

RESEARCH IMPROVES RETAIL & SOCIETAL ISSUES

ENHANCING ACCESS TO THE LOCAL FOOD SYSTEM

Introduction

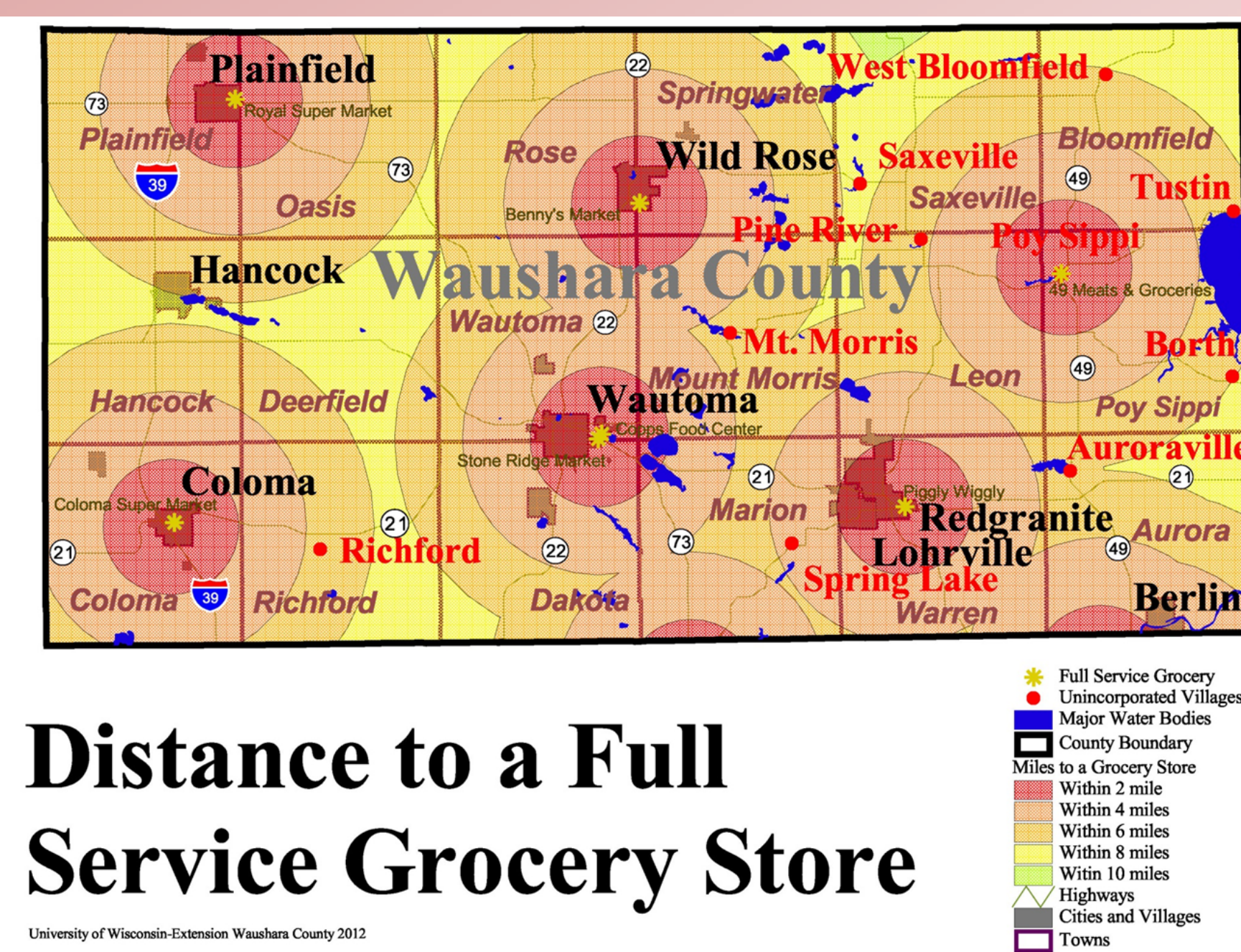
Between 2009 and 2011, the food system in Waushara County was studied from production to distribution to consumption to determine if there was a way to enhance access to the local food system to provide food security to the residents of the county. The following projects are a result of the Waushara County Food System and Access Study. Most of these projects involve additional research and education provided by the University of Wisconsin-Extension Waushara County.

Market Reports for Local Grocery Stores

Market reports were prepared by the UWEX CNRED Agent for the 7 full grocery stores in Waushara County.

