



Issue 3
DECEMBER 2016

Rural Grocery INITIATIVE

Interdependent not independent

Katie Martin -Progressive Grocer Independent

Is it time to rethink how we look at ourselves?

I recently attended an industry forum and the host, Harold Lloyd, said something that really caught my attention. "Independent operator is a horrible term," he announced. Wait a minute, I thought. Independents are great, and we have to have a word that distinguishes us from national chains. The word works on so many levels with its multiple meanings like thinking for oneself, free of another's authority, not being subject to decisions made on high (like a chain store) and most importantly owning your own business.

But he continued by saying it should be replaced by the term interdependent. Ah ha! He was talking about the other

meanings of independent, like not relying on others for help or support and refusing the help of others. Instead, interdependent operators are those who depend on each other. "No 'one' is smarter than all of us," he continued. "Interdependent operators are the best ones." How true this statement is. No one can really go this road truly alone if there is any chance at all of success. The best operators are the ones who turn to associations, share groups and other "independent" retailers for advice, knowledge and ideas or band together to create coop distribution systems to bring cost of goods down. If we were an industry made up of truly independent retailers, we would cease to operate. No ideas would be shared and stores would begin to stagnate.

Because while one person can continue to generate new ideas, many times those ideas are along the same vein and get boring (even if they are new). Customers are continuously looking for new, for fresh, for exciting, for unique (to them)

Instead, the best of us are the ones who have a wide network we can turn to when we are in need of advice. Why reinvent the wheel when, most likely, someone already has a solution to the problem or at least an idea that will lead you to your own solution. Likewise, when our tailor has a great idea, sharing it with others only makes the industry as a whole that much stronger. What is great in one store will probably be great in another, especially with a few tweaks to make them especially relevant for the store. Relying on one another. **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

Hunger in North Dakota

The Great Plains Food Bank (GPFB) was founded 33 years ago and is the only food bank in the state of North Dakota. We play a unique role in hunger relief; we aren't a food pantry that hands out boxes of food, or a soup kitchen that serves hot meals to those in need. We collect food donations from across the state and country, bring that product into our warehouse, inventory it, allow our 250+ partner agencies (food pantries, soup kitchens, shelters) to order from us, and deliver product directly to their door. In other words, we are the SuperValu or SpartanNash distribution center, and our partner agencies are the grocery stores.

Last year, over 63,000 North Dakotans needed food assistance; 37 percent of them were children and 11 percent were seniors. In a state known for its agriculture roots of growing food to feed the world, we have many hungry neighbors at home. Our role is to find food that would otherwise go to waste and get it into the hands of those in need.

In 2015, over 13 million pounds of food was distributed through our warehouse; 34 percent comes from our retail and food service industry partners. Our Retail Food Rescue program brings food directly from the grocer to the food pantry and into those who need it, within days. Grocers donate food that is close-dated, has damaged exterior packaging, or no longer sellable, but is perfectly safe and suitable for consumption. Because of this program, GPFB and food pantries across the state receive perishable and non-perishable food from every grocery department. Last year 4.6 million pounds of food was donated through our Retail Food Rescue program, and this year our goal is to increase that by 150,000 pounds.

Donating to GPFB or your local

food pantry provides benefits to your business as well as your community. By working together, we are pioneering new ways to reduce waste and helping to bring more food to those in our communities who are hungry. Our retail partners have reported seeing reduced costs by waste removal, tax deductions, enhanced inventory control and community goodwill through connecting staff and the store to the greater needs of the community.

Thank you to those of you who already donate to GPFB or your local hunger relief organization! You are truly making a difference in the lives of your hungry neighbors. If you would like more information on donating, please contact Nancy Cariveau 701-476-9126 ncariveau@greatplainsfoodbank.org. **RGI**



70% OF HOUSEHOLDS INCLUDE SOMEONE WHO WAS EMPLOYED DURING THE PAST YEAR



62% LIVE BELOW THE POVERTY LINE

MEDIAN ANNUAL INCOME IS \$12,086



24% 2+ YEARS OF COLLEGE

87% COMPLETED HIGH SCHOOL



20% LIVE IN TEMPORARY HOUSING

New grocery store is big news for rural community

By Rodney Nelson, Almont, ND

The Missus has been in a shopping frenzy lately. It has her way more excited than Black

Friday. Well, to be honest she has never paid any attention to Black Friday, but this new shopping experience has her bubbling with excitement.

