



AFDO Conference

Home Delivery – Coming of Age

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Home Delivery – Is it Really New?



Like our stores, servicing the needs of our customers is an evolutionary process



-Fred Meijer



Local food deliveries have been around for years

How many years do you think online grocery and home delivery have been around?

- A) Less than 5 years
- B) 5 to 10 years
- C) 10 to 20 years
- D) More than 20 Years

Really, home delivery for groceries has been around since the corner store, but...

Answer: Peapod pioneered the online grocery order & delivery service in the Chicago area in 1989

Home delivery is nothing new

- *Grocery shopping was a way to connect with community*
- *Increased fresh high quality foods led to personal preferences*
- *Two wage earning households time starved - balance work, family and chores*
- *Digital devices gain wide acceptance and ease of use*
- *Online ordering becomes more of the norm - trusted*
- *Order to store and pick-up services – fill-in orders*



September 2016

- *Meijer pilots Shipt Home Delivery across 25 stores in the Detroit Market*
- *Set new record for memberships prior to launch with 2,000*
- *Created 500 new jobs*

Meijer & Shipt

- *\$99 Annual and \$14.99 Monthly memberships*
- *Access to 55,000 products across Foods, Drug & Consumables*
- *Same day delivery in as little as one hour*

- *Convenience for time-starved consumers – 2 hours/week*
- *You decide delivery time within 1 hour time window*
- *Ability to schedule deliveries 24 hours a day 7 days a week in some areas*
- *In as little as 20 - 60 minutes*



What happens if the internet breaks down?

Will people really forget how to shop??



When did you first begin shopping online for groceries and used a home delivery service?

- A) Within the past year
- B) Between 1 and 2 years
- C) Between 3 and 5 years
- D) Never, I love to go grocery shopping
- E) Never, but I might consider doing so

Food Safety Concerns to Consider



- *Customers trust in their Retailer*
- *Shoppers are independent contractors – must be trusted*
- *Food safety knowledge & training of shopper: cleanliness, product knowledge, cross contamination, temperature control, etc.*
- *Speed of delivery from store to home 10 – 20 minute Shipt target*
- *Insulated bags and or coolers for transport*



Food Safety is Deliberate

***It doesn't happen by
accident***

- *Retailers need to keep their eyes wide open*
- *Customers are looking for convenience*
- *What guidelines do the service providers have in place to insure safe wholesome product?*
- *Outsourcing to a service is not the same as saying we have no control over the customer experience*
- *We're all looking to meet and exceed our customers needs*

Safe Food - It's just good business



The End – Questions?