

Appendix D3: Detailed Results

Table 1: Grocery Store Price Comparison for 10 Selected Items, November 2009 and January 2010

Prices in purple text have been adjusted for price by ounce to calculate the standard package size, usually an adjustment of just a few cents.

Item and Package Size	49 Meats (Poy Sippi)	Benny's (Wild Rose)	Copps (Wautoma)	Coloma Super-market (Coloma)	Stone-Ridge (Wautoma)	Royal Super-market (Plainfield)	Piggly Wiggly (Red-granite)	Average Price for all 13 stores
Saltine-type Crackers, 16 oz.	\$2.09	\$2.05	\$2.25	\$2.09	\$2.18	\$2.09	\$1.89	\$1.84
Spaghetti Sauce, 26 oz.	\$2.39	\$1.77	\$1.25	\$2.39	\$2.15	\$2.39	\$2.59	\$1.92
Spaghetti, 32 oz.	\$2.59	\$2.53	\$2.15	\$2.59	\$2.50	\$1.37	\$2.09	\$2.21
Peanut Butter, 18 oz.	\$2.39	\$2.33	\$1.59	\$2.49	\$2.07	\$2.92	\$1.99	\$2.12
Corn- kernels, can, 15 oz.	\$0.99	\$0.59	\$0.55	\$0.99	\$0.99	\$1.19	\$1.09	\$.88
Green Peas – Can, 15 oz.	\$1.09	\$0.69	\$1.09	\$0.99	\$0.99	\$1.17	\$1.09	\$.89
Black Beans – Can, 15 oz.	\$0.99	\$0.55	\$0.49	\$1.29	\$0.99	\$1.27	\$1.09	\$1.00
Chicken Noodle Soup- Can, 10.75 oz.	\$0.99	\$0.89	\$0.49	\$0.99	\$0.65	\$0.89	\$0.50	\$.76
Peaches- Can, 15 oz.	\$1.49	\$1.33	\$1.69	\$1.37	\$1.25	\$1.55	\$1.45	\$1.35
Tuna in water- Can, 6 oz.	\$0.99	\$0.97	\$0.85	\$0.89	\$0.93	\$0.84	\$0.99	\$.95
TOTAL	\$16.00	\$13.70	\$12.40	\$16.08	\$14.70	\$15.68	\$14.77	\$13.92

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Table 1 Continued: Grocery Store Price Comparison for 10 Selected Items, November 2009 and January 2010

Item and Package Size	Aldi's (Wau-paca)	Wal-Mart (Plover)	JT's Family Foods (Berlin)	Church Street Market (Berlin)	Festival Foods (Appleton)	Woodman's (Appleton)	Reetz Meats (Neshkoro)	Average Price for all 13 stores
Saltine-type Crackers, 16 oz.	\$0.89	\$1.18	\$2.19	\$1.99	\$1.75	\$0.89	\$2.29	\$1.84
Spaghetti Sauce, 26 oz.	\$1.99	\$1.28	\$1.15	\$2.48	\$1.80	\$0.89	\$2.39	\$1.92
Spaghetti, 32 oz.	\$1.59	\$1.82	\$2.69	\$2.39	\$2.29	\$1.69	\$2.59	\$2.21
Peanut Butter, 18 oz.	\$1.29	\$2.08	\$1.99	\$2.09	\$2.29	\$1.65	\$2.49	\$2.12
Corn- kernels, can, 15 oz.	\$0.49	\$0.78	\$1.50	\$0.80	\$0.49	\$0.66	\$1.21	\$0.88
Green Peas – Can, 15 oz.	\$0.49	\$0.78	\$0.85	\$0.79	\$0.60	\$0.67	\$1.19	\$0.89
Black Beans – Can, 15 oz.	\$0.49	\$0.88	\$1.33	\$1.55	\$0.85	\$0.96	\$1.29	\$1.00
Chicken Noodle Soup- Can, 10.75 oz.	\$0.49	\$0.58	\$0.79	\$0.87	\$0.75	\$0.75	\$1.01	\$0.76
Peaches- Can, 15 oz.	\$1.17	\$1.26	\$1.03	\$1.59	\$1.33	\$0.97	\$1.37	\$1.35
Tuna in water- Can, 6 oz.	\$0.71	\$0.83	\$1.57	\$0.95	\$0.95	\$0.88	\$0.89	\$0.95
TOTAL	\$9.60	\$11.47	\$15.09	\$15.50	\$13.10	\$10.01	\$16.72	\$13.92

