The Backhaul Project

REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS

MAISON BROTHERS
DUKE HARRISON

- Mason Brothers
- Warehouse Operations

NAOMI OLIVE

- Regional Sustainable Development Partnerships
- Sustainable Ag + Food Systems
OVERVIEW

- 2015 Rural Grocery Survey
- Backhaul Project
- Questions
REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS

- 5 Regions

- Focus Areas:
  1. Agriculture and food systems
  2. Tourism and resilient communities
  3. Natural resources
  4. Clean energy

- Citizen driven boards
  - Idea briefs

- “Inreach” vs Outreach
2015 UMN RURAL GROCERY SURVEY

• Rural Grocery Stores in towns with population less than 2,500

• 171 (69%) Grocery stores responded

• Rural grocer needs

Grocery Stores are a "Public Good"
Q: HOW MUCH OF A CHALLENGE FOR YOU ARE EACH OF THE FOLLOWING ISSUES RELATED TO PURCHASING FRESH PRODUCE

- Meeting customer demand for locally grown produce (N=160)
  - Majority: 54%
  - Minor: 9%

- Meeting the level of produce quality customers are requesting (N=161)
  - Majority: 49%
  - Minor: 12%

- Meeting distributor requirements for minimum quantities (N=161)
  - Majority: 40%
  - Minor: 10%

- Finding a supplier/distributor of quality produce (N=161)
  - Majority: 30%
  - Minor: 7%

- Infrequent delivery (N=160)
  - Majority: 22%
  - Minor: 4%
Do you have any other transition plans for the future ownership of this grocery store?

<table>
<thead>
<tr>
<th>BUSINESS TYPE</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY BUSINESS THAT WILL BE PASSED DOWN (N=63)</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>FAMILY BUSINESS THAT WILL NOT BE PASSED DOWN (N=57)</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>NOT A FAMILY BUSINESS (N=35)</td>
<td>14%</td>
<td>86%</td>
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Evansville's only grocery closing this week

By Alexis Habberstad on Aug 30, 2017 at 2:35 p.m.
Farm to Rural Grocery to Wholesale: Accessing markets for locally grown food

“THE BACKHAUL PROJECT”
• USDA
• 2 Years
• “Backhaul”
BENEFIT TO SMALL AND MEDIUM-SIZED FARMS

2015 Big Stone Garlic sales
(29,000 bulbs produced)

Percentage of Sales

- Big Stone Garlic website ($15/lb) DTC
- Minnesota Garlic Festival ($12/lb) DTC
- Farmers’ Markets ($6.75/lb) DTC
- Food Shelf ($0/lb, donated) Intermediate Market
- Held for Replanting (planting stock expense avoided)

Background photo, Creative Commons, photo credit: Julie Gibbons
FARM  RURAL GROCERY  WHOLESALEx

- Big Stone Garlic is all naturally grown.
- Storing Instructions: For best storage, keep at room temperature and away from light.

CHESNOK

Mason Bros.  Russ Davis Wholesale

University of Minnesota | Extension
Current Project Team Members

Lisa Baker - Baker’s Acres
Connie Carlson - RSDP New Crops
Kathy Draeger - Statewide Director, RSDP
Chris Fields - Dir. of Processing & Compliance, Russ Davis
Duke Harrison - Warehouse Operations, Mason Bros
Annalisa Hultberg - Extension Educator
Pat Miller - Vice President, Russ Davis
Naomi Olive - Project Manager, RSDP
Les Olson - Owner, Big Stone Garlic

Dojin Park - Graduate Research Assistant
Ryan Pesch - Extension Educator, Community Economics
Hikaru Peterson - UMN Professor of Applied Economics
Greg Schweser - Dir. for Sustainable Ag & Food Systems, RSDP
Cindy Tong - Professor and Extension Postharvest Horticulturist
Molly Zins - Executive Director, Central RSDP Region
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