

South Dakota

Rural Business • Rural Energy for America Program (REAP)

Small Town Grocery Store Prides Itself on Making Your Shopping Experience the Best it Can Be

Many people in rural communities will agree that having access to a grocery store is very important to the community. It means easy access to healthy foods, not to mention it provides jobs and tax revenue.

A small-town grocery business in Beresford, Chuck's Foodland, Inc. dba Fiesta Foods, prides itself on making your shopping experience the best that it can be by offering fresh produce (fruits and vegetables), high grade meats, and other food items to make high quality meals at affordable prices.

Beresford is a city in Lincoln and Union Counties (approximately two-thirds of it is in Union County and the other one-third is in Lincoln County) in South

Dakota with a population of 2,005. It is a 40-mile drive one-way to the largest city in South Dakota, Sioux Falls. Fiesta Foods realizes the competition they are faced with by the large grocery retailers in that community. Fiesta Foods works hard to earn the business of their community and understands that customer service is paramount to their success.

The grocery store recently installed energy efficient coolers, and LED lightening in the refrigeration units with assistance from USDA Rural Development's Rural Energy for America Program. The upgrades provide an aesthetically pleasing experience for customers, as well as the food being clearly visible and accessible. It also provides a significant savings by reducing the utility bill through a 76% energy savings to the store.

A little piece of history, Beresford was incorporated in 1884, was originally called Paris, and later renamed after Lord Charles Beresford. The store is open for its customers convenience from 7:00 a.m. to 9:00 pm Monday through Saturday and 9:00 a.m. to 6:00 p.m. on Sunday.



Pictured above left to right are USDA Rural Development Rural Business Specialist and Energy Coordinator Jolene Pravecek, USDA Rural Development State Director Julie Gross, Rhonda Peterson and Brian Peterson, owners of Chuck's Foodland, Inc.

Obligation Amount:	\$39,160 REAP
Date of Obligation:	05/29/2019
Congressional District:	At Large, Senator Thune, Senator Rounds, and Congressman Johnson
Partners:	Chucks Foodland, Inc. dba Fiesta Foods and USDA Rural Development
Demographics:	Beresford is a city in Lincoln and Union Counties with a population of 2,005.
Impact:	This project will realize \$28,247 per year in savings, and will replace 303,223 kWh's (76.2%) per year, which is enough electricity to power twenty-seven homes.