

# Alabama Grocer

2022, ISSUE 3

Alabama Grocers Association

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ALL ABOUT THE NETWORK

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# FEATURES



## 2022 AGA Convention Recap

Explore the highlights from this year's convention.



## Mommy Blogger

Learn how grocery shopping is ever changing.



## Association News

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## EXECUTIVE COMMITTEE

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Mac Otts <i>Autry Greer &amp; Son's</i>	John Wilson <i>Super Foods Supermarkets</i>
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ALABAMA GROCERS ASSOCIATION  
*The Voice of the Grocery Industry*

## CHAIRMAN'S MESSAGE

# FALL IS IN THE AIR



**Harold Garrett**  
Association Chairman  
*Gateway Foods*

## HELLO EVERYONE! WELCOME TO THE LATEST EDITION OF THE ALABAMA GROCER MAGAZINE

Fall! What a wonderful time of year... football, yellow leaves, and pumpkin spice. It doesn't get any better!

This is also about the time of year that we let everyone know what we're thankful for, so here I go:

I am thankful first and foremost for my family. They are very tolerant and long suffering when it comes to all things Harold Garrett. I am thankful for the opportunity that you have given me to be your chairman for another year. I am very proud of this. I am thankful to work with such a great group of folks, both with our little company and the AGA - some of the finest people in the grocery industry!

I am extremely thankful and PROUD of everyone associated with the Convention this year. Jack Carlile, Ellie, Tori, and Stephanie did an excellent job, and their hard work really paid off with record attendance and money raised. This was such a great group that worked together to ensure that all of the attendees were enjoying themselves.

This event has more value than we could ever realize. The title of this magazine is "All about the Network." The time we spend together in Destin helps make our network grow stronger and stronger. I don't understand why anyone would not want to be part of that - meeting new people and renewing old acquaintances does nothing but make us better grocers.

I am thankful that COVID-19 has just about run its course and that we are getting back to business as usual.

I could go on and on about what I am thankful for, but the thing that I am most thankful for is the fact that I have been able to spend the last 48 years working in and for an industry that cares about its own and the communities they serve. The grocery industry is one of the few that can boast about all the good it does in their community. From sponsoring signs on the high school football field, to donating to a bake sale, the supermarket manager and staff always get involved. They are always willing to help. And when bad weather hits, help is on the way! Yep, your local grocer does that too.

I hope you can take a few minutes to think about your community, where you are now, or where you grew up. I'm sure you can relate a good memory or two to the grocery store. Everyone has their story to tell.

2022 is not over yet. We still have two very important events this year that you don't want to miss. The first being the Education Foundation's Sporting Clays Tournament at Selwood Farms in Alpine on October 13th. Last year this was a huge success, and this year looks to be even better.

And don't forget our Food Industry Finest Luncheon at The Club on October 27th. This is where we will honor this year's Wholesaler, Retailer and Vendor of the Year Awards. Congratulations to all of our winners!

That's it for now! I just remembered Kim has a sweet potato pie in the fridge, and I bet she's going to need some help with that. I better grab some Cool Whip!

Best Regards,  
*Harold*



ALABAMA GROCERS ASSOCIATION  
*The Voice of the Grocery Industry*

# PRESIDENT'S MESSAGE

## THE GROCERY INDUSTRY'S IMPACT



**Ellie Smotherman Taylor**  
President / CEO  
*Alabama Grocers Association*

## NOW MORE THAN EVER, WE NEED TO CONVEY THE IMPORTANCE OF THE GROCERY COMMUNITY IN ALABAMA

This summer I had the unique opportunity to work with Dr. Erik Sjolseth, MBA, Adjunct Professor, Supply Chain Consulting at Auburn University. He brought together a team of graduate students and supply chain professionals to create an economic impact study of the food industry. Beyond the basic numbers of over half a million Alabamians employed and \$12.1 billion in overall economic impact, there is a great story here as to the importance and essential nature of the grocery industry.

We identified three main themes in the study: *The Grocery Industry Is Integral to the Health of Alabama*; *The Grocery Industry Brings Families Together*; and *The Grocery Industry Helps Alabama Communities*. This has never been more true, and we really saw the effects of this during the pandemic. As an industry, I feel we often do not tout what our stores mean throughout the state.

A couple of key points in our study:

- In Alabama, 39% of the adult population is obese. It is no secret that eating at home is healthier. You can control what is in your food and modify your diet for specific dietary needs like diabetes and celiac disease.
- Food prices are increasing by as much as 14%. It is much cheaper for a family to eat at home, and it brings quality time together. September is Family Meals Month nationally, and Governor Kay Ivey declared September Family Meals Month in Alabama.
- Grocery stores employ diverse populations including teenagers, retirees, and people with developmental disabilities.
- The grocery industry is integral to our communities. We donate about 40% of the food that is given away by food banks each year and engage in community outreach to make sure that food is received by individuals that would otherwise not have access to it.

- And to tout our Association, we have given over \$1.4 million in scholarships in the last 20 years to individuals tied to the industry.

Please take a moment to read the study and feel free to utilize it in your communities and with legislators. Employment and payroll numbers are broken down by each congressional district. Special thanks to Matthew Robichaux, William Wells and Katie Thompson-Taylor for their hard work on this study.

Now more than ever, we need to convey what a great industry the grocery community is in our state and the ways we help everyday life. When you think about any great celebration or even loss, food is involved – weddings, funerals, birthdays, holidays. Thank you for my small part in what we do.

