

# Welcome to Let's Talk Food!

Please use the conversation  
starter questions at your table.



# Let's Talk Food



Prevent. Promote. Protect.



**west carver county  
food retail committee**

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Healthy Carver for a Lifetime

# Timeline of Food Retail in NYA

- **Retail Grocery Store:**  
Lehrke's Foods (corner of Second Avenue and Main Street)
- Tipka's Foods (moved to NAPA Building)
- Don's Foods (moved to Econo Foods Building)
- Econo Foods (closed by Nash Finch)

## Other Foods Options:

- A and M Processing (southwest of Hamburg)
- Mackenthun's Meat Market (Main Street)
- Family Dollar
- Holiday Store
- Kwik Trip



# West Carver County Food Retail Committee: Food Retail Survey Results

- Survey conducted February 12 – March 31, 2021
- Purpose: to assist the WCCFRC in identifying and pursuing food retail options for West Carver County residents
- Outreach
  - Social media (WCCFRC, District #108, City of NYA)
  - Word of mouth
  - Churches
  - Food distribution event in February



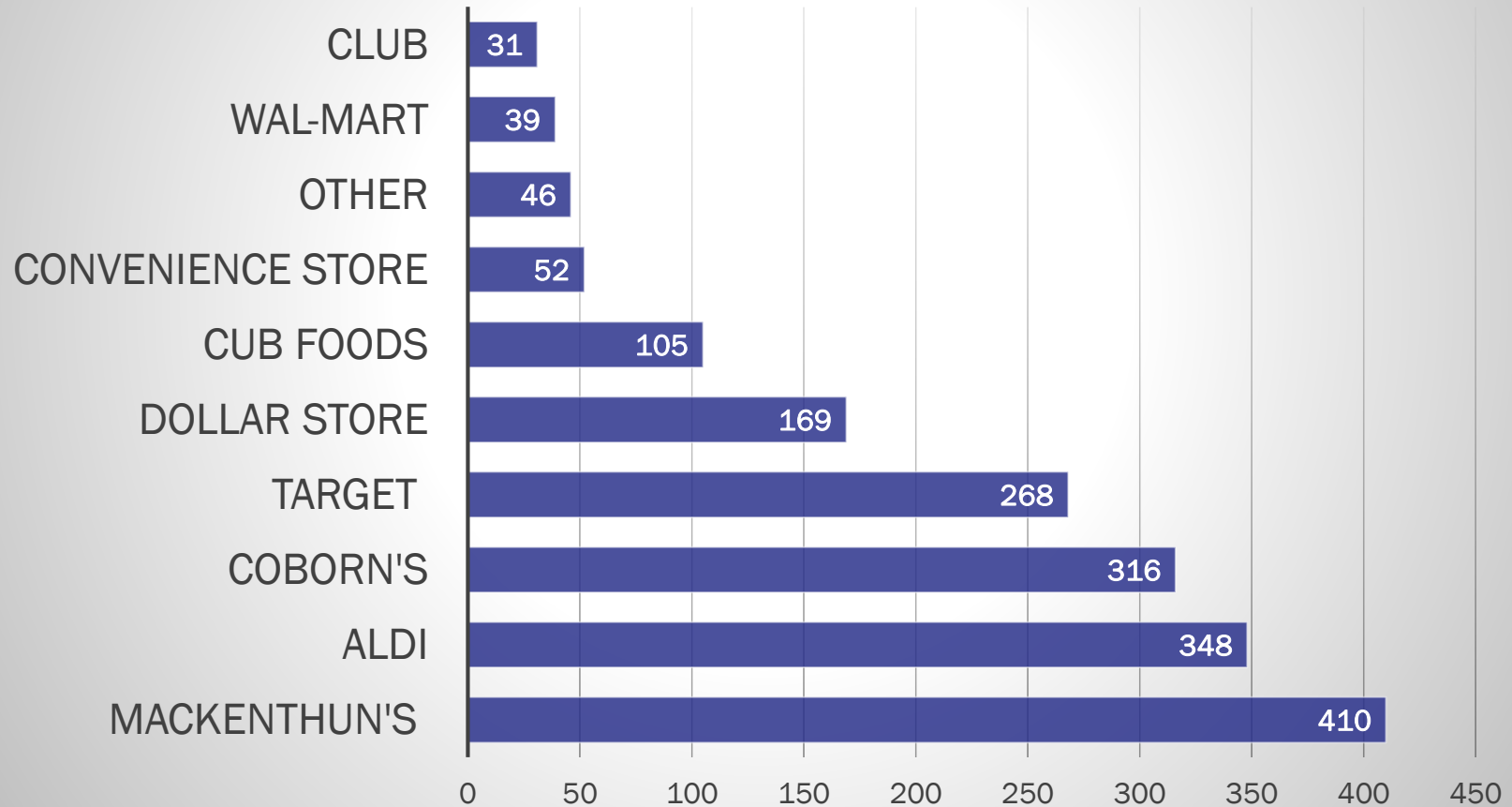
# Survey Results – Demographics

- 897 responses
- 78% of respondents live in area codes 55397 or 55368
- Good sampling of different ages, but skewed older
  - 30% ages 65+



# Survey Results

Where do you currently purchase the majority of your groceries?



# Survey Results

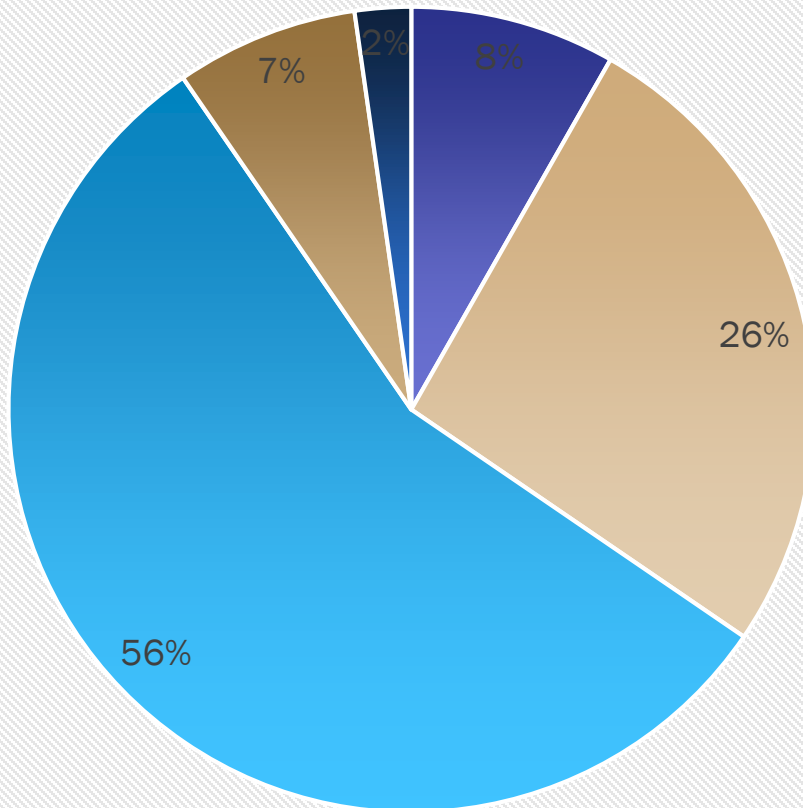
Most important factors for determining food purchases:

1. Variety of products (95%)
2. Location of store (94%)
3. Store hours (71%)
4. Availability of specific brands (70%)



# Survey Results

If a grocery store returned to NYA, I would most likely...

