails clean, unpolished and trimmed short.
- Wear a bandage and plastic gloves if you have open cuts or sores. In some cases, employees should perform other non-food-related tasks until the wound heals.
- Do not chew gum while on duty.
- Do not smoke cigarettes while performing any aspect of food preparation.
- Avoid unguarded coughing or sneezing. Wash hands after coughing or sneezing.

Wash hands thoroughly

- before starting work
- during food preparation as often as necessary to prevent cross contamination when changing tasks and when changing from handling raw foods to cooked foods.
- and after—
 - coughing, sneezing, using a handkerchief or tissue.
 - touching bare human body parts.
 - eating, drinking or smoking.
 - handling raw meats, poultry and fish.
 - handling garbage, sweeping or picking up items from the floor.
 - using cleaners and other chemicals.

- using the toilet.
- handling soiled equipment and utensils.
- switching between raw foods and ready-to-eat foods.

Wash, Rinse and Sanitize

Surfaces and equipment may look sparkling clean, yet bacteria

Hand Washing Guidelines

1. Use water as hot as can be comfortably tolerated.
2. Moisten hands and add soap. Lather to the elbow if possible.
3. Scrub thoroughly.
4. Wash all surfaces, including backs of hands, wrists, between fingers and under fingernails.
5. Rub hands together for at least 20 seconds.
6. Rinse thoroughly under running water.
7. Dry hands thoroughly with a paper towel or hot air dryer.
8. Don't touch anything that will recontaminate your hands. Use a paper towel to turn off the water faucet and open the restroom door if necessary.



may be present in large numbers. Cleaning is the physical removal of food and/or soil from surfaces. Clean does not necessarily mean sanitary. All food contact surfaces must be sanitized.

Sanitizing takes cleaning a step further by reducing the number of bacteria present. Sanitizing does not make a surface sterile or germ-free. Sterility would be impractical and too expensive for

References:

Centers for Disease Control and Prevention. (2015). *Foodborne diseases active surveillance network (FoodNet)*. Retrieved from www.cdc.gov/foodnet

Hoffmann, S., Batz, M. and Morris, J.G. Jr. (2012). *Annual cost of illness and quality adjusted life year losses in the United States due to 14 foodborne pathogens*, *Journal of Food Protection*, 75(7), 1291-1302.

National Restaurant Association. "n.d." *Food safety*. Retrieved from www.restaurant.org/Manage-My-Restaurant/Food-Nutrition/Food-Safety

Scharff, R. (2012). *Economic burden from*

foodservice operations.

Sanitizing agents differ in the amount of contact time required and their concentration and temperature requirements. When using combination products, such as detergent-sanitizers, cleaning and sanitizing must be done in two separate steps. First use the detergent-sanitizer to clean, then prepare another solution of the same agent to sanitize. Cleaning cloths can contaminate surfaces. They should be stored in sanitizing solution when not in use.

Sanitizing may be accomplished manually or with equipment such as dishmachines using heat (as steam or hot water) or chemicals. When heat sanitizing, using a higher temperature generally shortens the time required to kill bacteria.

Since equipment varies, procedures should be written that specify cleaning and sanitizing chemicals and methods for all areas of foodservice. A schedule should be in place for cleaning, with records kept of when it was done. **RGI**

health losses due to foodborne illness in the United States, *Journal of Food Protection*, 75(1), 123-31.

Scharff, R. (2010). *Health-related costs from foodborne illness in the United States*. Produce Safety Project, Georgetown University. Retrieved December 2016 from www.publichealth.lacounty.gov/eh/docs/ReportPublication/HlthRelatedCostsFromFoodbornellnessUS.pdf

U.S. Food and Drug Administration. (2013). *Food Code 2013*. Retrieved from www.fda.gov

The correct order of steps involved in manual cleaning are:

1. Scrape or remove large particles of food.
2. Wash with an appropriate detergent/ water solution at 110 F.
3. Rinse in clean hot water.
4. Sanitize in hot water (171 F for at least 30 seconds) or use an appropriate chemical sanitizing solution such as chlorine(25 ppm: 120 F; 50 ppm: 100 F; 100 ppm: 55 F); iodine (12.5 to 25 ppm at minimum temperature of 75 F) or quaternary ammonium (100 to 200 ppm at a minimum temperature of 75 F) according to manufacturer's directions. Also refer to the requirements of your local regulatory agency.
5. Air-dry.

Legislation Review

By John "Jiggs" Dyste President, NDGA

The North Dakota Legislature is almost to the 70 day limit they impose to save 10 days to be used later. NDGA has been tracking bills that are of importance to our industry.

Work Force Safety (WSI) bills have been of the housekeeping variety. There are two bills that would have the potential to increase premium costs, HB 1156, which defines medical marijuana for worker's compensation purposes and PROHIBITS payments for medical marijuana and PROHIBITS wage loss payments if they are related to the use of medical marijuana. HB 1156 passed both houses of the legislature but needs to reconcile a few differences. HB 1223 proposed to privatize WSI. This bill would have allowed insurance companies to cherry pick business and drive up premiums for the rest. This bill failed in the house 72-19.

One bill that NDGA is still watching is SB 2298. This bill requires internet based companies to collect state sales tax on all purchases in our state. As companies like Amazon continue to assault our industry it is unfair to give them the added benefit of selling without collecting sales tax. This bill passed the senate 44-1 and passed the House

with an amendment 68-23. The senate must act on this amendment. HB 1263 was a minimum wage increase bill it failed to pass the house 13 yeas to 77 nays

HB 1433 is a bill that started out to be called the Raw Milk Bill. Its main purpose was to allow direct sale of raw milk from the farm to the consumer. There was to be no inspection by any government agency and no liability on the part of the producer. This lack of inspection and liability was also afforded to various other products that would be made in a home kitchen and sold direct to consumers. NDGA opposed this bill as did dairy farmers and the ND Department of Health. The Agriculture Committee amended out most of the problem provisions and it passed the House 69 yeas to 21 nays. The Senate has amended HB 1433 and has put back in some very troubling items that can potentially cause health issues. The amendments include the provision that no state agency can inspect the products. NDGA's position is that our deli, meat, and bakery departments must be licensed and inspected at all times. This bill is now back in the House where hopefully it can be changed. **RGI**

Summer is coming.

Are you ready for some product promotion?

The following are ideas you could use in your store for marketing certain products during the upcoming months.

May

May is National Stroke Awareness Month: promote fruits and veggies, fish, whole grains and low-fat dairy. May is also BBQ Month. May 4 is National Orange Juice Day. May 13 is National Apple Pie Day.

June

June is Hamburger Month. June 2 is National Doughnut Day. June 7 is National Chocolate Ice

Cream Day. June 15 is National Smile Power Day: promote oral hygiene with, "Don't forget to brush those pearly whites!" June 11 is National Corn on the Cob Day, and Vanilla Milkshake Day is June 20.

July

July 1 is National Gingersnap Day: promote with, "Stop in for your free cookie!" July is also National Ice Cream Month. What "flavor of the week" will you promote?

Don't be afraid to get creative! For more ideas, check out www.nationaldaycalendar.com. **RGI**