Local Grocery Store Importance

- Many live within 2 miles and all live within 8 miles of a grocery store.
- Close proximity to grocery stores decreases transportation issues for low income households.
- If one store is lost, portions of the county will become a food desert.
- Many local retail businesses depend on the daily customer traffic to the grocery store.



Waushara County Food System and Access Study

In 2008, the *Waushara Prevention Council, Inc.* initiated a program called Vision 2020 to look at ways of reducing poverty in Waushara County, Wisconsin. Difficulty obtaining the food was one of the issues identified through a focus group study of the need of low-income households. A steering committee of representatives from local organization, county staff, and interested residents was formed to direct a study of the local food system. With the steering committee, the Waushara County University of Wisconsin-Extension Community, Natural Resource, and Economic Development Agent (UWEX CNRED Agent) researched the local food system using the following study components:

- Interview agriculture businesses
- General and low-income population focus groups
- Interview Full Service Grocery Stores
- Travel and Price Comparison for Grocery Stores
- Low-income population survey
- Interview of food pantry directors
- Demographic and geographic analysis
- Lifestyle data analysis



The complete study of the local food system can be found at:

<http://waushara.uwex.edu/cnred/foodsystem/>

Access to Fresh Produce

Educational and research projects are underway to increase access to fresh produce and local products

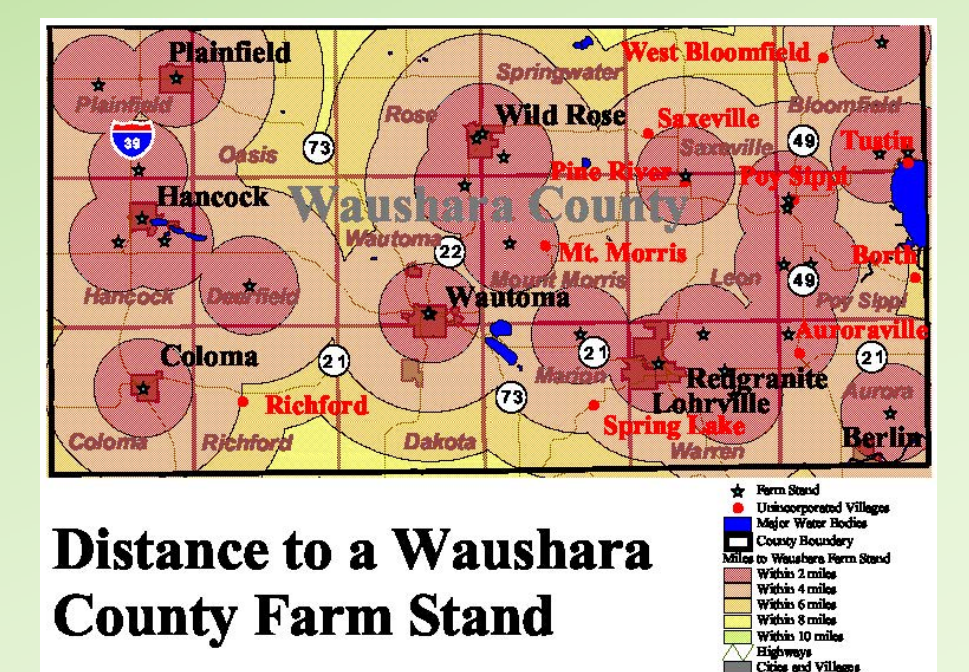


Local Products at Local Grocery Stores—All local grocery stores sell local products and would sell more, but additional research shows this is a complex issue.

