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DES MOINES AREA RELIGIOUS COUNCIL RED BARREL NEWS

A Monthly Publication of the DMARC Food Pantry Network

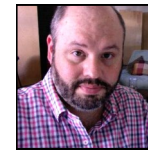
MARCH 2015

SEVEN DAHL'S TO REMAIN OPEN; REBRAND



Des Moines, IA—Speculation over the future of the remaining Dahl's locations came to a halt this month after it was announced that the new Kansas City-based owners, Associated Wholesale Grocers (AWG) who acquired the bankrupt chain in January, would rebrand the seven stores. Five of the stores, which include the stores on Merle Hay & Aurora, 35th & Ingersoll, NW 86th in Johnston, Beaver & Franklin, and 155th & Hickman, will become Price Chopper stores. The two other Dahl's (E 13th & Euclid, and Fleur Drive) will be rebranded with a "completely new concept to the Des Moines market" according to an AWG press release. Price Chopper, according to a recent article in the Des Moines Register, was founded 35 years ago and has 51 stores in the Kansas City-metro area that are owned by five families. The Des Moines stores, however, will be operated by AWG and have a Des Moines division. Craig Moore, Dahl's chief executive, will continue leading the Des Moines operation. Casie Broker, a spokeswoman for AWG, said the new Price Chopper locations will remain open as stores are converted and construction on the first location is set to begin in April. Price Chopper is the No. 1 grocery store chain in the Kansas City metro in terms of locations and sales, according to Broker. Their biggest competitor is Hy-Vee, which has 20 stores there.

NEWS FROM THE COORDINATOR'S DESK



Spring has officially sprung! Our resident groundhog, Murray, the Mayor of Mulberry Street, made an appearance the other week along with his first lady. I think (fingers crossed) we may finally be done with the snow. In any case, it's time to think about getting out of the house and back into the garden and I hope you're starting to make plans for another fruitful growing season. We saw record numbers of produce last year and we'd like to see if we can repeat what we brought in. We're facing a bit of a challenge, though, with the Red Barrel program. We've lost three major locations with the closing of the Dahl's stores on 50th & EP True, E. 33rd & Hubbell, and 86th & Hickman. All three stores had been participants in the Red Barrel and Hunger Sack programs. The EP True location, especially, ranked consistently high in terms of annual Hunger Sacks sales. And while we are sad to see them go, we're just as eager to welcome AWG and the new Price Chopper stores as partners in the community. — JR

VOLUNTEER SPOTLIGHT



About 20 volunteers from St. Francis of Assisi Youth Ministry's Faith in Action program visited the food pantry warehouse from 9:00 a.m. to 3:00 p.m. on Monday, March 16th to help sort food and to participate in DMARC and Central Iowa Shelter & Services' first annual Spring Into Action drive. The event brought in over \$5,000 worth of food, clothing, personal items and monetary donations.



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Help stop hunger in our community.



Join us on Saturday, April 11, 2015



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RED BARREL COLLECTIONS FOR FEBRUARY 2015 = 5,252