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Table 2 below shows the distance of the shortest round-trip route to the main grocery stores in the area. These stores are located in and outside of Waushara County. Mileage is calculated using www.mapquest.com from the post office of the home town to the store location.

Table 2: Car Roundtrip shortest route to & from grocery stores (Miles)

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
49 Meats and Groceries W2281 Liberty Street Poy Sippi, WI 59867	1.00	26.36	33.62	43.06	61.12	62.64	71.36
Benny's Wild Rose Market 631 Cty Rd G & H Wild Rose, WI 54984	29.82	30.12	1.00	16.30	29.80	32.32	43.28
Coloma Super Market 112 Main Street Coloma, WI 54930	71.24	48.40	43.82	27.94	30.16	16.58	1.00
Copps N2573 Plaza Road Wautoma, WI 54982	41.08	18.96	19.14	1.00	33.02	30.58	30.24
Piggly Wiggly 275 Lang Street Redgranite, WI 54970	26.00	1.00	30.00	19.00	52.00	52.00	52.00
Royal Super Market 718 E North Street Plainfield, WI 54966	61.00	52.00	39.80	33.00	1.00	20.00	30.00
Stone Ridge Country Market 975 E Main Street Wautoma, WI 54982	43.06	19.00	16.00	1.00	33.02	32.98	27.94

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Table 2 Continued: Car Roundtrip shortest route to & from grocery stores (Miles)

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
J&T's Food 758 Broadway Street Berlin, WI 54923	26.28	21.18	48.58	38.94	71.68	71.24	70.72
Church Street Market 253 S Church Street Berlin, WI 54923	26.40	27.04	52.52	43.94	76.70	76.24	75.74
Aldi 5632 Highway 10 East Stevens Point, WI 54481	97.82	99.18	74.48	83.80	48.16	61.46	74.66
Aldi 1211 8th Street South Wisconsin Rapids, WI 54494	107.60	99.68	80.40	80.36	46.52	52.54	73.08
Aldi 1040 West Fulton Street Waupaca, WI 54981	49.78	51.12	34.00	56.00	56.60	75.50	82.98
Aldi 1995 S. Koeller Street Oshkosh, WI 54901	61.60	62.22	87.72	79.00	111.88	111.40	110.92
Walmart Supercenter 4331 8Th St S Wisconsin Rapids, WI 54494	104.00	96.10	76.82	76.76	42.94	48.94	69.48
Walmart Supercenter 250 Crossroads Dr Plover, WI 54467	96.60	98.00	77.20	84.60	49.00	62.26	75.46
Walmart Supercenter 351 S Washburn St Oshkosh, WI 54904	56.00	47.00	83.00	74.00	107.40	107.00	106.40

Table 2 Continued: Car Roundtrip shortest route to & from grocery stores (Miles)

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
Walmart Supercenter 955 Mutual Way Appleton, WI 54913	79.20	94.00	93.00	111.00	134.00	137.00	142.60
Festival Foods 2415 Westowne Avenue Oshkosh WI 54904	53.74	42.40	78.40	71.28	102.80	101.00	103.00
Woodman's Market 595 North Westhill Boulevard Appleton, WI 54914	77.40	92.20	91.20	109.10	132.00	135.24	140.90
Reetz Meats 230 N Main Street Neshkoro, WI 54960	45.28	23.16	35.54	18.48	49.40	46.96	42.02

The next chart, Table 3, calculates the transportation cost for car travel to each store using the round-trip distance listed in Table 2. Costs are calculated using the IRS mileage rate for business miles (\$0.55/mile as of January, 2009). The mileage rate of \$0.55 per mile includes the following costs: depreciation of the vehicle, vehicle repairs, general maintenance, insurance, license fees, and fuel.