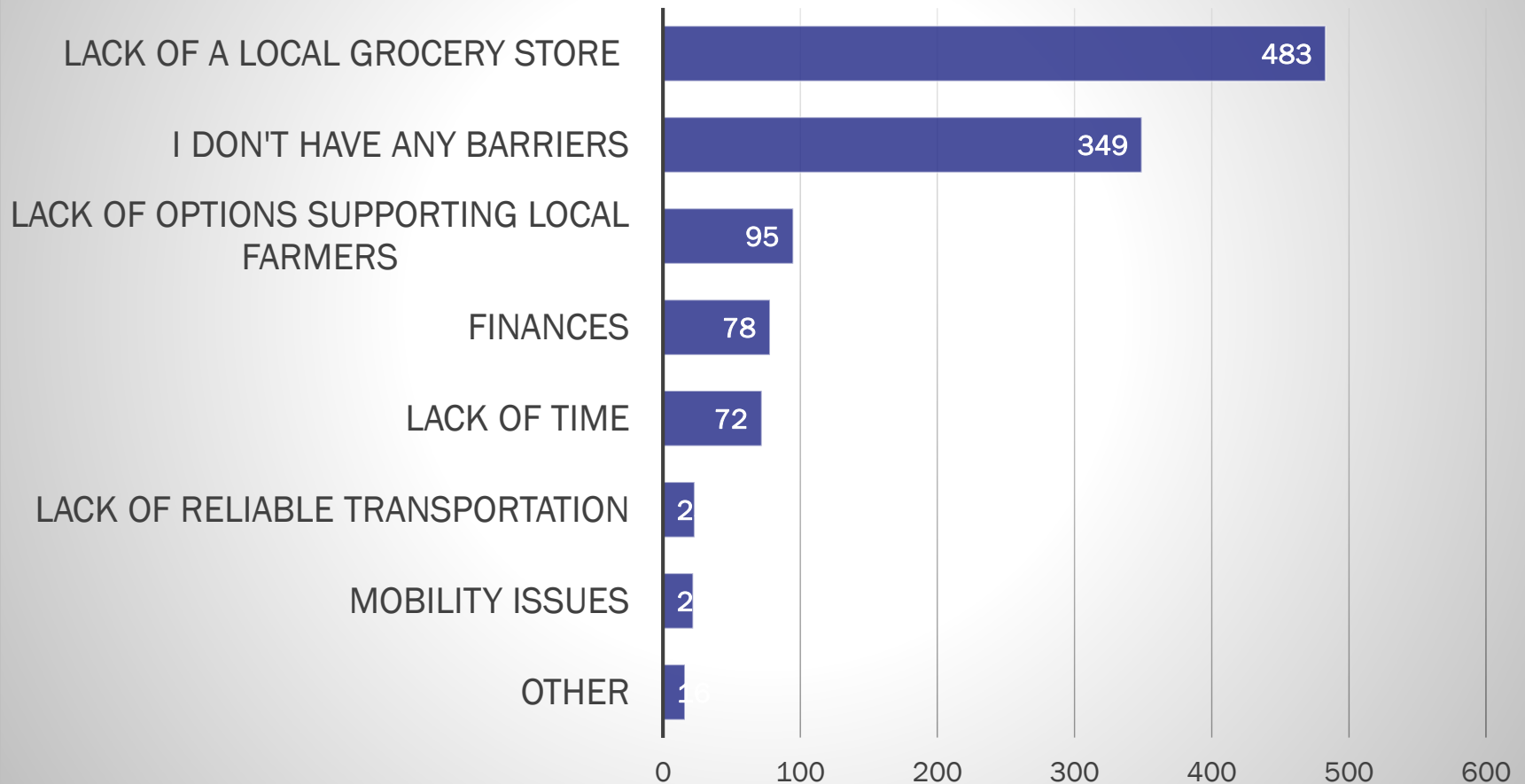


- Not only shop there, but be willing to invest time/energy into making the business a success
- Shop there exclusively to keep money in our local community
- Shop there weekly, but shop sales at other stores as well
- Still shop elsewhere to get the most competitive prices
- Not change my shopping routine, as I am happy with my current grocery option



# Survey Results

What are barriers to purchasing the food you/your family wants to eat?



# Survey Results

Categories of food purchased at least once a week:

Dairy products	87%
Fresh fruit and vegetables	86%
Meat/poultry/seafood	66%
Grocery items (canned goods, cereal, etc.)	65%
Frozen foods	60%
Fresh baked goods	46%
Deli/Ready-to-eat meals	39%



# Small Group Discussion

Prior to the closing of Econofoods...

- Where did you purchase groceries?
- What items did you buy?
- How often did you shop?



# Current Grocery Trends

COVID-19 changed consumer food retail behavior:

- Eating more at home
- Purchasing food online
- Increased interest in health and wellness