Best Regards,

*Ellie*



## ALABAMA GROCERS ASSOCIATION

*The Voice of the Grocery Industry*

### The Grocery Industry is Integral to the Health of Alabama

# 39%

The Grocery Industry is Integral to the Health of Alabama. In Alabama, 39% of the adult population is obese. According to studies done by Cambridge University, it is healthier to eat at home.



When cooking at home, you know what you are going to consume. You can control what you put into your food and make things healthier.



Grocery stores can help accommodate specialty diets. On any given day, 17.1% of adults are on some form of specialty diets.

### The Grocery Industry Brings Families Together



With rising food prices, Alabama's grocery industry offers a relief for household pocketbooks.



The grocery industry employs diverse populations, including teenagers, retirees, and developmentally disabled people.



By shopping at grocery stores and cooking at home, families have more time to spend together.

### The Grocery Industry Helps Alabama Communities



The AGA has raised more than \$1.4 Million in scholarships since its inception with most of that money going to in-state colleges.



Grocers donate thousands of pounds of food to food banks every year.



Alabama grocery stores engage in community outreach, bringing food to those who likely otherwise would not have access to it.

## The Grocery Industry is Integral to the Health of Alabama

» The health of those in Alabama is something that is exceedingly important, and something that will remain important for the coming years. Obesity is an epidemic and Alabama's obesity rate is 39% according to the Alabama Department of Public Health. Additionally, Cambridge University released a study saying that cooking at home is healthier than eating out.

» When cooking from home, people know what they are putting in their food. With the rampantness of fast, unhealthy food, oftentimes people have questions about what goes into their food. 37% of Americans consume fast food on any given day, introducing large amounts of fat, oil, and salt into their diet. When you cook from home, you know exactly what is going into your food, and you have the ability to control how much of each ingredient you put in.

» Grocery stores can also accommodate more specialty diets, making it easier for those with Celiac or Crohn's Disease to find food that they are able to safely eat. People with autoimmune diseases that limit the intake of food will have a hard time finding dishes at restaurants that they are able to safely consume.

## The Grocery Industry Brings Families Together

» With inflation hitting the highest levels seen in the last four decades, the vast majority of Americans are citing groceries as their top concern and families across Alabama are looking for ways to navigate rising prices that can cut into their pocketbooks. Food costs from sit-down and fast-food restaurants are projected to rise 6-7%, but Alabama's grocery industry offers a cost-effective alternative that saves hard-working families money. While restaurants limit customers to menu items, grocery store customers are offered a variety of unique ways to save money, such as buying in bulk, shopping generic brands, and switching from meat to plant-based alternatives - all of which are of growing interest to Americans.

» Grocery stores are also key employers for diverse populations of local communities. With supermarket and grocery store wages now topping \$15/hour, developmentally disabled individuals can find fulfilling careers within grocery stores serving as baggers, stockers, and other positions. Retirees work as greeters, giving them extra retirement income and a social outlet. Teenagers and young adults can find their first jobs working as cashiers, teaching them the value of hard work and allowing them to build transferrable skills.

» Only about a third of families manage to eat together regularly, and with regular family dinners associated with lower rates of depression, anxiety, substance abuse, eating disorders, tobacco use, early teenage pregnancies, families have more than just an economic interest in eating together. With a rising trend of saving money on groceries by cutting down on restaurant spending, families can find full meals for dinners together in grocery stores and supermarkets. Curbside and delivery services help families with convenience and time management.

