

Support for Rural Grocery Stores:

Increasing Access to Fresh Food through Infrastructure Upgrades

Running a small grocery store in the Adirondacks isn't easy—thin margins, rising costs, and aging equipment can make it tough to keep fresh, affordable food on your shelves. AdkAction's Rural Grocery Initiative is here to help.

We're offering Adirondack grocers a chance to:

- **Access micro-grants** for critical infrastructure upgrades like refrigeration units, cold storage, HVAC, and energy efficiency improvements.
- **Work one-on-one** with us in three short sessions designed to identify opportunities, build a plan, and take action.
- **Gain strategic support** to strengthen your operations, grow revenue, and improve efficiency.
- **Shape the future of rural grocery** by sharing your experiences and helping create a resource guide for stores like yours.

How We'll Work Together:

1st Session: Discovery & Brainstorm

- Store interview and opportunity assessment
- Explore interest and grant eligibility
- Identify avenues for equipment upgrades or additions

Areas of focus may include:

- Fresh Food Access
- Business Vitality
- Revenue Growth
- Operational Efficiency
- Marketing Strategies

Interim: AdkAction will work to develop outcomes based on opportunities discussed

2nd Session: Review & Plan

- Present action plan tailored to your goals
- Review potential micro-grant eligibility
- Outline next steps for implementation

Eligible stores can apply for funding to remove structural barriers to offering fresh food:

- Refrigeration units
- Cold storage
- Mini splits (HVAC)
- Energy efficiency upgrades
- Other necessary infrastructure

3rd Session: Final Review and Next Steps

- Work on micro-grant application

Interested? Let's talk.

Reach out today to learn more and schedule your first session.

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