

Grocery Store Interviews

Background and Methodology

In the spring of 2010, interviews were conducted with grocery store owners in Waushara County. Staying in line with our vision, the purpose of these interviews was to identify ways Waushara Food Connections might support our local grocery stores to remain “strong, viable business that meet local needs.”

In late March of 2010, all seven of the local grocery store owners in Waushara County (Copp's Food Center and Stoneridge Country Market in Wautoma, Benny's Market in Wild Rose, Piggly Wiggly in Redgranite, Coloma Supermarket in Coloma, Royal Supermarket in Plainfield, and 49 Meats & Groceries in Poy Sippi) were contacted by telephone and sent a letter which summarized Waushara Food Connections' food assessment project and requested their time to answer a short questionnaire (see Appendix C5: Cover Letter and Introductory Packet Sent to Grocery Store Owners). A majority of interviews were then conducted in-person and one questionnaire was returned through the mail.