## The Grocery Industry Helps Alabama Communities

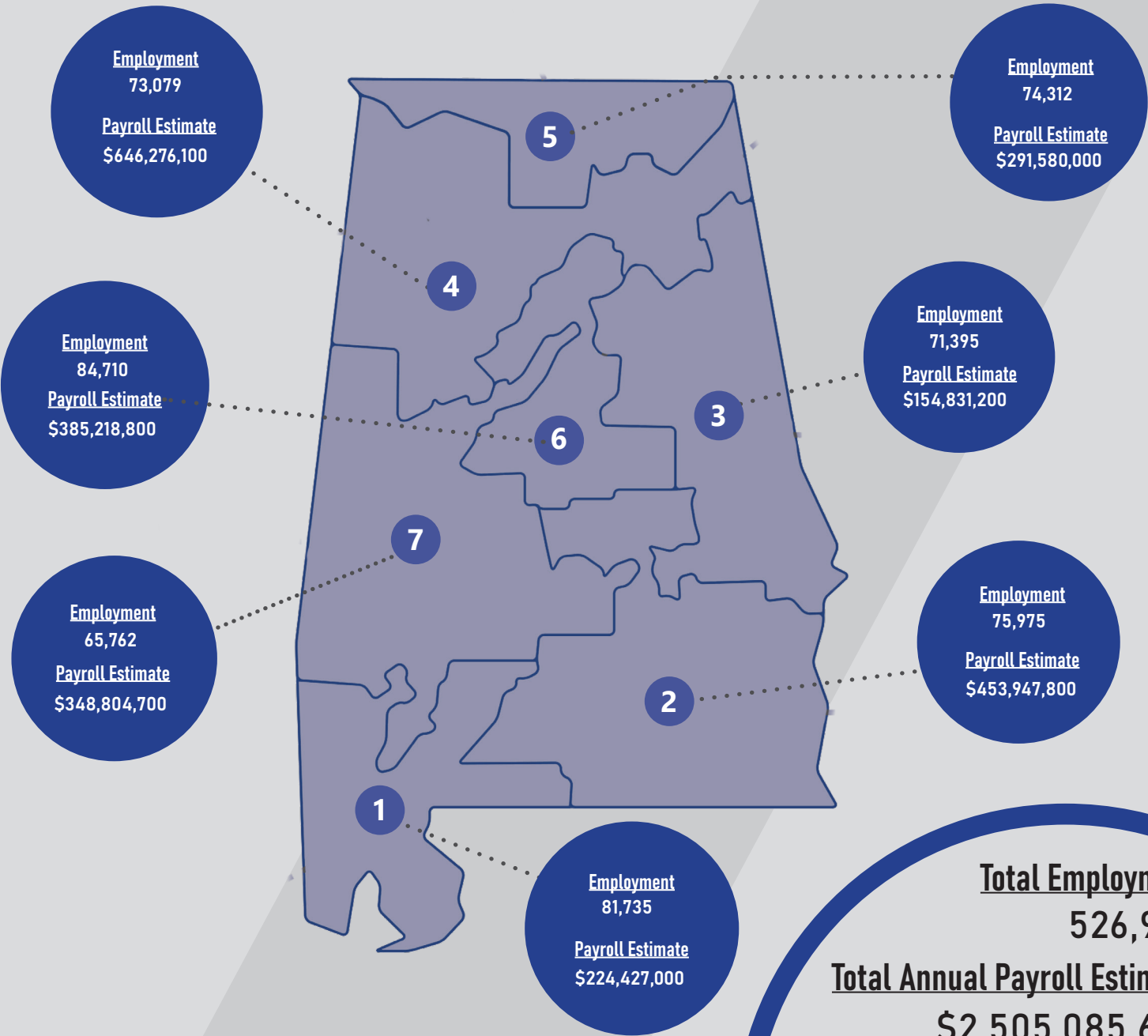
» Helping Alabama's grocery stores helps the colleges you love, whether you bleed crimson or orange. Through the AGA and other members of the grocery industry, colleges in the state receive donations and scholarship funds to help keep bringing in bright young students to get a worthwhile education.

» The rural parts of Alabama often have little to no access to grocery stores, creating food deserts, leaving communities in need without the supplies to care for themselves. Through the AGA and grocery-affiliated community outreach programs, food and supplies are taken to these communities to help eliminate or reduce food scarcity.

» 800 million pounds of food are discarded by grocery stores each year in the United States alone. That amount of food is equal to 129 fully fueled Saturn V rockets. Grocery stores have partnered with organizations all across Alabama to help remove food from the waste stream and redistribute it to communities facing food uncertainty through food banks. Grocery stores and affiliates keep Alabama's food banks afloat by providing the majority of donations.



# Totals by Congressional District



**Total Employment**  
526,968

**Total Annual Payroll Estimate**  
\$2,505,085,600

**Total State Tax Revenue**  
\$1,181,109,019

**Total Economic Impact**  
\$12,111,970,900



**A huge thank you to United-Johnson Brothers,  
Piggly Wiggly Alabama Distributing Company,  
Piggly Wiggly of Jefferson County, and  
Mrs. Stratton's Salads for letting William Wells,  
Matthew Robichaux and Katie Thompson-Taylor  
visit your facilities and stores for this study.**



# ***United-Johnson Brothers of Alabama***



Proudly supporting  
The Alabama Grocers Association  
for over 15 years.



ALABAMA GROCERS ASSOCIATION  
*The Voice of the Grocery Industry*

## INDUSTRY NEWS

# OPINION COLUMN



**Paul DeMarco**  
Former Member  
*Alabama House of Representatives*

## PORT OF MOBILE MAJOR PLAYER FOR FUTURE OF NATION'S SUPPLY CHAIN, ALABAMA'S ECONOMIC DEVELOPMENT

The United States has been suffering through the pandemic, inflation, and violent crime spikes. One of the other significant issues that have challenged this country has been the supply chain problems with delivering products across the Nation.

The good news is Alabama is now earning a reputation as one of the go-to states for cargo ships to land.

This past July, the Alabama Port Authority in Mobile broke a record in the number of cargo containers moving through the facility, which is 12 percent higher than in 2021. In addition, that same month, there was almost a 36 percent increase in dry and refrigerated goods and a 185 percent increase in intermodal cargo being handled through Mobile.

Alabama has always had a geographic advantage in the heart of the Southeast and Gulf Coast, but now the infrastructure is in place to establish the Port of Mobile as one of the premier shipping locations in the United States.

With delays in other ports around the country, Mobile is attracting more shippers to the state because of these attributes. There is work to continue the expansion with a deeper and wider ship channel in Mobile Bay by the United States Army Corps of Engineers. In addition, construction to increase railroad connections from the port north is underway. This is on top of the millions spent on new cranes and docks at the facility to upgrade the port to handle more business. All this work at the port will attract even more shipping companies to Alabama as the destination of choice to move their goods.

The United States must improve its supply chain for businesses to distribute their products. With the enhancements at Mobile's Port, expect to see Alabama's reputation as a destination of choice for shippers gain even more traction in the future.

Paul DeMarco is a former member of the Alabama House of Representatives and can be followed on Twitter at [@Paul\\_DeMarco](https://twitter.com/Paul_DeMarco).



