



UNIVERSITY OF MINNESOTA | EXTENSION



MASON BROTHERS
WHOLESALE GROCERS

The Backhaul Project

REGIONAL SUSTAINABLE
DEVELOPMENT PARTNERSHIPS

MASON 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

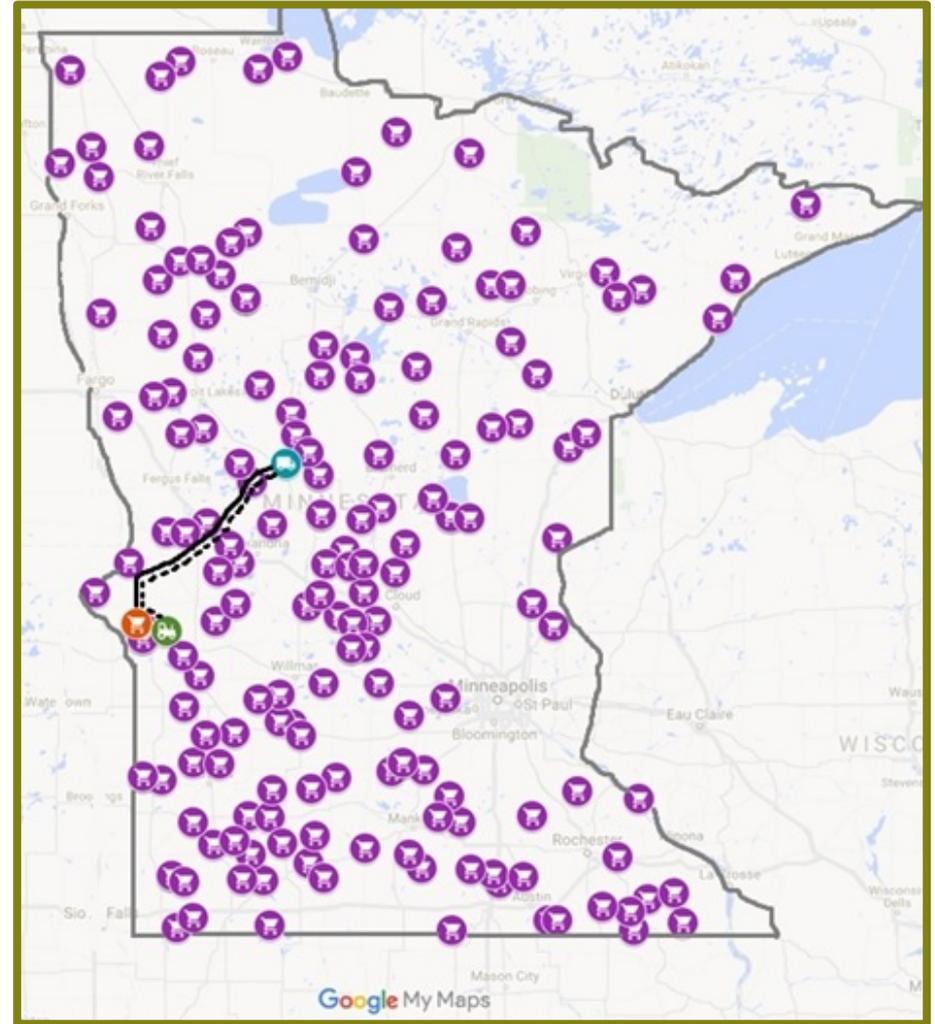
- 5 Regions
- Focus Areas:
 1. Agriculture and food systems
 2. Tourism and resilient communities
 3. Natural resources
 4. Clean energy
- Citizen driven boards
 - Idea briefs
- “Inreach” vs Outreach