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Table 3: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
49 Meats and Groceries W2281 Liberty Street Poy Sippi, WI 59867	\$ 0.55	\$ 14.50	\$ 18.49	\$ 23.68	\$ 33.62	\$ 34.45	\$ 39.25
Benny's Wild Rose Market 631 Cty Rd G & H Wild Rose, WI 54984	\$ 16.40	\$ 16.57	\$ 0.55	\$ 8.97	\$ 16.39	\$ 17.78	\$ 23.80
Coloma Super Market 112 Main Street Coloma, WI 54930	\$ 39.18	\$ 26.62	\$ 24.10	\$ 15.37	\$ 16.59	\$ 9.12	\$ 0.55
Copps N2573 Plaza Road Wautoma, WI 54982	\$ 22.59	\$ 10.43	\$ 10.53	\$ 0.55	\$ 18.16	\$ 16.82	\$ 16.63
Piggly Wiggly 275 Lang Street Redgranite, WI 54970	\$ 14.30	\$ 0.55	\$ 16.50	\$ 10.45	\$ 28.60	\$ 28.60	\$ 28.60
Royal Super Market 718 E North Street Plainfield, WI 54966	\$ 33.55	\$ 28.60	\$ 21.89	\$ 18.15	\$ 0.55	\$ 11.00	\$ 16.50
Stone Ridge Country Market 975 E Main Street Wautoma, WI 54982	\$ 23.68	\$ 10.45	\$ 8.80	\$ 0.55	\$ 18.16	\$ 18.14	\$ 15.37

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Table 3 Continued: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
J&T's Food 758 Broadway Street Berlin, WI 54923	\$ 14.45	\$ 11.65	\$ 26.72	\$ 21.42	\$ 39.42	\$ 39.18	\$ 38.90
Church Street Market 253 S Church Street Berlin, WI 54923	\$ 14.52	\$ 14.87	\$ 28.89	\$ 24.17	\$ 42.19	\$ 41.93	\$ 41.66
Aldi 5632 Highway 10 East Stevens Point, WI 54481	\$ 53.80	\$ 54.55	\$ 40.96	\$ 46.09	\$ 26.49	\$ 33.80	\$ 41.06
Aldi 1211 8th Street South Wisconsin Rapids, WI 54494	\$ 59.18	\$ 54.82	\$ 44.22	\$ 44.20	\$ 25.59	\$ 28.90	\$ 40.19
Aldi 1040 West Fulton Street Waupaca, WI 54981	\$ 27.38	\$ 28.12	\$ 18.70	\$ 30.80	\$ 31.13	\$ 41.53	\$ 45.64
Aldi 1995 S. Koeller Street Oshkosh, WI 54901	\$ 33.88	\$ 34.22	\$ 48.25	\$ 43.45	\$ 61.53	\$ 61.27	\$ 61.01
Walmart Supercenter 4331 8Th St S Wisconsin Rapids, WI 54494	\$ 57.20	\$ 52.86	\$ 42.25	\$ 42.22	\$ 23.62	\$ 26.92	\$ 38.21
Walmart Supercenter 250 Crossroads Dr Plover, WI 54467	\$ 53.13	\$ 53.90	\$ 42.46	\$ 46.53	\$ 26.95	\$ 34.24	\$ 41.50

Table 3 Continued: Roundtrip cost of mileage using IRS mileage rate for business miles (\$0.55/mile) Jan. 2009