ALABAMA GROCERS ASSOCIATION  
The Voice of the Grocery Industry

# INDUSTRY NEWS

## NATIONAL FAMILY MEALS MONTH



### GOVERNOR IVEY DECLARED SEPTEMBER 2022 AS FAMILY MEALS MONTH IN ALABAMA

September is National Family Meals Month,<sup>TM</sup> an industry-wide movement to raise awareness of the benefits of frequent family meals. Join FMI, your industry's trade association, as we work collaboratively with retailers from across the country to bring families back to the table to share one more meal at home per week. We invite you to join the movement and celebrate National Family Meals Month<sup>TM</sup> in September. Whether you have a robust family meals program in place, or you're just getting started, there's a way to bring the family meals movement to your shoppers. This toolkit is designed to inspire, and demonstrate how you can implement National Family Meals Month<sup>TM</sup> this September.



### Proclamation

By the Governor of Alabama

*WHEREAS*, Family Meals Month is a national effort to encourage families to pledge to share more meals together at home every week; and

*WHEREAS*, conversations around dinner tables establish closer relationships and increase parental involvement, and regular family meals are linked to kids earning higher grades, improving self-esteem and resisting negative peer pressure; and

*WHEREAS*, with each additional family meal shared, adolescents are less likely to show symptoms of violence, depression and suicide, less likely to use drugs or run away and less likely to engage in risky behavior; and

*WHEREAS*, children who grow up sharing family meals are more likely to exhibit pro-social behavior as adults; and

*WHEREAS*, kids and teens who share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders;

*WHEREAS*, ninety percent of supermarkets offer fresh, prepared foods, ninety-five percent offer cooking demos, eighty-six percent offer cooking classes and a hundred percent offer recipes and meal ideas;

*NOW, THEREFORE*, I, Kay Ivey, Governor of Alabama, do hereby proclaim September 2022, as

### Family Meals Month

in the state of Alabama.



Given Under My Hand and the Great Seal of the Office of the Governor at the State Capitol in the City of Montgomery on the 29<sup>th</sup> day of August 2022.

*Kay Ivey*  
Kay Ivey, Governor

### MEALS TOGETHER NOURISH A FAMILY'S WELL-BEING

Eating together feeds the emotional well-being of all family members—especially children and adolescents.

better grades



more motivated at school



fewer depressive symptoms



get along better with others



fewer emotional difficulties

Forthun, Larry. Family Nutrition: The Truth about Family Meals. University of Florida IFAS Extension  
Jennifer Utter PhD, MPH, RD, Simon Denny PhD, FRACP, Roshini Peiris-John PhD, Emma Moselen MaggPsy,  
Ben Dyson PhD, Terryann Clark PhD. Family Meals and Adolescent Emotional Well-Being: Findings from a  
National Study. Journal of Nutrition Education and Behavior. Vol 49, Issue 1, Jan 2017: 67-72.e1



#FamilyMealsMonth • NationalFamilyMealsMonth.org



ALABAMA GROCERS ASSOCIATION  
*The Voice of the Grocery Industry*

# INDUSTRY NEWS

## NATIONAL GROCERS ASSOCIATION



### EMERGING BENEFIT CARDS IN FOOD RETAIL

As a food retailer, you may have already or soon will experience a customer presenting a new type of benefit card for payment in your store. These cards, often bearing the brands of major retailers, may be issued by health insurance companies, medical facilities or for over-the-counter (OTC) products under health savings account (HSA) programs.

Unfortunately, food retailers are placed in the uncomfortable position of having to tell customers these cards are not accepted in their store. Forms of these emerging benefit cards include the following:

- Various forms of over-the-counter (OTC) flexible spending accounts (FSA) and HSA health product cards. These cards may be provided to the employees of companies for use as reimbursement for healthcare costs not directly covered by health insurance policies.
- Healthy foods benefit cards provided by health insurance companies directly to their plan subscribers. These cards are often provided as an incentive to include more healthy food products in their diet.

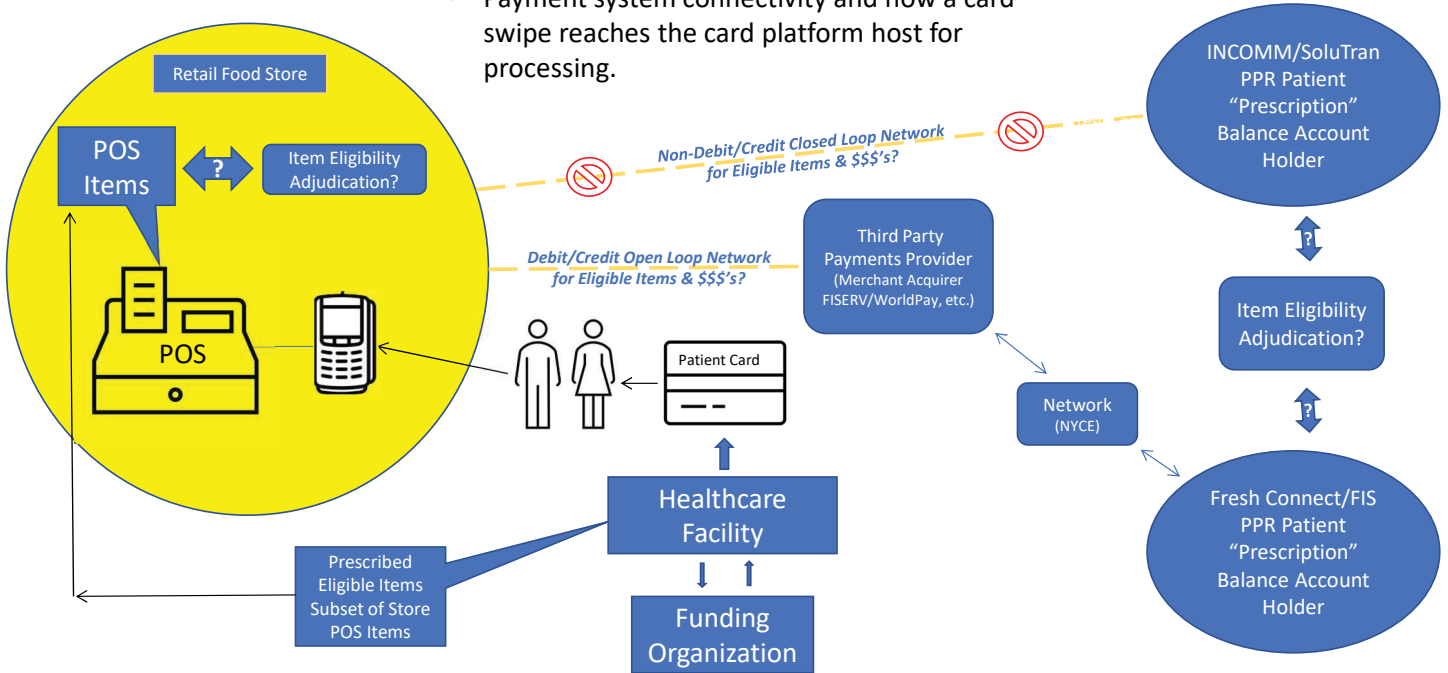
- Produce prescription cards as part of Food as Medicine or Gus Schumacher Nutrition Incentive Program (GusNIP) projects.
- SNAP produce incentive projects that may also be associated with GusNIP.

