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Food Systems Relating to Greenness

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PRODUCE

The Relationship Between Retailers & Distributors

A GLI Capstone Project


Victoria, Jacob, Aidan, Julia, Madi, and Cassie






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Pertinent background
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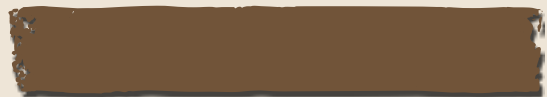
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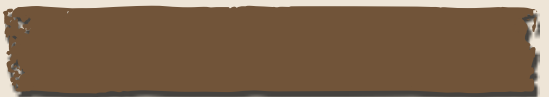
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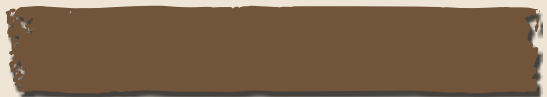
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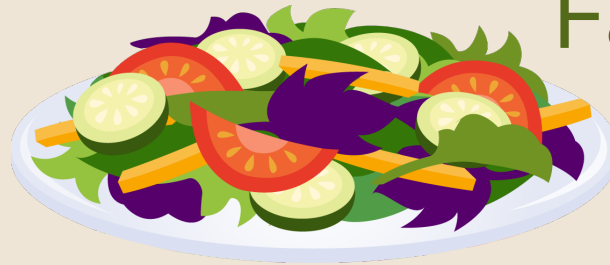
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Global importance of our
research



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



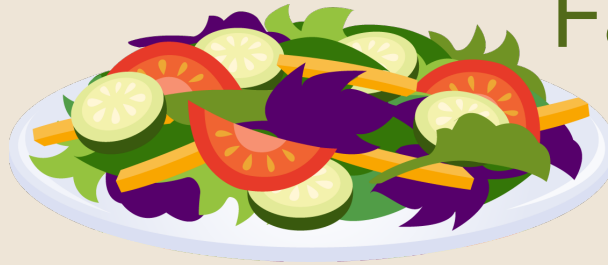
Retailer
The grocery store



Consumer
The customer



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer

THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison

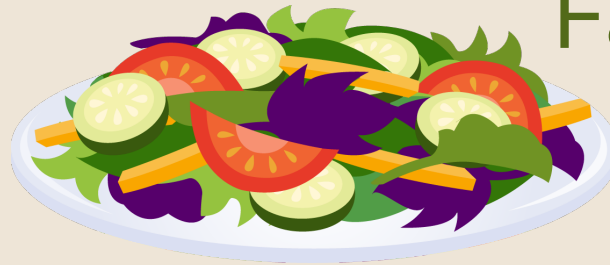


Retailer
The grocery store

Consumer
The customer



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store

Consumer
The customer



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer

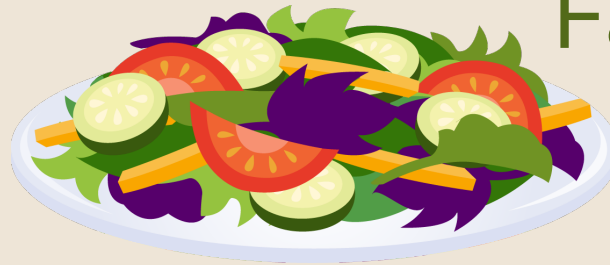


OUR RESEARCH QUESTION

In what ways do **produce distributors** influence the purchasing decisions of **produce retailers**, and in what ways do retailers influence the actions of distributors?

Are there **sustainability** impacts or implications?

THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer

THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison

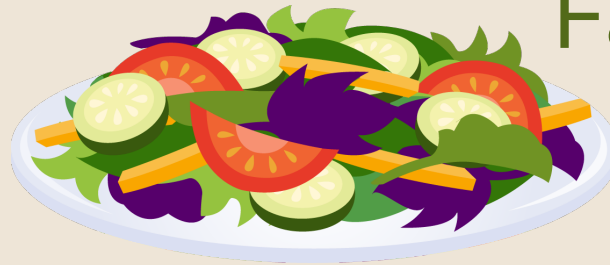


Retailer
The grocery store



Consumer
The customer

THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer



THE JOURNEY OF PRODUCE: Farm to Table



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer



RESEARCH METHODOLOGIES

One-on-one **interviews** in person or over the phone with **produce managers** and **distributors**.

Justification:

- Depth over breadth
- Opportunity for elaboration
- Maximum authenticity



Who We Interviewed



**WinCo
FOODS**



missoula
Fresh Market



Albertsons®



**ORGANICALLY
GROWN CO**



GOOD FOOD
S T O R E



**NATURAL
GROCERS®**



**SP SPOKANE
PRODUCE
INCORPORATED**



RETAILER FINDINGS: Factors Affecting **Who** They Buy From



VOLUME / AVAILABILITY

How much and how often
can they deliver produce?

COMPANY POLICY

Are there company-wide
policies to abide by?



QUALITY

Is the quality of their
produce consistently high?

EFFICIENCY

How easy and efficient are
they to work with?

RETAILER FINDINGS: Factors Affecting What They Buy

SEASONALITY

Is the product available this time of year?

COST / R.O.I.

Can we keep the price low for customers and still make a profit?



POPULARITY

Do lots of people buy this item, or is it relatively obscure?

STORE SALES

How much product does our store move?

DISTRIBUTOR FINDINGS: Factors at Play



WHO

Cost
Distance



RESPONSIVENESS

Consumers
Retailers
Producers



WHAT

Retailer Purchasing Habits
Cost / R.O.I.
Availability
Seasonality



IMPLICATIONS: Levers of Change in the System



Producer
The farmer



Distributor
The liaison



Retailer
The grocery store



Consumer
The customer





GLOBAL CONNECTIONS

- Agriculture's role in climate change
- Importance of understanding where your food comes from!

THANKS!

Do you have any questions?

Shout out to our immensely helpful capstone mentor
Eva Rocke, Sustainability Director

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