The new Tellmann grocery store has a lot of people excited. It is not just that it is the new grocery store in New Salem, it is "a" grocery store in New Salem.

It has been some time since New Salem (N.D.) has had a grocery store. The lack of a grocery store in New Salem has forced us to drive much further to shop. The Missus has never enjoyed the 80-some mile trip to Mandan/Bismarck just to buy a few essentials, the hassle of finding a parking place, the long line at the check-out counter, and trying to remember where she parked the car.

She has tried to do some business in Glen Ullin at a small store she liked, but it is a lot of gravel road driving in a direction we don't travel much. She really enjoyed shopping at a nice grocery store in Richardton, but that is 45 miles away also.

The Tellmann's sold their dairy herd and moved into New Salem. They immediately grew nostalgic about working 18 hour days and a dream of opening a grocery store grew in the minds. It took some time, but they followed through with their dream.

They built a brand-new building as modern and up-to-date as any grocery in a big city. It is right on Old Highway 10 in New Salem. There is no thousand-car parking lot around it, however it is easy to park within a few feet of the door and you don't see confused customers standing outside wondering where they parked their car or what vehicle they drove.

I have only been in there once so far. The place gleams. It is clean, bright, and wellstocked.

The Missus claims the prices are great. I did not get through the whole store. I made it past some fresh bakery goods, a clean and fresh produce section, and the coffee before I saw Alan Tellmann. Wearing a standard, white apron, he looked the part of a grocer. I always thought he looked too clean to be a farmer anyway. I think he was one of those guys who used a grease rag instead of

wiping his hands on his pants.

In these modern times when visiting friends is less common, the store is a great meeting place. You may never see a person you know at a big store in a large city, but we are bound to have something in common with a fellow shopper in New Salem. Perhaps you see someone down the aisle that looks vaguely familiar. Curiosity gets the best of you and you may ask, "Aren't you my closest neighbor?"

I am a check writer and seldom use a credit card. I like the fact they know you and don't ask for identification. I hate producing my driver's license with the bad photo and wait while they try to decide if I am a criminal or terrorist.

The Missus finds lots of excuses to shop there. I like it has I can swing off the highway and shop there faster than at any big store. I can find what I want almost immediately.

I also know some day I am going to buy some ice cream and know I can get home before it melts. **RGI**

Originally printed in the Farm and Ranch Guide, August 19, 2016; re-printed with permission.

**SHOP LOCAL.
EAT LOCAL.
SPEND LOCAL.
ENJOY LOCAL.**

IT TAKES YOU TO START A TREND.

Support the local businesses who support the area where you live, work and play.

<https://cherokeebillie.files.wordpress.com/2013/11/shop-local.jpg?w=540>

NDGA Looks ahead to 2017

By Roger Larson, President

Thankfully the elections are now behind us and we can start planning for 2017. NDGA will be closely monitoring any legislation that may affect our ND grocers. We will be emailing legislative updates to our members and will contact them if they need to alert your legislator. At this time, I am not aware of any pending major legislation. Please contact me at any time if you have any questions about bills or legislations.

I am working on a fresh produce seminar to be held hopefully in late March 2017. We hope to hold one in Fargo and another the next day in Bismarck. This will allow all retailers to attend without excessive travel time. We are teaming up with the major wholesalers and produce vendors to bring you a full day of great information. Some of the topics we hope to cover are:

- Food Safety
- Best Practices

- New Emerging Trends
- Merchandising
- New Products
- Pricing Strategies
- Competition from bog box, Aldi's, etc.