Benefit cards include these key functionalities:

- The cards are a form of a prepaid or debit account card where a payment system network provider keeps an electronic account balance. There are two types of cards.
  1. Closed-loop cards may only be used at a single store or stores operating as a chain. An example is where grocery stores may sell a holiday gift card loaded with a certain value to customers that may only be used/redeemed in that specific store or chain of stores. In most cases, closed-loop card transactions travel from the store POS via proprietary communications channel directly to the host payment network system where the card balance is kept.
  2. Conversely, an open-loop card is one that carries the brand of a card network, such as Visa or MasterCard, and is generally universally accepted at all stores displaying the card brand. These transactions generally travel along a standards-based electronic network between the store POS and account balance holder.
- The cards are generally a restricted spend, meaning that only certain items or category of items that are a subset of the stores entire POS item file are eligible for purchase using the cards. Determination of which items are eligible (adjudication) and whether the store POS system makes the determination or the payments network makes the decision is an issue.

### Issues with Card-Based PPR Transaction Processing

- Item eligibility and where adjudication occurs – at the POS or card platform host?
- Payment system connectivity and how a card swipe reaches the card platform host for processing.



## CONGRESSMAN PALMER VISITS A & R SUPERMARKETS



# Coca-Cola®

IS A PROUD SUPPORTER OF AGA





# 2022 AGA CONVENTION



"The AGA Annual Convention brings the best of the grocery industry together each year. Attendees learn important industry topics, visit with state officials, and network to help their businesses operate more efficiently and learn from their counterparts in the grocery community. The AGA is truly the voice of the grocery industry in Alabama."

- Ellie Taylor  
President / CEO  
Alabama Grocers Association



## 2022 AGA CONVENTION CONVENTION RECAP



### THE ALABAMA GROCERS ASSOCIATION AWARDS BOB CRAWFORD OF UNITED-JOHNSON BROTHERS THE SPIRIT OF ALABAMA AWARD

The Alabama Grocers Association's Spirit of Alabama Award was presented to Bob Crawford of United-Johnson Brothers for his lifetime of work in the grocery industry, his support of the Alabama Grocers Association, and leadership as an advocate for the food industry in the state of Alabama.

Beginning as a bagger at the age of 14, Bob is now the president of the largest wine distributor in Alabama. He and his company have been involved with the AGA for over 15 years, and he currently serves as the AGA Vice Chairman.

Not only is he dedicated to his work, but he is also very active in the Birmingham charitable community. He previously served on the Ronald McDonald Board of Directors, and he and his wife have chaired their largest fund-raising event for the past five years.

In his free time, he loves to be outside hunting and fishing and loves to travel with his family.

He has been married to his wife, Jill, for 32 years, and they have two children, Emily, a CPA working for Ernst & Young in Birmingham, and Max, a District Manager for Johnson Brothers Mutual Distributing of North Carolina.

This award recognizes his active involvement in the Alabama Grocers Association Board of Directors since 2012, his unwavering dedication to AGA and his significant contributions in the legislative arena. Congratulations to Bob Crawford!



# 2022 AGA CONVENTION CONVENTION RECAP



## THE NATIONAL GROCERS ASSOCIATION AWARDS WADE PAYNE OF FOOD GIANT THE SPIRIT OF AMERICA AWARD

Established in 1982, the NGA Spirit of America Award honors key industry and community leaders in the areas of community service and government relations on behalf of the independent supermarket industry. NGA has proudly presented this award to distinguished individuals who serve the grocery industry and the public interest. This year's prestigious award winner was Wade Payne of Food Giant.

Wade has served on the AGA Board since 2013 and currently serves as the Vice President of Membership. Wade's involvement in the independent grocery industry goes far beyond the state of Alabama.

