
Integrating Wholesale Foods into Local Markets of Rosemount, MN

Elizabeth Cerny, David Gilbertson, Amanda
Hess, Annie Larson

The Topic and Research

We searched out a variety of wholesale markets in Rosemount to access the state of these markets as well as their roadblocks and potentials.



The Significance of Local Wholesale

Local wholesale opportunities have benefits for:

- Rosemount producer community
 - Rosemount wholesale businesses
 - Reduced transportation and reliance on imported food
 - Awareness and education for consumers
 - Creating trustworthy community-level relationships centered around a medium we all can enjoy: fresh food!
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Questions We Asked

- What are the existing and potential wholesale markets for locally produced food in Rosemount?
 - What are wholesaler buyers' interest and ability levels to purchase food from local growers?
 - What challenges do they experience in doing so?
 - What have other similar cities done to encourage the development of wholesale markets for local food?
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Our Process

1. **Research** other cities and practices already implemented
 2. **Investigate** a variety of available markets in Rosemount
 3. **Interview** individuals who are in these markets
 4. **Summarize** our findings and analyze the system as a whole
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Existing Markets Researched



- Institutions
 - Schools
 - Locally owned restaurants
 - Large scale sellers & buyers
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Institutions: Flint Hills Resources

- Local Biofuel Refinery Company
- Large scale of food distribution
 - Cafeteria & Cafe serve 500+ employees a day
 - Aramark, a multinational company provides food services
- What issues and best practices does a large scale food system like this have?

Institutions: Flint Hills Resources

- Issues:
 - Need “super-distributors” - Sysco
 - Health and safety regulations in place restrict local producers from pairing with Flint Hills .
 - No control over where produce comes from
 - Cost
 - Required preparation
 - Quantities of food
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Institutions: Flint Hills Resources

- Best Practices

- Most produce comes from MN and WI farms



- Bix Produce-St. Paul based produce distribution
 - Bulk pre-washed & cut fruits and vegetables.
 - Sustainably minded company
 - Support local farmers through Supplier Approval Program
 - Need to comply to FDA guidelines

Schools

- bringing local foods to be served in the cafeterias of School district 196
 - support local farmers and producers
 - healthy foods to children
- interviewed Coordinator of Food and Nutrition Services
 - vendor Upper Lakes Foods in Cloquet, MN
 - strict budget
 - additional utensils and training of staff
 - certain local foods during in-season months
 - corn and potatoes



Next Steps for Schools...

- Vermont Farm to School, “Guide for Using Local Foods in Schools”
 - Begin slowly incorporating local foods into school lunch
 - identify top 5 to 10 food products use most in volume
 - commit to buying one of these each month from local farm
 - gradually increase amount bought and introduced in menu
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Locally Owned Restaurants Findings

Interest levels are high

Marketing events + Social Networking

Specific Needs from Owners:

- A list of sellers, their produce + pricing

- Delivery schedules

- Clearer laws

Restaurant Roadblocks

No easily accessible information

Legal “grey area” for owners

Seasonal impacts

Lack of consumer knowledge

Large Scale Sellers/Buyers: Fluegel's



“Fluegel's carries a little bit of everything from frozen pizzas to premium pet food.”

Large Scale Sellers/Buyers: Fluegel's

- High interest in selling locally produced product
- Tried farmers market in the past
- Future expansion



Dealing With a Growing City

- Rosemount's population expected to double in the next 25 years.
 - Losing agricultural land to development
 - Need to keep local food prominent in a city with a history with agriculture



Recommendations

- Farm Direct program - Sustainable Food Center in central Texas
- Food processing facility - Root Cellar Foods in Montana



Recommendations

- Food Hub
 - farmer collectives that aggregates, markets and distributes local foods to the community
 - Online market for easy access



Citations

<http://www.intervale.org/what-we-do/intervale-food-hub/>

<http://www.bixproduce.com/about>

<https://www.meridium.com/customers/flint-hills-resources>