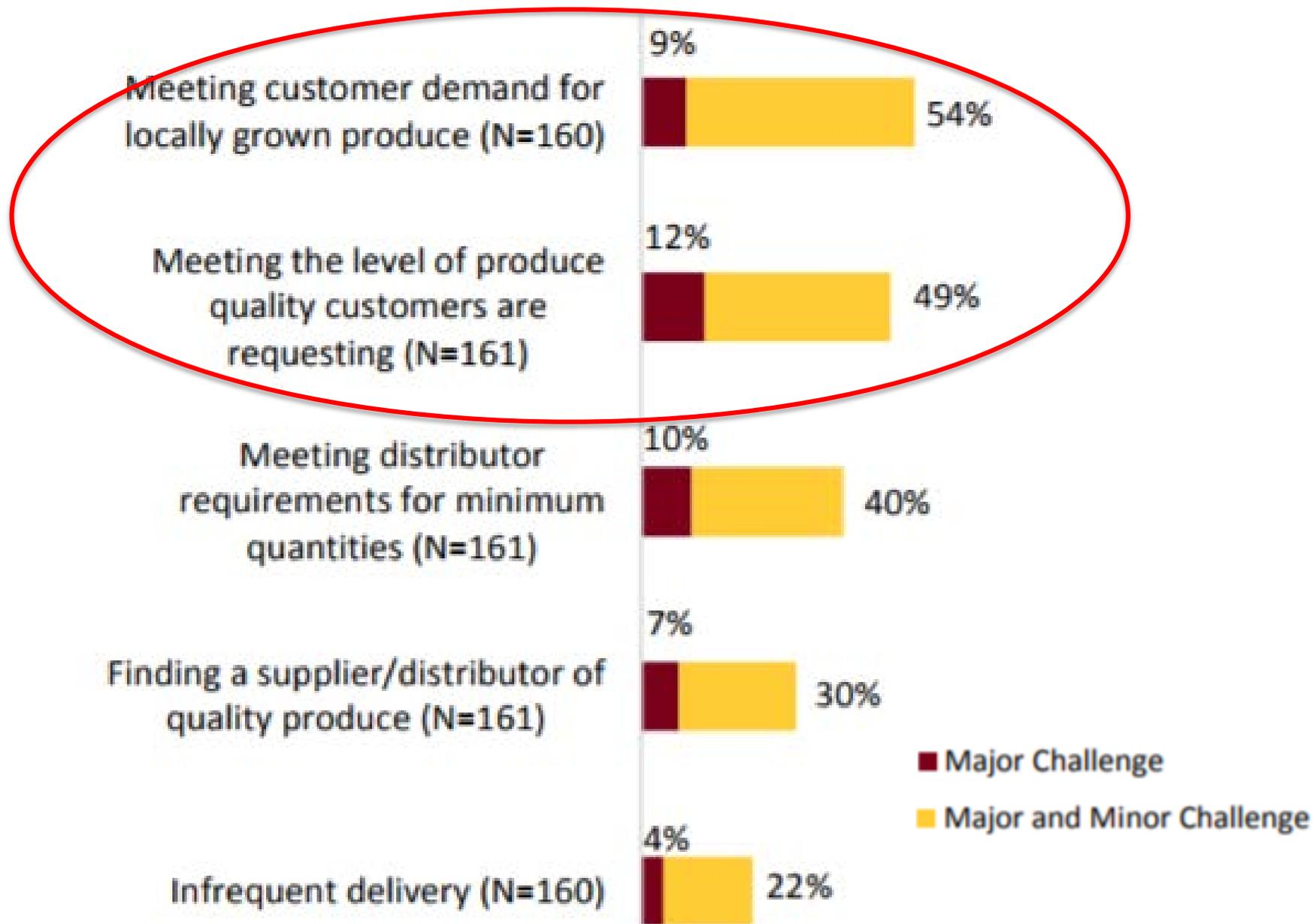
2015 UMN RURAL GROCERY SURVEY

- 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 FOLLOW ISSUES RELATED TO PURCHASING FRESH PRODUCE



Do you have any other transition plans for the future ownership of this grocery store?

BUSINESS TYPE	YES	NO
FAMILY BUSINESS THAT WILL BE PASSED DOWN (N=63)	29%	71%
FAMILY BUSINESS THAT WILL NOT BE PASSED DOWN (N=57)	19%	81%
NOT A FAMILY BUSINESS (N=35)	14%	86%

Evansville's only grocery closing this week

By Alexis Habberstad on Aug 30, 2017 at 2:35 p.m.