Watch for more information in the coming months. We want to keep our members informed, so please contact me with any ideas for future events! **RGI**

Are you a member of the NDGA?
It's quick and easy to join! Go to
www.ndgrocers.com or call our
office at 701-223-4106

Why support locally owned businesses?

1. KEEP DOLLARS IN ND'S ECONOMY

For every \$100 spent at a locally owned business, \$45 stays in the local economy, creating jobs and expanding the city's tax base. For every \$100 spent at a national chain or franchise store, only \$14 remains in the community.*

2. EMBRACE WHAT MAKES ND UNIQUE ND

is a city of neighborhoods. Where we shop, where we eat and hang out-all of it makes our neighborhood home. Chain stores are growing more aggressive throughout ND and threatening to change the unique character of our city. One-of-a-kind, independent businesses are an integral part of what makes ND a great place to live.

3. FOSTER LOCAL JOB CREATION

Studies show that locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than national chains.*

4. HELP THE ENVIRONMENT

Local business owners tend to set up shop downtown and in walkable neighborhood business districts, rather than developing on the city's fringe or in suburban strip malls accessible only by automobile. Having a diverse array of businesses within walking or biking distance reduces the amount of driving ND residents must do to shop for goods and services. It

also helps to conserve land, limit sprawl and lessen traffic and air pollution.

5. NURTURE COMMUNITY

Independent businesses are owned by people who live in this community and are committed to investing in ND's future. Studies have found that locally owned businesses contribute more than twice as much of their revenue to charitable causes as corporate chains do. And advocates of local causes find that local business owners are generally much more accessible than executives of large corporations based in other states.*

6. CONSERVE YOUR TAX DOLLARS

Small neighborhood and downtown businesses require less public infrastructure and make more efficient use of city services compared to sprawling big-box stores and shopping centers, which are far more costly in terms of road work and police services, according to studies.*

7. HAVE MORE CHOICES

A marketplace of thousands of small businesses helps to ensure more innovation and competition, and lower prices over the long term. Independent businesses, choosing products based on what their local customers need and desire, not a national sales plan, guarantees a more diverse range of product and service choices.

8. BENEFIT FROM LOCAL OWNERS' EXPERTISE

Local business owners and employees often possess a level of expertise and a passion for the products they sell that is unmatched by employees and managers of national chains. They also tend to have a greater interest in getting to know their customers—who are, after all, also their neighbors. Simply put, local owners and employees take a special pride in their trade.

9. PRESERVE ENTREPRENEURSHIP

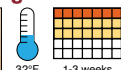
Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class. Plus, the success of locally owned, independent businesses provides real-life inspiration to our young people, proving that they can stay in Maine and prosper on their own terms.

10. ENSURE ND STANDS OUT FROM THE CROWD

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character are more likely to attract entrepreneurs and new investment. NDers place a high value on individuality and consider our homegrown enterprises a source of pride. They are also an attraction to visitors. **RGI**

Sources: For studies, see the Why Buy Local? section of www.portlandbuyfocaf.org.

Asparagus



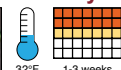
Keep upright in chilled water.

Bell Peppers



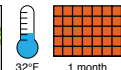
Chilling injury after 2 weeks below 45°F.

Broccoli Family: Cauliflower, Brussels Sprouts, etc.



Storage at 50°F reduces shelf life to 5 days. Cabbage can be stored for months. Mist! Avoid free-standing water on cauliflower.

Celery



Shelf life is reduced to 2 weeks at 40°F. Mist!

Cucumbers



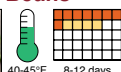
Chilling injury within 2-3 days below 50°F. Mist!

Garlic



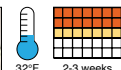
Can shrivel at room temperature.

Green Beans



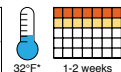
Chilling injury within 7 days below 41°F. Keep water away.

Green Onions



Shelf life is only 1 week at 40°F.

Herbs



*Exception for basil, shelf life 1-2 weeks at 50°F.

