The Backhaul Project
*Updates and Lessons Learned*

REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS

MASON BROTHERS

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About Mason Brothers

- Located in Wadena, MN
- Family owned and operated
- Founded 1920
- 19,000 stocked items
- Abby’s Bakery 1995
Fleet Utilization

- 45,000 weekly miles
- 30 Semi trucks
- 6 straight trucks
- 22-28 daily routes
- GPS/Technology
$4.99  FARMER
Per Package of Garlic
(1 package = 3 bulbs, approx. 1/2 lb)

$0.25  WHOLESALE #2
Per Package of Garlic

$1.75  RURAL GROCER
Per Package of Garlic

$6.99  CONSUMER PRICE

GARLIC PRICING STRATEGY
-2018 BACKHAUL PROJECT-

*Min does not tax groceries for human consumption. Candy, soft drinks, dietary supplements and prepared food are taxable.