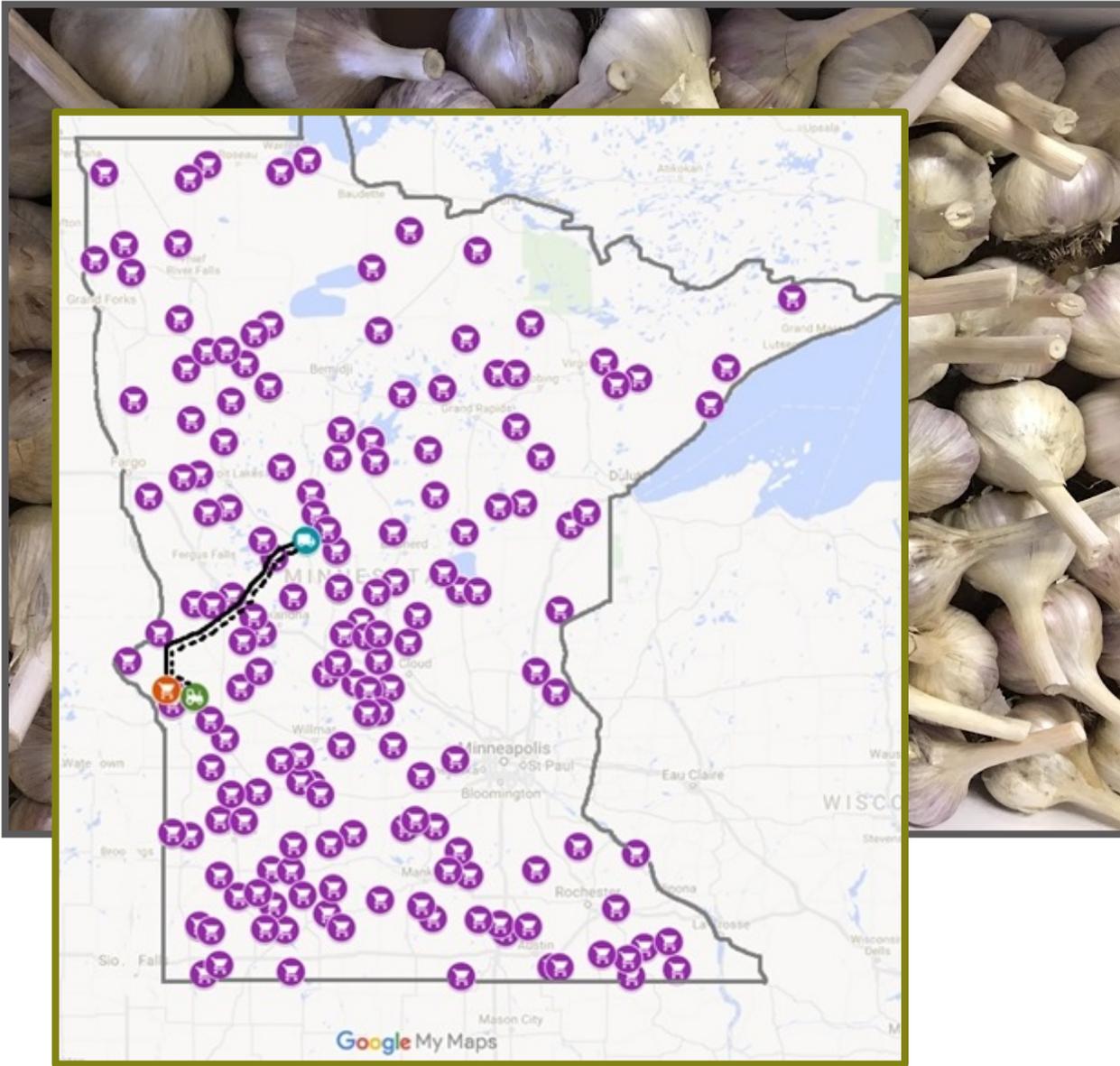


tuture."