Rank	Store	Address	Collected	Store Director	Volunteer Collector
1	Hy-Vee	410 N. Ankeny Blvd., Ankeny	777	Wes Snook	Link Associates
2	Dahl's	3425 Ingersoll Ave.	717	Mark Pearson	Downtown Kiwanis
3	Hy-Vee	550 S. 51st Street, WDM	415	Mark Luke	Harlan Thomas
4	Dahl's	5003 E.P. True Pkwy WDM	333	Kevin Helm	Link Associates
5	Dahl's	4343 Merle Hay Road	331	Kenny Kane	Ron Stoen
6	Hy-Vee	1700 35th Street, WDM	262	Brian Bieker	Link Associates
7	Hy-Vee	7101 University Ave.	258	Matt Heldenbrand	Chris Burch
8	Dahl's	1819 Beaver Ave.	239	Tom Day	Golden K Kiwanis
9	Hy-Vee	4707 Fleur Drive	205	Jamie Stephens	Denny Bradshaw
10	Hy-Vee	1990 Grand, WDM	202	Kim Cole	Chris Burch
11	Fareway	100 E. Euclid Ave.	182	Nick Greiner	Link Associates
12	Fareway	8450 Meredith Drive	146	Dave Eisentrager	Larry Hamlin
13	Hy-Vee	8601 Douglas Ave.	142	Drew Holmes	Larry Hamlin
14	Dahl's	4121 Fleur Drive	128	Scott Hornberg	Denny Bradshaw
15	Dahl's	5440 N.W. 86th, Johnston	126	Joe McDonald	John Young/Ron Stoen
16	Hy-Vee	3330 MLK Blvd.	117	Brandon Williams	DMARC Staff
17	Fareway	10151 University, Clive	97	Kevin McCormick	Link Associates
18	Brick St. Market	114 Brick Street SE, Bondurant	90	Reenie Hogan	Connie Richards
19	Hy-Vee	1725 Jordan Creek, WDM	86	Scott James	Bob and Jan Schulte
20	Fareway	3205 N. Ankeny Blvd.	81	Rick Beckwith	Amy Tournier
21	Hy-Vee	5759 Merle Hay Rd, Johnston	76	Ryan Roberts	John Young/Ron Stoen
22	Dahl's	3400 E. 33rd Street	56	Steve Taylor	Link Associates
23	Hy-Vee	3221 S.E. 14th Street	45	Nate Fehl	Link Associates
24	Dahl's	1320 E. Euclid Ave.	45	Ryan Halverson	Link Associates
25	Hy-Vee	1107 Army Post Road	33	Jason Crocker	Denny Bradshaw
26	Fareway	3000 S.E. 22nd Street	31	Wil Golberg	Link Associates
27	Dahl's	8700 Hickman Rd.	25	Rick Lane	Liz Coffman
28	Fareway	109 S.E. Oralabor, Ankeny	7	Doug Haugland	Link Associates

HUNGER SACKS SOLD IN FEB. = 359

TOP TEN STORES FOR \$6 SACKS (6 ITEMS)

- 50 - Hy-Vee, N. Ankeny Blvd.
- 47 - Hy-Vee, 51st & Mills Civic
- 25 - Dahl's, 35th & Ingersoll
- 23 - Hy-Vee, Windsor Heights
- 21 - Hy-Vee, Fleur & McKinley
- 20 - Dahl's, Merle Hay Road
- 15 - Fareway, 86th & Meredith
- 15 - Brick St. Market, Bondurant
- 12 - Dahl's, 50th & E.P. True
- 11 - Hy-Vee, 86th & Douglas

TOP THREE STORES FOR \$12 SACKS (12 ITEMS)

- 40 - Dahl's, 35th & Ingersoll
- 31 - Hy-Vee, N. Ankeny Blvd.
- 12 - Dahl's, Merle Hay Road

DISCARDED ITEMS, FEB. = 2,739

Hy-Vee, Jordan Creek Scott James, Store Director Staci Fanning/Heidi Zlab	1,428
Hy-Vee, MLK Brandon Williams, Store Director DMARC Warehouse Staff	697
Whole Foods, WDSM Michael Durr, Store Team Leader DMARC Warehouse Staff	262 + 380 lbs. of produce
Hy-Vee, Johnston Ryan Roberts, Store Director John Young/Ron Stoen	272
Gateway Market, Sherman Hill South Union Bakery Gateway Market Staff	80

FIVE YEAR HISTORY OF DISCARDS & RED BARREL COLLECTIONS

Month	2011	2012	2013	2014	2015	Money
January	7,848	9,826	11,423	8,304	8,811	—
February	9,102	8,599	8,342	8,527	7,991	—
March	9,398	10,876	9,339	10,932		
April	10,837	10,540	10,599	12,262		
May	9,580	7,707	8,110	10,943		
June	7,334	8,817	7,532	8,176		
July	7,970	9,544	9,435	6,757		
August	8,848	7,620	7,009	6,877		
September	8,419	6,565	8,506	8,863		
October	13,112	9,357	9,108	10,707		
November	14,267	13,157	11,307	9,997		
December	18,362	12,074	13,079	15,338		
TOTAL	124,638	114,682	113,789	117,683		