“For more than 50 years, Wade Payne had dedicated his time and efforts to independent grocery, which has had a lasting impact on Alabama communities as well as our overall industry,” said Ellie Taylor, AGA president and CEO. “From the store to the statehouse to our nation’s capital, Wade’s ongoing efforts keep a vital industry top of mind for policymakers, reminding them of the impact grocers have in cities and towns across our state and the nation.”

Wade would tell you that his wife, Jamie, two daughters, two son-in-laws, and five grandchildren are the greatest accomplishment in his life.

This award recognizes his active involvement in the National Grocers Association and his significant contributions in the legislative arena. Congratulations to Wade Payne!



## 2022 AGA CONVENTION CONVENTION RECAP



### THE SILENT AUCTION RAISED OVER \$20,000 FOR THE ALABAMA GROCERS EDUCATION FOUNDATION

Over the past several years, the Convention Silent Auctions have been wildly successful at raising money for the Alabama Grocers Association's Education Foundation. The 2022 Silent Auction proved to be just as successful, raising over \$20,000 for the Foundation.

The AGA has always had a strong interest in supporting education and has established the scholarship program because it achieves several desirable objectives: it helps deserving students with college expenses, it relieves parents of college expenses, and the colleges that the winners attend benefit indirectly by receiving the scholarship funds.

This year the Alabama Grocers Education Foundation awarded 39 scholarships valued at more than \$38,750 and to date has awarded more than \$1.4 million in total scholarships.



### AGEF ANNUAL SPORTING CLAYS TOURNAMENT

**10.13.2022**

# 2022 AGA CONVENTION CONVENTION RECAP



## THE EXHIBIT HALL WAS PACKED WITH GOODIES AND GIVEAWAYS

On Tuesday, the Exhibit Hall was filled with families, friends and fun. With more than 50 booths, vendors from all aspects of the grocery industry were able to display their products, goods and services throughout the hall.

Many booths had chances to win giveaways, and if you were like us, you went home with a bag full of goodies.



# 2022 AGA CONVENTION CONVENTION RECAP



## THE BUSINESS SESSIONS SHED LIGHT ON KEY ISSUES AND AREAS OF OUR INDUSTRY

Monday and Tuesday morning began bright and early with the Business Sessions. Topics at this year’s convention included a wide array of interesting topics pertaining to our industry.

Key note speaker, Kevin Paul Scott, started the convention off right with his seminar, “Looking at Employees Through a New Lens.” Next up was the National Computer Forensics Institute’s lesson on Cyber Security, where we learned how to stay alert and protect our businesses. Then we had students from Auburn University, Matthew Robichaux, Katie Thompson-Taylor and William Wells present the findings in their “Economic Impact Study.” The Monday Business Session wrapped up with Cobbs Allen’s seminar, “Rising Healthcare Costs and How to Combat It” presented by Matt Cate.

Tuesday morning kicked-off strong with the National Computer Forensics Institute’s Overview and Crypto-Currency lesson. Auburn University’s Dr. Glenn Richey was up next with his seminar, “Supply Chain Issues, Where Do We Go from Here?” The Business sessions concluded with Jesse Lewis’ “Six Decades of Grocery Knowledge.”

We hope that you were able to step away from these business sessions with new knowledge that will help further your business.



# Quality service is the main ingredient in everything we do.

At Buffalo Rock, every day we strive to provide quality service to our customers. It's a reputation we've built for more than a century, and a source of pride to us. We're equally proud of the communities we serve, and we stay dedicated to making them better places to live and work. The positive impact that we have in the places we do business will always be one of the most important services we offer.



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[buffalorock.com](http://buffalorock.com)





## INSIDE THE BELTWAY

# WHERE AND HOW PEOPLE GROCERY SHOP CONTINUES TO EVOLVE



**Leslie G. Sarasin**  
President & CEO

*FMI - The Food Industry Association*

## SHOPPERS HAVE ADAPTED TO SUPPLY CHAIN AND INFLATIONARY PRICE PRESSURES AS HABITS CONTINUE TO EVOLVE IN AN INCREASINGLY HYBRID SHOPPING ENVIRONMENT

Over the last two years, food retailers and suppliers have faced a variety of rapidly evolving challenges. On the positive side, it seems the worst of the COVID-19 pandemic is behind us. Health experts have stated that we are now in the endemic phase of the crisis, and FMI data shows that shopper concern is slowly but steadily subsiding.

On the other hand, the industry continues to confront complex challenges to the global supply chain that have only been exacerbated by the war in Ukraine, as well as record inflation that continues to increase costs for both food producers and shoppers alike.

From these challenges, we have learned valuable lessons about the importance of omnichannel operations, improving our ability to adapt to evolving consumer behaviors, and the need for strategies to support our retail associates.

FMI's recently released U.S. Grocery Shopper Trends 2022 – Shopping Trends report illustrates the changed ways people shop for food. As recently as only a couple of generations ago, grocery shopping was the exclusive purview of one person in the household.

Today, 92 percent of all American adults participate to some degree in the household's grocery shopping.

Interestingly, four-in-ten shoppers say they “like” or “love” to shop for groceries, and perhaps surprisingly, men (44 percent) and young adults (49 percent) say they enjoy grocery shopping even more than do women or older adults.

In terms of frequency, although the number of trips to the grocery store per week previously dipped slightly due to an increase in stock up trips and online shopping during the pandemic, Americans have now returned to their typical pre-pandemic routines of 2.8 trips to the supermarket per household each week.

