Food Systems Relating to Greenness

Aidan Morton
am132763@umconnect.umt.edu

Madison Seigler
ms135407@umconnect.umt.edu

Jacob Tutty
jt210461@umconnect.umt.edu

Victoria Bloomgren
vb134802@umconnect.umt.edu

Cassie Williams
cw155086@umconnect.umt.edu

See next page for additional authors

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Author Information
Aidan Morton, Madison Seigler, Jacob Tutty, Victoria Bloomgren, Cassie Williams, and Julia Anderson

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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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Producer: 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?
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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

- WinCo Foods
- Albertsons
- ORGANICALLY GROWN Co
- Missoula Fresh Market
- Good Food Store
- Natural Grocers
- Grizzly Grocery
- SPokane Produce
RETAILER FINDINGS: Factors Affecting **Who** They Buy From

**VOLUME / AVAILABILITY**
How much and how often can they deliver produce?

**QUALITY**
Is the quality of their produce consistently high?

**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

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**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?

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