Leafy Greens



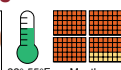
Mist!

Mushrooms



Shelf life is 2 days at 40°F. Keep away from green onions.

Onions



Produces odors. Shelf life is 1 month for sweet onions. Keep away from moisture.

Potatoes



Protect from light. Refrigeration can cause sweetening.

Radishes



1-2 weeks with tops, 3 weeks without. Mist!

Root Vegetables



Carrots with green tops have a shelf life of 1-2 weeks. Mist! Waxed rutabagas shelf life 1-2 months, unwaxed rutabagas can keep 4-6 months.

Summer Squash/Zucchini



Chilling sensitive. Do not stack more than 4 layers deep.

Sweet Potatoes

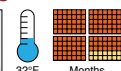


Tomatoes



Set aside pink and green fruit for further ripening. Refrigeration can decrease flavor. Keep out of sunlight. Store stem end up.

Apples



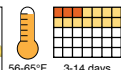
Storage depends largely on variety.

Avocados



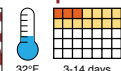
Storing above 77°F can lead to uneven ripening and off-flavors. Exposure to 37-41°F for more than two weeks may lead to internal flesh browning, gray pulp, and pulp spotting.

Bananas



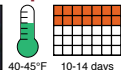
Never store below 56°F (chills fruit) or above 65°F (shortens shelf life). Ask for 50% yellow in summer, more yellow in winter. Remove box lids for ventilation.

Berries/Grapes



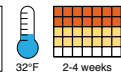
Raspberries are more perishable than strawberries. Grapes and blueberries last longest.

Cantaloupe



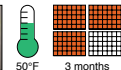
Chilling injury below 40°F.

Cherries



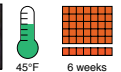
Avoid surface moisture.

Citrus



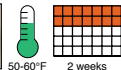
Avoid surface moisture. Chilling injury below 50°F. Damage to grapefruit can occur at 55°F and below.

Honeydew



Chilling injury below 45°F.

Watermelon



Chilling injury below 50°F.

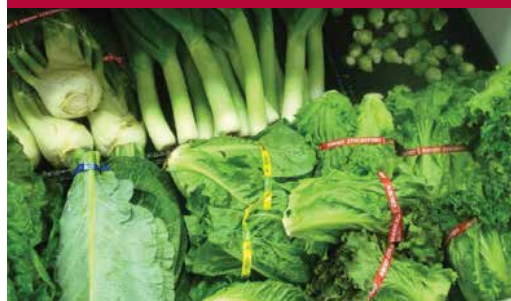
Refrigerate Cool Room Temperature



Regional Sustainable
Development Partnerships

UNIVERSITY OF MINNESOTA
EXTENSION

Produce Handling Guide RETAIL DISPLAY



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SNAP authorized stores must keep USDA information current

[The Voice - Nebraska Grocery Industry]

USDA Section Chiefs work very closely with the retail community in processing applications for retailer SNAP authority. To ensure that retailers keep their information at USDA current, we asked how the process works so our members are aware of requirements. In their response, USDA informed us that any changes to a firm (store) should be updated. The following list isn't all encompassing, but here is a sample listing:

1. Store Name
2. Change of store location address
3. Change of store mailing address
4. Change of store phone number
5. Change of store alternate phone number

6. Change in store/owner email address
7. Change in Corporation information (Officers, Corporate address, contact name for corporation, etc.)
8. Change in ownership
9. Change in store hours of operation
10. Any time the store is going to be closed for a specific time period (examples – major renovations that will close the store and no EBT transactions will be processed; Fire caused damage to the store and forced closure, and is currently being repaired; etc.)
11. Anytime the store is making a significant change to the store's business model (going from a

Bakery Specialty to a Grocery Store; Going from a Grocery Store to a Restaurant, etc.)

There isn't a specific form. Typically the firm can just call the Retailer Service Center (RSC) at 877-823-4369 to report changes. Each day a listing of calls from the RSC are forwarded to USDA Section Chiefs to handle, based on the work center assignment. If additional information is needed based on the phone call, they will reach out to the Retailer and process accordingly.

