

NORTHSIDE PLANNING COUNCIL NEWS

Pierce's beats Copps

Pierce's Northside Market has been open for more than a year. Northside News decided to check out Pierce's promise to be as price competitive as Copps Food Center

Pierce's Supermarkets general manager Jeff Maurer first spoke publicly to the Northside community at the Northside Farmers Market in July 2005, pledging that Pierce's Northside Market would match Copps' prices.

We asked Nan Cline to compare the prices at the two stores, using the same USDA Food Store Survey that she used in 2003 when she led a team of volunteers who conducted a Northside food market basket survey for the Northside Planning Council. The 2003 survey showed that Northsiders couldn't purchase a week's worth of affordable, nutritious food by shopping on the Northside.

The survey lists 87 food items that reflect current federal dietary guidelines and food guide pyramid recommendations.

In July, Cline and Karen LeBouton

surveyed the two stores. Pierce's total cost for the basket was \$168.26, compared to Copps' total of \$170.76, a difference of \$2.50.

The results surprised Cline, who stated, "I am very surprised to find that Pierce's prices are so low!"

Cline also felt that the size difference of the stores was very important, since the Copps store on Shopko Drive, classified as a "large grocer" at 68,600 square feet, is almost three times as large as Pierce's 24,000 square foot "medium grocer" store. Larger stores and chains have more buying power and usually offer lower prices.

Pierce's Supermarkets, Inc. is a Baraboo-based family-owned chain of five small stores. Copps is part of Milwaukee-based Roundy's Supermarkets, Inc., which owns and operates 154 grocery stores in Wisconsin, Minnesota and Illinois under the Pick 'n Save, Copps Food Center and Rainbow Foods banners.

Pierce's opened at Northside TownCenter in March 2006. Copps on Shopko Drive at Aberg Avenue has been open for years, and was a Kohl's Food Emporium before Roundy's bought it in 2003.

Grocery Store Price Comparison

The 87 items of the USDA Food Store Survey were price checked at Pierce's Northside Market and Copps Food Center on Shopko Drive

	PIERCE'S Local Store Size Buying Power (Stores in Chain)	24,800 sq ft 5 stores	COPPS 68,600 sq ft 154 stores
CATEGORIES			
Fresh Fruits & Vegetables (12 Items)		\$19.28	\$19.72
Canned Fruits & Vegetables (5 Items)		\$5.23	\$5.31
Frozen Fruits & Vegetables (5 Items)		\$6.73	\$6.87
Breads & Grain Products (15 Items)		\$31.49	\$30.31
Milk & Cheese (6 Items)		\$17.02	\$16.58
Meat & Alternatives (12 Items)		\$27.35	\$24.27
Fats & Oils (4 Items)		\$8.72	\$8.64
Sugars & Sweets (9 Items)		\$15.46	\$16.13
Condiments & Spices (19 Items)		\$36.98	\$42.93
Basket Total (87 Items)		\$168.26	\$170.76
SELECTED ITEMS			
Apples, any, bagged or loose		\$1.59	\$1.16
Carrots, unpeeled, 1 lb		\$0.69	\$0.89
Lettuce, Leaf (green or red)		\$1.59	\$1.99
Potatoes, any variety, 5 lb bag		\$2.59	\$1.99
Orange Juice, conc., 12 oz can		\$1.89	\$1.75
Bread, white, enriched, 1 lb loaf		\$1.99	\$0.69
Bread, whole wheat, 2 lb loaf		\$3.19	\$2.69
Milk, 1% lowfat, 1 gal		\$2.95	\$2.95
Milk, whole, 1 gal		\$3.25	\$3.25
Cheese, cheddar, any variety, per lb		\$3.79	\$3.69
Beef, ground lean (ground round)		\$3.49	\$3.49
Chicken, fryer, cut or whole		\$2.15	\$1.49
Beans, kidney, 15 oz		\$0.55	\$0.69
Eggs, grade A, large		\$1.35	\$1.19
Margarine, stick, 1 lb		\$0.89	\$1.35
Vegetable oil, any type, 48 oz		\$2.79	\$2.25
Sugar, granulated, white, 5 lb		\$1.50	\$1.79
Jelly, grape, 32 oz jar		\$1.65	\$1.39
Baking soda, 16 oz box		\$0.55	\$0.69
Black pepper, ground, 4 oz jar		\$2.29	\$3.19
Catsup, any type, 24 oz bottle		\$0.89	\$1.45
Salt, any type, 26 oz carton		\$0.39	\$0.49

The entire Food Store Survey results can be found on NORTHSIDE ONLINE at www.northsidenews.org. You can also call us at 661-0060 to request a copy. The survey and methodology is taken from the USDA Community Food Security Assessment Toolkit. See www.ers.usda.gov/publications/efan02013/

What businesses does the Northside need?

Seven years ago the Northside Planning Council and *Northside News* conducted a consumer questionnaire about Northsiders' buying habits and how they felt about Northside businesses.

The result? Northsiders asked for an Italian restaurant, a coffee shop and a farmers market, among other things. Today we have all these businesses.

So we're doing it again! We're conducting a **2007 NORTHSIDE CONSUMER QUESTIONNAIRE** to see what has changed in the past seven years and also to see what businesses and services you would like to see in our community.

You can take the survey in many ways--choose one:

ONLINE: Visit www.northsidenews.org to complete the survey online or print a copy to complete and mail or drop off below.

PICK UP/DROP OFF: Pick up and drop off the survey at these locations:

- * Lakeview Library in Northside TownCenter
- * AnchorBank in Northside TownCenter (2929 N. Sherman Ave.)
- * M&I Bank across from Northgate Shopping Center (1202 N. Sherman Ave.)
- * Warner Park Community Recreation Center (1625 Northport Dr.)
- * Dane County Job Center (1819 Aberg Ave., Rm. 2)
- * Dane County Dept. of Human Services (1202 Northport Dr.)
- * Northside Planning Council/*Northside News* near the airport (2702 International Ln, Ste. 203)

CALL: 661-0060 to request a copy be mailed to you. Please leave your name, phone number and address. Fax available, too.

Northport-Warner Park Neighborhood Plan

OPEN HOUSE ~ Saturday, Sept. 29, 10:30 am to 12 pm
Warner Park Community & Recreation Center

Come learn how to make your neighborhood an even better place to live, work and play! The City invites you to an Open House about updating the Northport-Warner Park Neighborhood Plan.

Contact: Jule Stroick, Neighborhood Planner
267-8744, Ext. 218 or jstroick@cityofmadison.com



Serving Madison's Northside

FAMILY DENTISTRY

General Dentists

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Tanner McKenna 244-3410

Orthodontists

Steven D. Peterson 249-2990
William Bird 249-2990

New Patients Welcome!



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(Next to Brennans)

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Bethesda Country Fair

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SPECIAL OPPORTUNITIES



Consign your car, boat, R.V. or other large ticket item with a minimum donation of 15% of sale price.

Your purchases support people with developmental disabilities who receive services from Bethesda Lutheran Homes and Services, Inc.