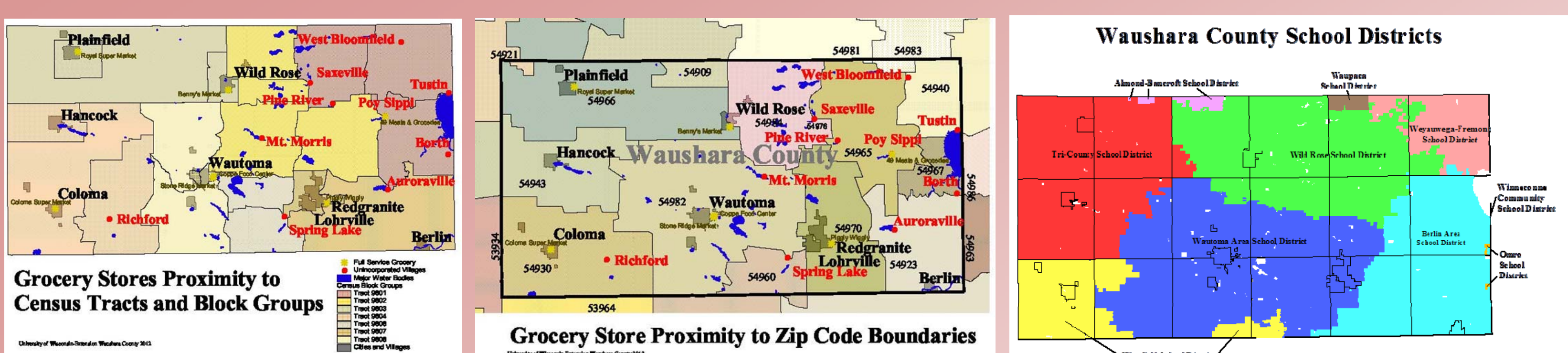
- Issues with direct sales between farmer and grocery store
 - ◊ Stores require a consistent quality of product in the volume required by customer, many small farmers cannot guarantee this.
- Issues with identifying local products
 - ◊ Locally grown potatoes are sold under more than 20 different names with different corporate or customer service addresses
 - ◊ Local cheese and sausage is packaged under more than 200 different names

Farm Stands—Farms' markets have not worked in the county, not enough farmers and not enough consumers. Individual farm stands have flourished, many use the honor system or are located on farm.

- Most residents are in walking distance to a farm stand
- Local committee locating farm stands in the county
- Listing farm stands in the county visitor guide
- Developing a website with locations of farm stands.
- Education assistance to farm stand operators through by UWEX Waushara County Agriculture Agent and UWEX Small Business Development Center



Market Area—Considered zip code areas, census tracts, block groups, and school districts Census



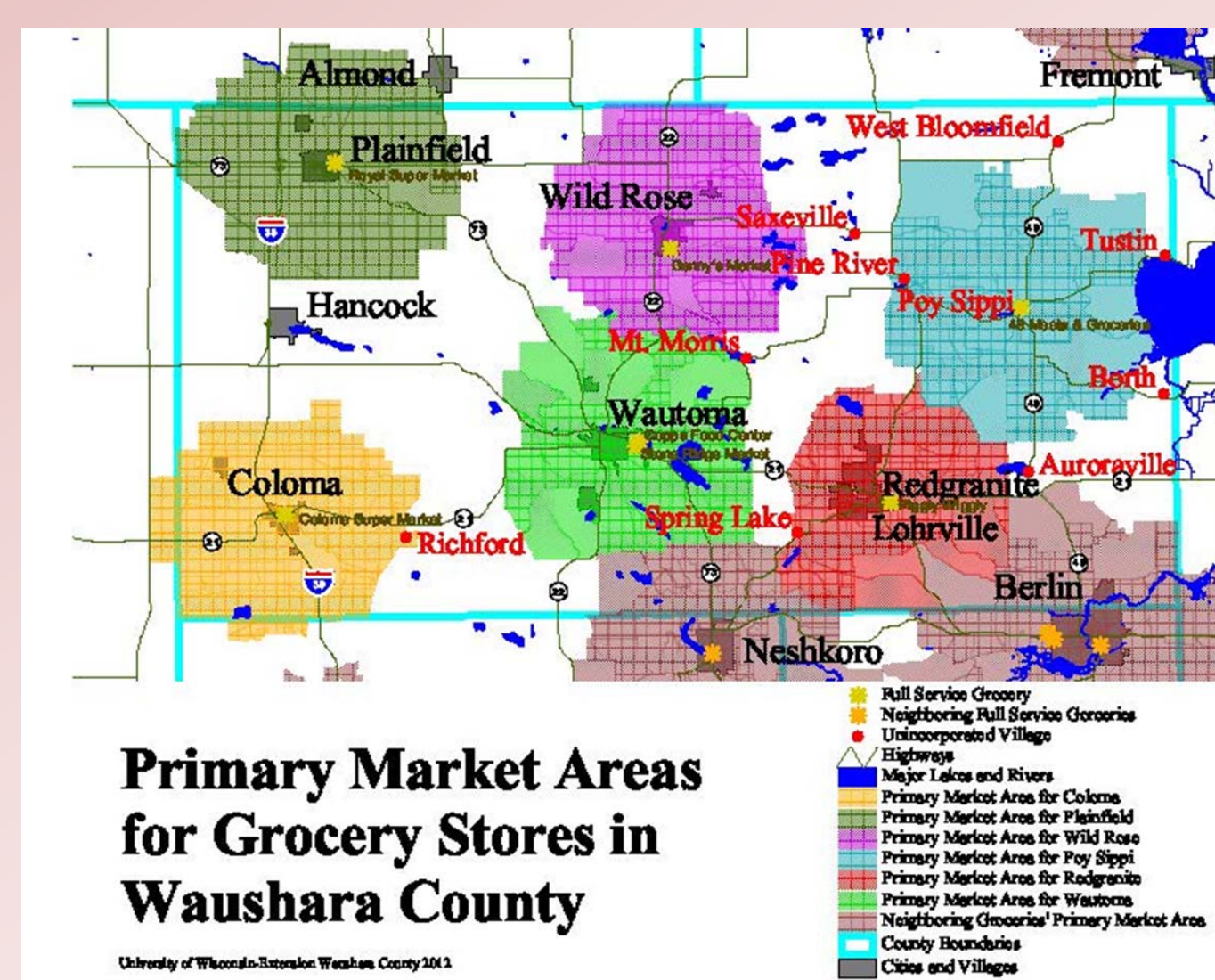
Primary Market Area—Census blocks within 4 miles of a grocery store because:

