

Uptown Food n' Liquor Project

Survey area – Uptown Food Stores

Survey by Ariel Diamond and Arline Welty of Neighbors' Project

Conversation Questions for Store Owners

This conversation starter piece is meant as a tool to understand shop owners' concerns around fresh produce, and invite them to stock it and share their expertise with other local stores. It's important for this philosophy that we're not trying to force stores to change their behavior; we're only interested in working with and promoting local shops who want a) produce in their store and b) google mashups/promotion.

0.1. : Intro: We heart produce, and we want to see it everywhere. And we're not alone.

1. Basic:
 - a. Where are you from?
 - b. What made you want to open this store?
 - c. Do you own other stores?
 - d. How long have you been in business?
 - e. How is business going?
2. Who usually comes here?
3. What do you sell the most of? The least of?
4. What are the challenges you face?
5. Is there anything you think your customers want that you're not giving them?
6. Have you ever tried to stock fresh produce? (or more fresh produce?)
7. What are issues you've run into (or think you'd run into) with stocking fresh food?
8. Would you be interested in [XYZ solution]....x=stocking produce, y=stocking more produce, z=advertising it on the web and in google mashups?

Problems recognized thus far:

- 1. Perishability**
- 2. Low turnover**
- 3. Poor/nonexistent marketing**
- 4. Storage**
- 5. Disposal**
- 6. Temperature control**
- 7. Lack of expressed demand**
- 8. Lack of trust in liquor store as produce seller (inferred by Ariel)**

Ideas for Success:

1. Map stores: google mashup (Provide marketing-locator tool)
2. Talk to store owners; work to understand where they are coming from and what they need
3. As needed/requested, facilitate partnerships between small stores for distribution, marketing, etc.
4. Help with marketing ideas (signs, advertising, presentation, recipe cards, neighbors blog stuff, n'hood organizing, etc)
5. Help with research: who delivers in the area, prices, etc.
6. Get to know neighborhood associations and block clubs; meet with them
7. Have big community potlucks to get people talking and thinking about food
8. Host cooking classes with store sponsorship