Source: Food Industry Association; US Grocery Shopper Trends, 2021



# Current Grocery Trends

Fewer people using supermarket as primary store

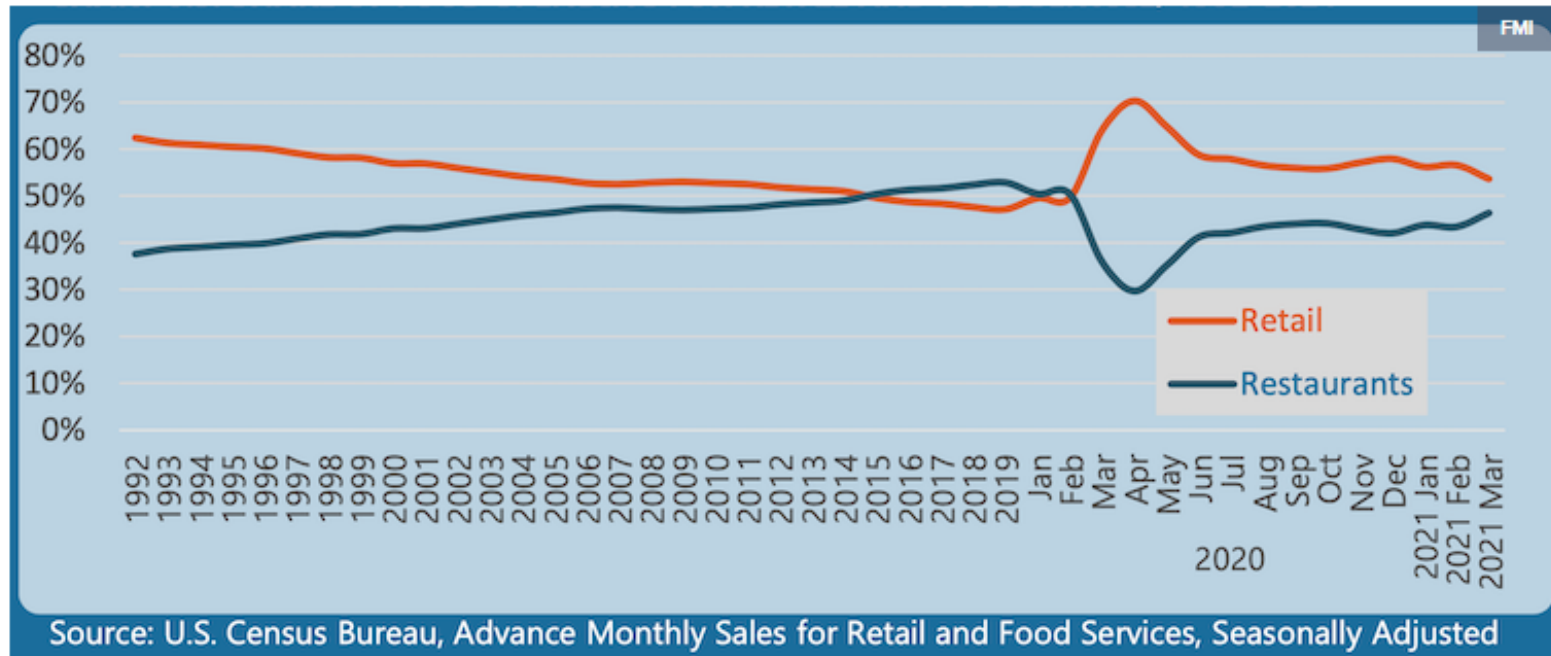
- Increase use of “big box” stores (Target, Amazon, etc.)
- Increase use of clubs (Sam’s Club, Costco)
- Increase use of primarily online shopping



# Current Grocery Trends

COVID-19 reversed decades long-trend of increase in food spending at restaurants and decrease at food retail

Share of food spending for retail and foodservice, 1992-2021



# What's the Future of Grocery

- “Hybrid shopper” – people will shop for groceries online *and* in the store
- Food retailers will need to compete for customers
- Loyalty programs are more critical than ever
- Shoppers are invested in health and wellness



# City's Efforts

- Made cold calls to current grocery store owners
- Approved a retail food study
- Researched incentive programs to open a business
- Worked with a retail food broker (Nash Finch)
- Supported the creation of WCCFRC





# Current Challenges

- Finding a suitable location (optimal site along the highway)
- Recognizing the tight profit margin of retail food stores (high turnover)
- Dealing with the risks of opening a store during a pandemic
- Honoring the changes in purchasing behaviors (online and delivery)



# Small Group Discussion

- Where do you currently purchase food?
- What types of food do you purchase (e.g., produce, local meat, take-home meals, dairy, etc.)
- Who in this community needs assistance with accessing food? What type of assistance is needed?



# Small Group Discussion

What options for purchasing food would you like to have in NYA?



# Next Steps

- Join the West Carver County Food Retail Committee (WCCFRC)
  - [westcarvercountyfrc@gmail.com](mailto:westcarvercountyfrc@gmail.com)
  - <https://wccfrc.org/>
- Gather and share ideas with the City and WCCFRC
- Support your neighbors by helping them get food
- Spread facts; call the City with questions:  
952-467-1800