- Majority of the population lives within this area
- No overlap between primary market areas

Secondary Market Area—Census blocks within 8 miles of a grocery store because:

- The maximum distance residents in Waushara County are from a grocery store.

Similar results are achieved using gravity modeling, Reilly's Law of Retail Gravitation, and drive time analysis.



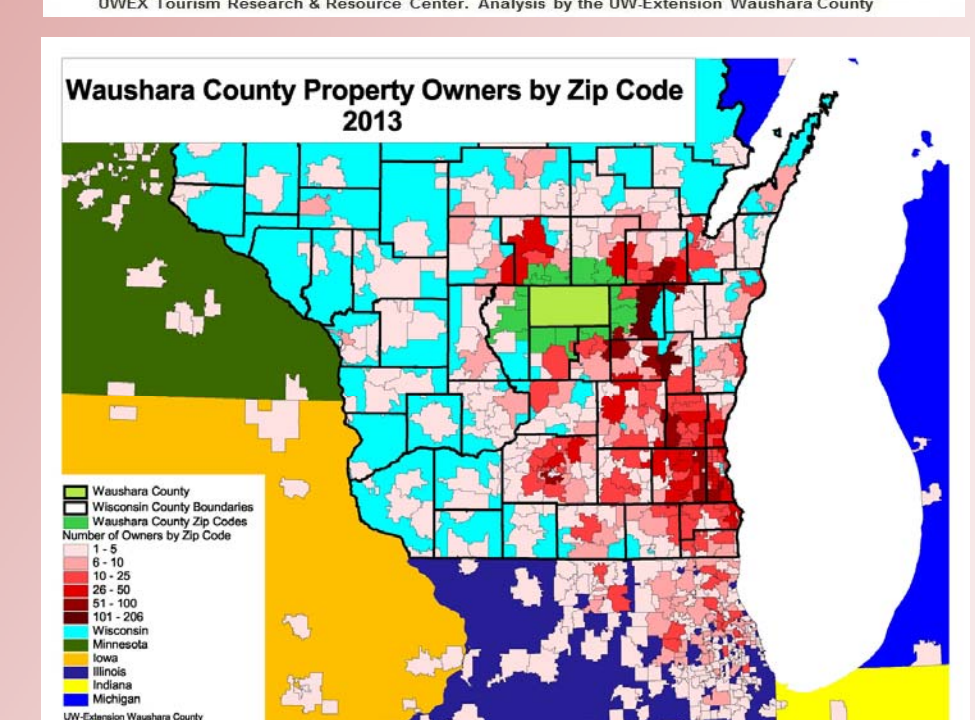
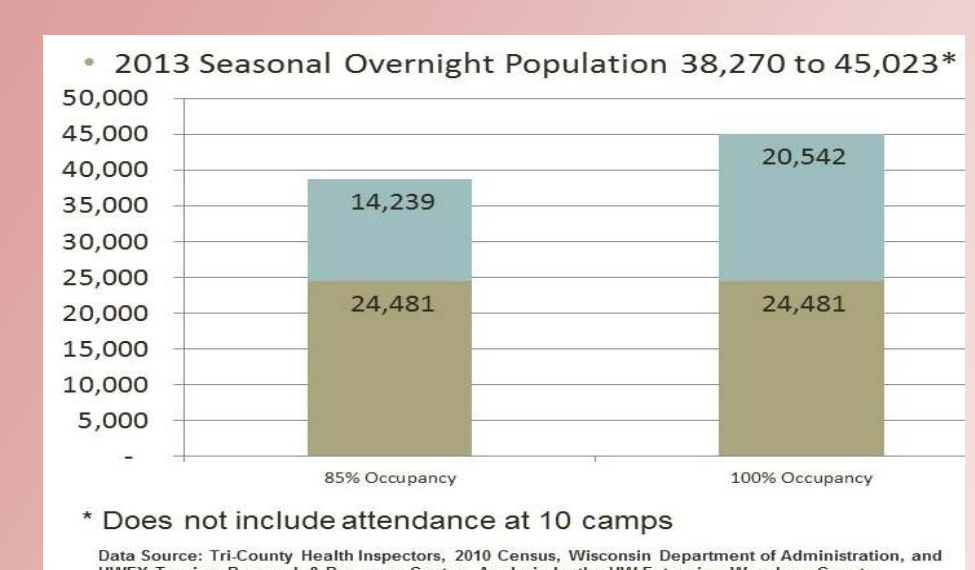
Market Potential—Demographics of the market areas were provided that may influence product preference including ancestry, household size, age, and projections. The market potential for a grocery store was reviewed based on the average population for a grocery store. Using the Consumer Expenditure Survey for US rural households and census block household county the potential market for various types of products was determined. The average potential sale in the secondary market area of a grocery store in Waushara County was:

