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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The farmer

Distributor
The liaison

Retailer
The grocery store

Consumer
The customer
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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
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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
RETAILER FINDINGS: Factors Affecting Who They Buy From

- **QUALITY**: Is the quality of their produce consistently high?
- **VOLUME / AVAILABILITY**: How much and how often can they deliver produce?
- **COMPANY POLICY**: Are there company-wide policies to abide by?
- **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?

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

COST / R.O.I.
Can we keep the price low for customers and still make a profit?

STORE SALES
How much product does our store move?
DISTRIBUTOR FINDINGS: Factors at Play

**WHO**
- Cost
- Distance

**WHAT**
- Retailer Purchasing Habits
- Cost / R.O.I.
- Availability
- Seasonality

**RESPONSIVENESS**
- Consumers
- Retailers
- Producers
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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