The primary store remains relevant but matters somewhat less as shoppers migrate more of their spending to channels beyond supermarkets. On average, shoppers use four different channels to buy grocery items and nearly five different banners each month. Looking a bit deeper, Millennials and Gen Z on average shop at six different banners per month, demonstrating that younger consumers are even more likely to shop around for their food and household goods.







## ON AVERAGE, SHOPPERS USE FOUR DIFFERENT CHANNELS TO BUY GROCERY ITEMS AND NEARLY FIVE DIFFERENT BANNERS EACH MONTH.

Supermarkets continue to be the channel shopped most frequently by the most shoppers. 81 percent say they shop at a supermarket at least fairly often, while nearly half of all shoppers say they visit a supermarket almost every time they shop for groceries.

However, two-thirds of shoppers also say they shop at a mass retailer fairly often, and a third use that type of store every time for groceries. Club stores remain popular with shoppers, as 44 percent say they use them fairly often, while online-only retailers have maintained their share of regular users (30 percent) even as brick-and-mortar stores have expanded their own online options.

The pandemic prompted shoppers who already had online grocery experience to try specific services or methods they hadn't used before, and it also prompted many to try online grocery shopping for the first time.

Even as shoppers return to in-person grocery store shopping in greater numbers, those who do not often utilize online services continue to order online for myriad occasions or contexts.

The overall portion of shoppers who have shopped online in the past year remains steady at just under two-thirds (64 percent). 15 percent say they shop online “almost every time.” These “online-reliant” shoppers typically continue to shop in person but find a regular and critical role for online shopping in their repertoire. They continue to comprise a small minority, but this group has doubled in size during the pandemic and has largely maintained its growth.

This year's U.S. Grocery Shopper Trends research tells the story of food retail shoppers' resilience and transformation – and how the landscape continues to shift.



It illustrates how shoppers have adapted to supply chain and inflationary price pressures and how shopper habits continue to evolve in an increasingly hybrid shopping environment featuring a variety of channels competing for consumer dollars.

*To download the U.S. Grocer Shopper Trends 2022 – Shopping Trends report and to sign up to receive updates on future reports in the series, visit [www.fmi.org/our-research/research-reports/u-s-grocery-shopper-trends](http://www.fmi.org/our-research/research-reports/u-s-grocery-shopper-trends).*



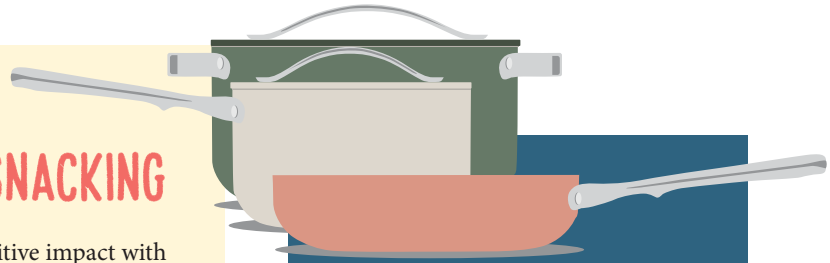
## OUTSIDE THE BOX

# NEW RETAIL PERSPECTIVES



### OUT OF THIS WORLD SNACKING

Moonshot Crackers aim to make a positive impact with climate-friendly snacking. By forging relationships with local farmers, Moonshot sources ingredients like organic artisan wheat and sunflower oil close to home. The company also shortens its supply chain, milling flour only 2 miles from where the wheat is grown, and 85 miles away from the bakery that transforms its local ingredients into Moonshot snacks.



### Good Looking Clean Cooking

Caraway is on a mission to craft well-designed home goods that raise the standard of what customers cook with. The home cooking company removes toxic materials including PFAS, PTFE, PFOA, and other chemicals from its Instagram-able products. Its sleek pans are coated with ceramic non-stick as opposed to its teflon-coated competitors. Caraway strives for a cleaner footprint, releasing up to 60 percent less CO2 into the environment during manufacturing and shipping orders in recycled packaging.

### Wearable Weights

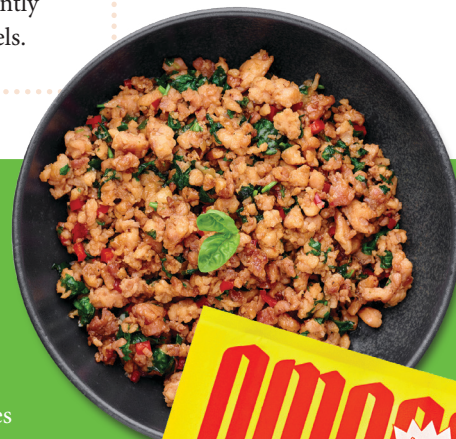


Social media's favorite bangle weights just got a face lift.

Bala's wearable weights make it easy for users to add subtle resistance to their exercise routines. The chic, bangle-style weights slip onto wrists or ankles for walks, runs, or other workouts and come in either 1lb or 2lb with seven attractive (mostly pastel) rotating color options. Bala recently updated bangles to be fully monochromatic compared to past models.

### Real Bold Flavors

Omsom, a Vietnamese phrase meaning “noisy, rambunctious, riotous,” proudly brings bold Asian flavors to your fingertips. This “real deal” Asian cuisine company offers starters in the form of ready-to-use pouches that serve as the foundation of authentic Asian dishes. Each starter combines sauces, aromatics, seasonings, citruses, and oils that nod to decades-old traditional recipes. To use, just rip, pour, and heat up with your favorite proteins and vegetables.