\$9,000,000

Average Grocery Store	Population
Nebraska ¹	1,538
Maine ²	2,958
Illinois counties ³	1,872
Population 10,000-25,000	1,872
All of Wisconsin ⁴	5,894
Waushara County Primary Market Area	2,471
Waushara County Secondary Market Area	5,637
Waushara 2nd Market With seasonal population	10,232

1) Kaskie, Shawn, *Rural Grocery Owner Needs & Best Practices Study from Central Nebraska*, May 2011, University of Nebraska at Kearney Center for Rural Research & Development
 2) University of Maine Cooperative Extension, "Market Potential for Retail Businesses in Maine," *Home Based Business Fact Sheet*, Bulletin 3006, 2002
 3) Henning, Katherine J., *Grocery/Convenience Store Start-Up Profile*, January 1998 Macomb, Illinois: Illinois Institute for Rural Affairs
 4) Deller, Steven C., *A Trade Area Analysis of Wisconsin Retail Markets*, Updated for 2011, Staff Paper No. 567, July 2012, University of Wisconsin-Madison Department of Agricultural & Applied Economics

Tourist Market—Tourism information from previous county studies analyzed, traffic counts reviewed, and season population determined.



Influential Grocery Section

- Low-Income population
 - ◊ Meat, cheese, and deli
- General population
 - ◊ Meat, cheese, bakery, and fruits & vegetables

Attributes of Preferred Store

- Customer service
- One stop shop
- Special dietary items
- Optional sizes
- Low cost

Use of Market Information

- First time some local grocery stores looked at local market information
- Develop market plan
- Make their business more attractive
- Further assistance from UWEX Small Business Development Center
- Attract other retail to the community



Assistance Programs

Food Pantries

- Facilitated meetings of food pantry managers
 - Share best practices
 - Assist one another as allowed, like shared transportation of food from food banks
- Education by UWEX Family Living Agent and Nutrition Educator on cooking foods