Grocery Stores	Poy Sippi	Redgranite	Wild Rose	Wautoma	Plainfield	Hancock	Coloma
Walmart Supercenter 351 S Washburn St Oshkosh, WI 54904	\$ 30.80	\$ 25.85	\$ 45.65	\$ 40.70	\$ 59.07	\$ 58.85	\$ 58.52
Walmart Supercenter 955 Mutual Way Appleton, WI 54913	\$ 43.56	\$ 51.70	\$ 51.15	\$ 61.05	\$ 73.70	\$ 75.35	\$ 78.43
Festival Foods 2415 Westowne Avenue Oshkosh WI 54904	\$ 29.56	\$ 23.32	\$ 43.12	\$ 39.20	\$ 56.54	\$ 55.55	\$ 56.65
Woodman's Market 595 North Westhill Boulevard Appleton, WI 54914	\$ 42.57	\$ 50.71	\$ 50.16	\$ 60.01	\$ 72.60	\$ 74.38	\$ 77.50
Reetz Meats 230 N Main Street Neshkoro, WI 54960	\$ 24.90	\$ 12.74	\$ 19.55	\$ 10.16	\$ 27.17	\$ 25.83	\$ 23.11

As stated above, our findings indicate that unless someone is driving out of town for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices. Take the chart below, for example. If a family living near the post office in Wautoma shopped for all 10 of these food items at Copps, they would spend \$12.40 on groceries and \$.55 on car-related expenses. Their total cost to shop at **Copps would be \$12.95**. If they shopped at Stoneridge, they would spend \$14.70 on groceries and \$.55 on car expenses. Their total cost to shop at **Stoneridge would be \$15.25**.

If this same family shopped out of town at Aldi's in Waupaca, they would spend \$9.60 on groceries and \$30.80 on car-related expenses. Their total cost to shop at **Aldi's in Waupaca would be \$40.40**. Likewise, if they shopped out of town at Wal-Mart in Oshkosh (assuming the prices are the same at the Wal-Mart in Oshkosh as they are at the Wal-Mart in Plover), they would spend \$11.47 on groceries and \$40.70 on car-related expenses. Their total cost to shop at **Wal-Mart in Oshkosh would be \$52.17**.

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If a different family, living near the post office in Wild Rose, shopped locally for all 10 of these food items at Benny’s Market, they would spend \$13.70 for groceries and \$.55 for car-related expenses. The total cost to shop locally at **Benny’s Market would be \$14.25**. If they shopped within the county at Copps in Wautoma, they would spend \$12.40 on groceries and \$10.53 on car-related expenses. The total cost to shop within the county at **Copps in Wautoma would be \$22.93**.

If this same family shopped out of town at Aldi’s in Waupaca, they would spend \$9.60 on groceries and \$18.70 on car-related expenses. The total cost to shop out of town in **Waupaca at Aldi’s would be \$28.30**. And similarly, if they shopped out of town at Wal-Mart in Wisconsin Rapids (assuming the prices are the same at the Wal-Mart in Wisconsin Rapids as they are in Plover), they would spend \$11.47 on groceries and \$42.25 on car-related expenses. The total cost to shop at **Wal-Mart in Wisconsin Rapids would be \$53.72**.

Table 4: Cost of Shopping for Groceries Locally Versus out of Town.

“Groceries” refers to the 10 items listed in Table 1. Calculation of the cost of groceries is based on the prices of these 10 items from Table 1 plus car travel expenses (at \$0.55 per mile) from Table 3.

Community	Locally A	Locally B	Out of Town (Aldi’s – Waupaca)	Out of Town (Wal-Mart)	Out of Town (Festival – Oshkosh)	Out of Town] (Woodman’s - Appleton)
Wautoma	\$12.95 (Copps)	\$15.25 (Stoneridge)	\$40.40	\$52.17 (Oshkosh)	\$52.30	\$70.03
Wild Rose	\$13.70 (Benny’s)	\$22.93 (Copps)	\$28.30	\$53.72 (Wis. Rapids)	\$55.22	\$60.17