Any time there is going to be a change; Retailers should report it right away, so there is ample time provided just in case additional information is needed. **RGI**



"The art of beef cutting"

We had 90 meat cutters and retailers attend our Seminars, October 26 and 27 at the NDSU Animal Sciences Meat Lab. A big thank you to Nancy Jo Bateman from the ND Beef Commission for sponsoring Kari Underly as our presenter. Also thank you to Cargill for the beef donations and for attending as well. Brian Musolf (SpartanNash), Rick Laufenberg and Kyle Mund (SuperValu) did a great job of getting

the word out to the meat cutters and retailers. Kari broke down half of a beef each day to give everyone in sight where the cuts originate, as many have never seen this done. She also had many demonstrations with boxed primals with a lot of participation from the attendees. I hope to do more educational sessions, so please let me know what topics are of interest to you. To learn more about ND Beef, go to www.ndbeef.org. **RGI**



2nd Annual North Dakota Rural Grocer Summit North Dakota Farmer's Union, Jamestown, ND January 26, 2017

~Tentative Agenda~

8:30 – 10:00	Registration & Exhibitor Showcase
10:00 – 10:05	Welcome Mark Watne, North Dakota Farmers Union
10:05 – 11:15	“Innovative Marketing Strategies that Could Work in Small Communities” Megan Myrdal, Health, Nutrition and Exercise Sciences, NDSU & Shirley Reese, Manager, Main Street Market, Hazelton
11:15 – 12:30	“Food Safety and Meat Department Regulations – What you need to know” Moderator: Roger Larson, President, ND Grocers Association Panelists: Mike Lee, State Health Dept. & Dave Slack, Meat Compliance Officer – ND Dept. of Ag. Food Safety Inspection Service
12:30 – 2:00	Lunch & Keynote “The Benefits of Cooperating with Local Food Producers” Ryan Pesch, UMN, Extension Educator, Community Economics Introduction by NDSU Extension Service – Center for Community Vitality
2:00 – 2:15	Break & Exhibitor Showcase
2:15 – 2:45	“Energy Efficiency Upgrades Using the USDA REAP Program” USDA
2:45 – 3:10	“The Great Plains Food Bank and Your Store” Melissa Sobolik & Nancy Cariveau, Hunger Free North Dakota
3:10 – 3:30	Participants’ Speak Out A chance to share your thoughts and ideas with the group!
3:30	Closing Remarks & Next Steps NDRGI Taskforce Member

In the event of inclement weather, cancellations will be posted on NDAREC.com.



Rural Grocery INITIATIVE

2nd Annual North Dakota Rural Grocer Summit

Thursday, January 26, 2017

North Dakota Farmers Union – 1415 12th Ave SE – Jamestown, N.D.

NEW! Register online at <https://2017-nd-rural-grocer-summit-tickets.eventbrite.com>

Traveling a long distance? A block of hotel rooms has been reserved under the name “Rural Grocery Development” at the Jamestown Fairfield Inn, 930 25th St SW. Please call 701-952-6300 to reserve your room by January 12, 2017.

Registration Form

Name _____

Please check one: ☐ Grocer/Manager/Board of Director (**FREE**)
 ☐ Vendor (**FREE** with purchase of booth space)
 ☐ Resource providers (\$35)

Store name (if applicable): _____

E-mail _____

Phone (specify work/cell): _____

City _____

Registration deadline is Wednesday, January 18th, 2017

No refunds will be given after January 18, 2017.

Register online at <https://2017-nd-rural-grocer-summit-tickets.eventbrite.com>

----Or----

Please enclose this form and a check made payable to NDAREC/NDRGI (if applicable)
and return to Mary Stumpf, NDAREC, PO Box 727, Mandan, ND 58554.

In the event of inclement weather, cancellations will be posted on NDAREC.com.

2017 NDRGI Summit registration form