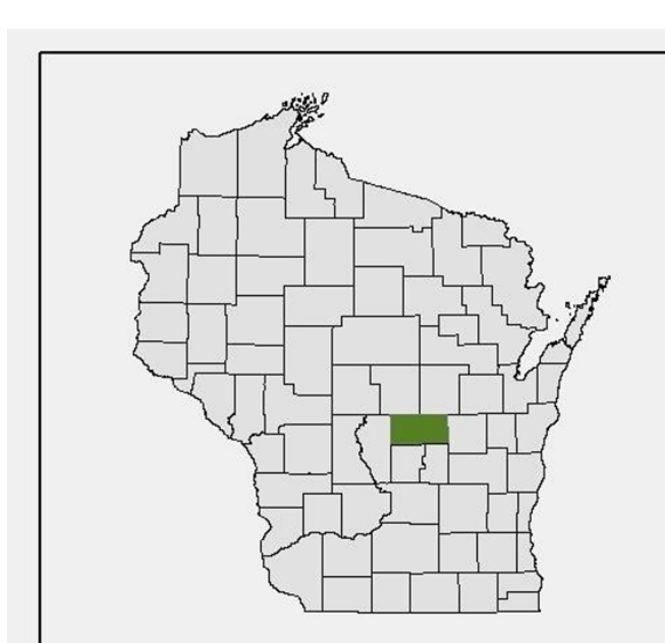
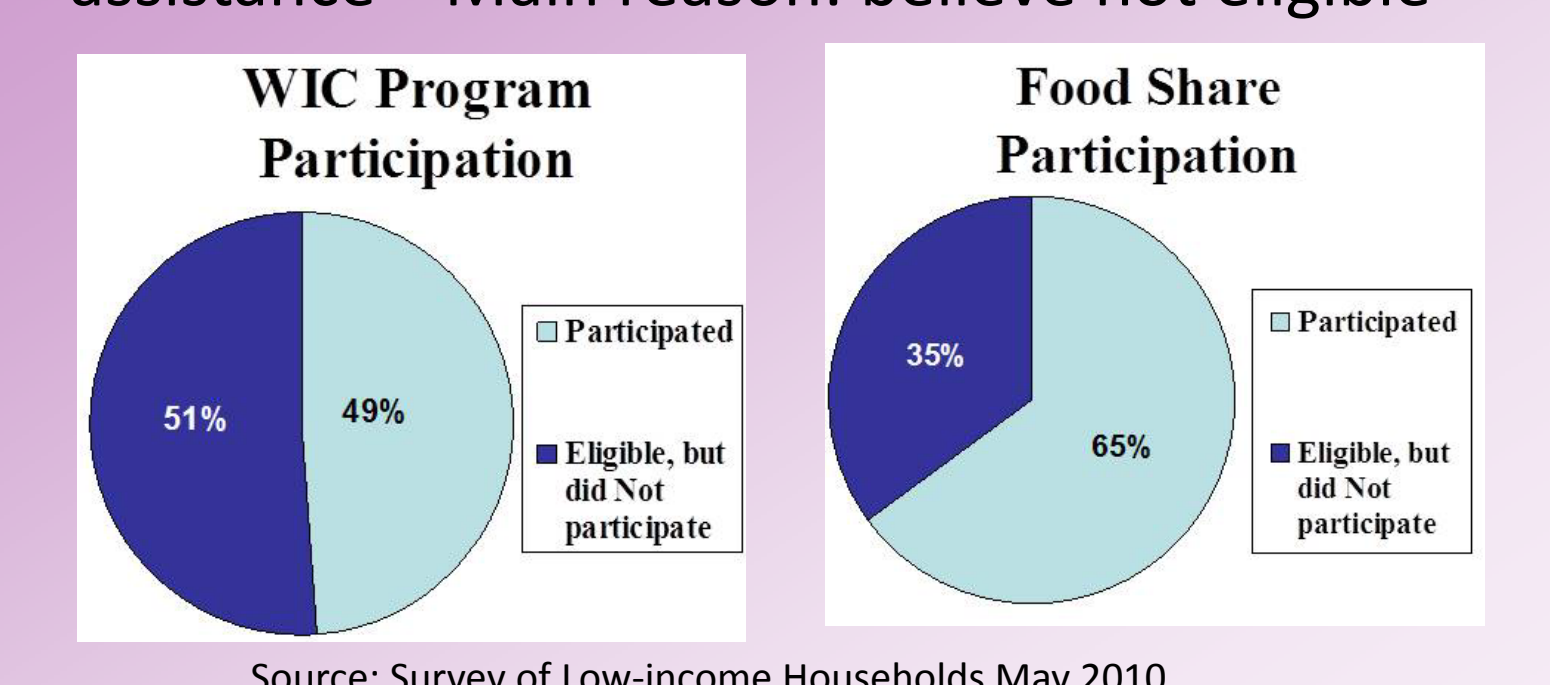


Community Gardens

- Research and education on community garden operation and fundraising
- How to garden training by UWEX Master Gardeners



Financial Assistance—Further research why people who likely qualify do not apply for assistance—Main reason: believe not eligible



Waushara County, Wisconsin

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