Farm to Rural Grocery to Wholesale:
Accessing markets for locally grown food

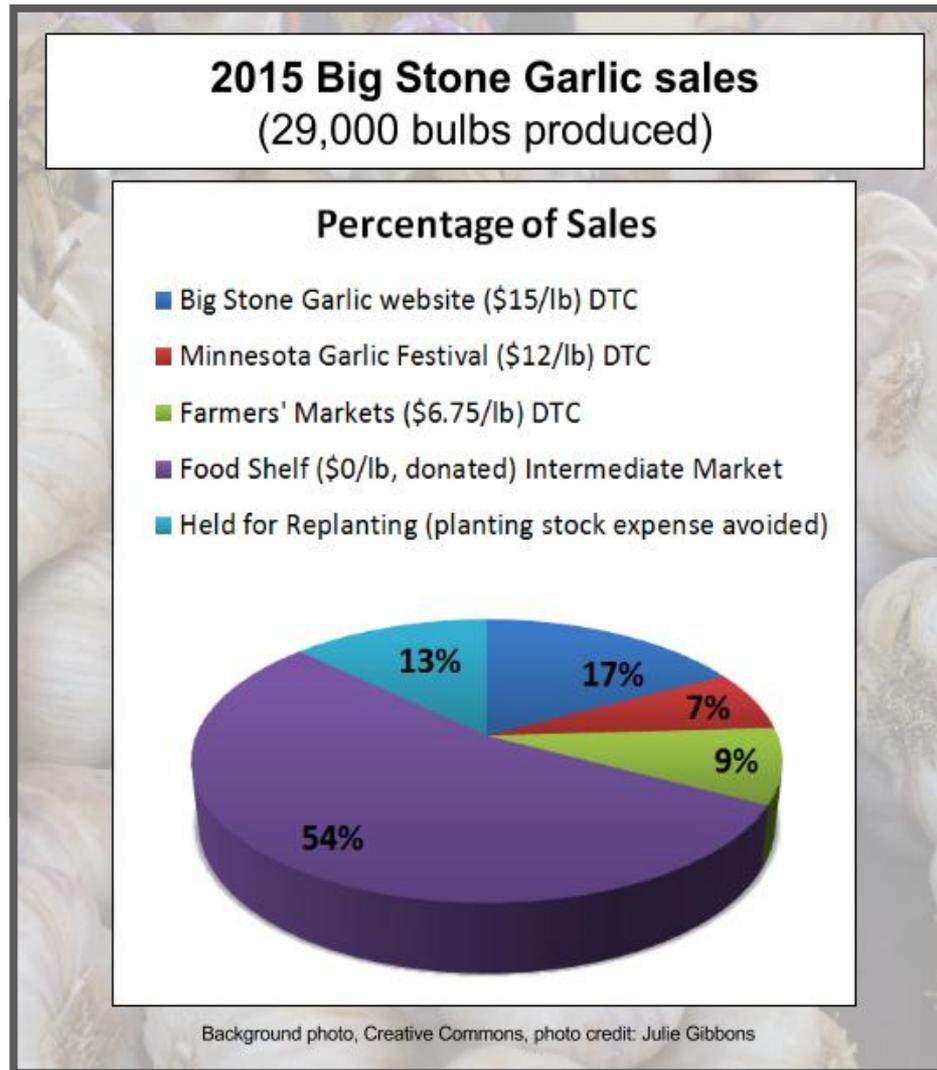
“THE BACKHAUL PROJECT”





- USDA
- 2 Years
- “Backhaul”

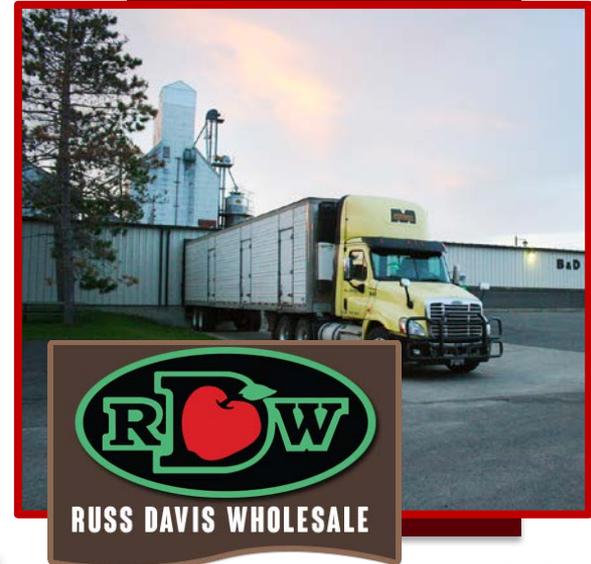
BENEFIT TO SMALL AND MEDIUM-SIZED FARMS



FARM

RURAL GROCERY

WHOLESALE



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



MASON BROTHERS
WHOLESALE GROCERS

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







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WHOLESALE GROCERS



THANK YOU!

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