



Rural Grocery Store Initiative

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Center for Engagement and Community Development

Mission

To promote engagement across the breadth of our campus- in teaching, research, and outreach - and to connect the resources and expertise of K-State to the significant issues of public need facing Kansas and communities worldwide.



CECD: Rural Grocery Store Initiative

Project Overview

- Confronting issues of business retention, nutrition, and community development, CECD and our partners seek to, identify and develop models to sustain retail sources of food for rural Kansas citizens.

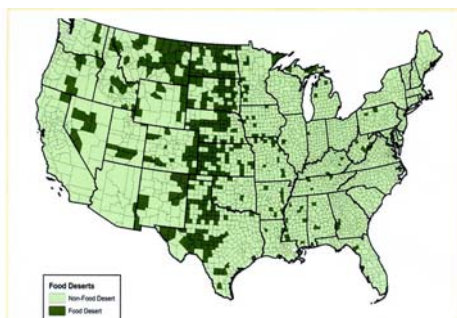


CECD: Rural Grocery Store Initiative

Project Overview

- Because of rural depopulation, work and travel patterns, and retail consolidation, rural areas risk losing access to food through local grocery stores – “food deserts.”
- Loss of rural grocery stores negatively impacts local economy, it gives the impression the town is on the down turn, and it negatively impacts nutrition and health

Food Deserts by County



CECD: Rural Grocery Store Initiative

Project Partners

- KSU Center for Engagement and Community Development
- Kansas Sampler Foundation
- Huck Boyd National Institute for Rural Development
- KSU Dept of Ag Econ
- KSU Dept of Marketing
- Partners wrote and were awarded a USDA Rural Development grant



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Project
Goals

- Survey customer needs and expectations in five communities:
 - Gove
 - Alma
 - Onaga
 - Potwin
 - Florence
- Survey rural grocers statewide (in towns of less than 2,000)
 - Create list of rural grocer best practices
- Create a rural grocery website



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Customer
Preference
Survey

- Grocery Store expectations
 - Customer expectations
 - Local Store meeting those expectations
- Perceptions of Locally Grown Foods
- Shopping at local grocery vs shopping at nationally-owned stores
- Distance willing to drive for groceries
- Weekly grocery budget
- Demographic data



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Statewide
Rural Grocer
Survey

- Services / products offered
- Food suppliers
- Challenges
- Success stories
 - Best practices
- Do they sell locally produced food



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ruralgrocery.org

- Resources for rural grocers
 - Food suppliers / food networks
 - Relevant research
 - Grocer best practices
 - Funding opportunities
- Special Events
- Relevant news
- Support organizations
- Forum page