Colorpop

## C O S M I C C O S M E T I C S

Affordable makeup brand Colourpop, known for its nostalgic collaborations, has once again partnered with Star Wars to create a new collection of cosmetics, this time inspired by the 1977 film Star Wars IV: A New Hope. The collection, comprised of an eyeshadow palette, lipstick, lip glosses, and eyeliners, features cosmic product names like “dark lord”, “supreme ruler” and “astromech” calling back to the beloved franchise.

## Microwave Magic

Anyday creates products that unleash the magic of the microwave to quickly and easily turn raw ingredients into nutritious home-cooked meals. Its dishes are built for cooking from scratch in the microwave. Made of frosted borosilicate glass, Anyday dishes can go from the microwave, to the table, to the dishwasher for maximum versatility. The dishes feature a silicone-rimmed lid to trap steam while cooking and come in a variety of sizes for ingredients of all kinds.



## SILENT CYCLING

The Grunt electric motorcycle gives users an easy-to-operate ride for outdoor work or play. Unlike growling Harley Davidsons of the past, The Grunt has no gears, no clutch, no gas, and no noise and is approachable for both off-road-enthusiasts and novices alike. Its motor and 60-volt power plant are designed to tackle the toughest terrain and conditions. The bike also features swappable batteries for extra range on top of its 2.5 hour charge.

## Fungi Buzz

People will do anything for their morning coffee these days... including forage? Califia Farms cold brew mushroom coffee (that's right, mushroom) is made from cold-brewed, 100-percent arabica coffee beans and fortified with organic extracts of cordyceps and Lion's Mane mushrooms. The mushroom coffee claims to provide immune-boosting energy by blending the adaptogenic properties of fungi with the energizing effects of caffeine.





# MOMMY BLOGGER

## SHOWING UP TO SAVE OUR COMMUNITY



**Kimberly Rae Miller**  
Writer

### INDEPENDENT BUSINESS GIVE OUR COMMUNITIES A SENSE OF PLACE

My community is changing. Housing prices are burgeoning on the absurd. There are more drugstores and banks now than we could ever need or want. And the small shops that make up the backbone of our neighborhood are struggling. Many of the stores that made it through the most dramatic days of the pandemic are now closing due to staff shortages, the high cost of upkeep, or supply chain issues.

The small family grocer near the middle school that the kids walk to for snacks, the Italian grocer that sells homemade pasta and seems to have an endless supply of fresh nougat, the local shop that sells produce from the farm down the block from my house – these aren't just places we stop to pick up apple juice and ground beef, these stores have been the backbone of our community for as long as I've lived here. They sponsor sports teams and school functions, keep the local food pantry stocked, join us for holiday services and offer their grandkids up as babysitters.

Shopping local has an intimacy; the people who own and work at these small, independent shops also live here. They get to know the community and its needs. When my husband mentioned to the owner of the market down the road that he was originally from Tel Aviv, a few weeks later, we were met with a small stash of Israeli snacks in the specialty aisle. Do I need to buy Bamba and Bissli each week? No, but I do because I will always support the places that go that extra mile for my family.

The shops and markets surrounding our area represent the communities and values of the people who live here. And like our community, they have weathered the last few years with uncertainty but a hopeful resolve

keep going. And when things are more uncertain than they are hopeful, I have seen miracles happen – businesses that closed only to be resurrected by the community. A community made of people who donated their time and money to keep the small businesses that make up our town going. Not just customers but investors, contractors, fellow business owners, and local politicians.

People remember the conversations at the butcher's counter, the specialty orders, and impromptu produce-picking lessons. We may be one of any number of customers you see each day, but those moments are special for us. And those moments are worth showing up.





ALABAMA GROCERS ASSOCIATION  
The Voice of the Grocery Industry

# ASSOCIATION NEWS

## AGA WISHES TO RECOGNIZE OUR DIAMOND AND FOUR STAR SPONSORS FOR THEIR GENEROUS SUPPORT OF THE AGA ANNUAL CONVENTION

### DIAMOND SPONSORS



### FOUR STAR SPONSORS





ALABAMA GROCERS ASSOCIATION  
*The Voice of the Grocery Industry*

## ASSOCIATION NEWS

# NEW AGA MEMBERS



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**Mr. Leonard Ingram**  
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**Mr. Jim Forsythe**  
**Columbia Southern University**  
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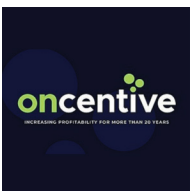
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ALABAMA GROCERS ASSOCIATION  
The Voice of the Grocery Industry

# ASSOCIATION NEWS UPCOMING EVENTS




**AGEF CLAY SHOOT**  
**10.13.22**

BENEFITING  
THE ALABAMA  
GROCERS  
EDUCATION  
FOUNDATION



**FOOD INDUSTRY  
FINEST  
LUNCHEON**



**OCT. 27, 2022**  
**11:30 AM - 1:30 PM**  
**THE CLUB**

<b>Wholesaler of the Year</b> Mr. Frank D'Amico, III BTC Wholesale	<b>Retailer of the Year</b> Mr. Harold Garrett Gateway Foods	<b>Vendor of the Year</b> Mr. Chris Crosby UTZ/Golden Flake
		

**SAVE THE DATE**

**2023 AGEF  
GOLF OUTING**

**APRIL 13,  
2023**




**SAVE THE DATE**

**2023 AGA CONVENTION**  
**JULY 9-12, 2023**



JULY						
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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