

# Fair Food Network Bodega Bootcamp: Resource Guide

## Mission/Concept:

- Link to Business Model Canvas: [http://www.businessmodelgeneration.com/downloads/business\\_model\\_canvas\\_poster.pdf](http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf)
- Link to Business Model Generation (book): [http://businessmodelgeneration.com/book?\\_ga=1.51023530.2005506184.1462565048](http://businessmodelgeneration.com/book?_ga=1.51023530.2005506184.1462565048)
- Link to City Market video: <https://www.youtube.com/watch?v=S7TOpH6WvTI>

## Demand/Market Analytics:

Useful sites for data and market analysis/studies

- Link to American Community Survey: <https://www.census.gov/programs-surveys/acs/>
- Link to Consumer Expenditure Survey: <http://www.bls.gov/cex/>
- Link to Esri: [http://www.esri.com/data/esri\\_data](http://www.esri.com/data/esri_data)
- Link to Claritas: <https://www.claritas.com/sitereports/Default.jsp>
- Link to CoStar: <http://www.costar.com/>

## Workforce:

Useful sites for job descriptions, data, industry trends, and studies

- Link to Progressive Grocer: <http://www.progressivegrocer.com/>
- Link to Food Marketing Institute: <http://www.fmi.org/>
- Link to Supermarket News: <http://supermarketnews.com/>
- Link to AFD: <http://www.afponline.org/>
- Link to National Grocer Association: <https://www.nationalgrocers.org/>
- Link to International Council of Shopping Centers: <https://www.icsc.org/>
- Link to Produce Marketing Association: <http://www.pma.com/>

## Product:

Reputable wholesalers and distributors in Detroit Metro region

- Link to SpartanNash: <https://www.spartannash.com/>
- Link to Supervalu: <http://www.supervalu.com/>
- Link to Eastern Market: <http://www.easternmarket.com/attend/wholesale-market>

## Infrastructure:

Recommended POS Systems

- Link to Comcash: <https://comcash.com/>
- Link to JPMA: <https://www.jpma.com/>
- Link to Revel: <http://revelsystems.com/>
- Link to Shopkeep: <http://www.shopkeep.com/>