



Retail Dietitians Business Alliance

## RDBA Regional Healthy Living Comp Shop: Minneapolis

September 12-14, 2022

### Agenda & Details

#### Travel Logistics

- You will be flying into Minneapolis airport; the airport code is MSP. Please plan to arrive by 3:00 pm on September 12 and to depart after 2:00 pm on September 14.
- RDBA has reserved a hotel block at [Home2 Suites](#) by Hilton Minneapolis Mall of America, which has a free airport shuttle. The price includes breakfast. To reserve in the block, use this [link](#) to get the reduced rate of \$135 per night for a king room (plus taxes/fees). Reservations must be made by August 20<sup>th</sup> to secure this rate.
- Options for things to do if you want to come in early or extend your stay:
  - Visit the Mall of America, which is indeed the largest mall in the country. It is walking distance to the hotel.
  - If you are a music fan, tours of [Paisley Park](#), Prince's home and recording studio, are a great option. Annette would be happy to join you and be your Uber driver!
  - Have a [Juicy Lucy](#), an amazing and unique style of burger that originated in Minnesota. My favorite locations are the [Blue Door Pub](#) and the [Nook](#). Again, I'm all in on joining you for one.
  - Play the craziest game of indoor mini golf you've ever seen at [Can Can Wonderland](#).
  - Get outdoors with a visit to [Minnehaha Falls](#) or a hike through [Fort Snelling](#) State Park.

#### Program Goals:

- Gain insights into the overall shopper engagement approach of various Twin Cities retailers and how this impacts the presentation of their health and wellbeing programs and services.

#### Agenda

Monday, September 12<sup>th</sup>

3:00 Retail RD attendees arrive in Minneapolis and check into hotel.

6:00-9:00 Dinner sponsored by General Mills. Transportation provided.

Tuesday, September 13<sup>th</sup>

8:00-5:00 Grocery Store Visits (See list below)

6:00-9:00 Hands-on Cooking Experience at Cooks of Crocus Hill in Minneapolis. Sponsored by [cannedbeans.org](#).

Wednesday, September 14<sup>th</sup>

8:00-12:00 Visits to two greenhouse growing vegetable companies

2:00 Earliest Flight Departure Time

#### Site Visits

- Bushel Boy. With 32 acres of greenhouse operations, they'll showcase crop and production cycles to create year-round supply of tomatoes and strawberries as well as integration of bee hives into the facility. RDs will be able to record videos at the location.
- Coborn's (Albertville) with Emily Parent, MFCS, RD, LD, FAND. This store visit showcases a unique method of driving produce and grab-and-go purchase to convenience store shoppers and presents an opportunity to review their "RD Choice" program.
- Fresh Thyme (Prospect Park) with Meghan Sedivy, RD, LDN. Our visit will include a discussion on how this retailer is breaking through the barrier of shopper intimidation in the supplement department.
- The Herbivorous Butcher brings you small-batch plant-based meats that are always fresh, flavorful, and protein-rich so you never feel like you're sacrificing anything for healthy and ethical eating.
- Hy-Vee (Oakdale) with Elisa Sloss, RD. Hy-Vee is one of the few chains that offers "Health Markets," a store-within-a-store concept focused on better-for-you items under the leadership of a registered dietitian. Hy-Vee's new personalized vitamin subscription service [Vitamine](#), which features Hy-Vee RDs, will be featured.
- Kowalski's Market (Woodbury) with Sue Moores, MS, RD. Known for a focus on hyper local and with a reputation for launching new food entrepreneurs, Kowalski's offers artisan products, farmers' stories, a CSA pick-up location, and expansive prepared foods section.
- Lunds & Byerly's. More details coming soon.
- Revol Greens grows baby lettuces, full heads, and herbs in their hybrid hydroponics operation (small amount of soil, 12 inches of water in 20 ponds). Check out this [link](#) for a virtual tour. With current locations in Minnesota and California and one coming soon in Texas, they will showcase how they maximize quality and year-round production in this greenhouse operation. RDs will be able to record videos at the location.
- Tare Market helps the everyday person live trash-free by providing package free and plastic free goods. They aim to source products from local, women and/or BIPOC owned businesses, by quality makers and companies that think about how their materials are made, distributed, and their impact to the environment.
- Wedge Community Co-op. The Twin Cities are known for a thriving co-op presence, and the Wedge is consider a key starter of this movement. What sets them apart is how they directly cultivate and sustain a local economy right in Minneapolis.