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Fareway Expansion Plans Highlighted in *Des Moines Register* Story

It's always encouraging to see – and share – good news about our community's employers. Doing so helps communicate to a broader audience that positive things are happening in Boone, but it also gives us an opportunity to thank those companies for their contributions to our economic vitality.

Your city leaders appreciate the efforts of every company – large and small – to create jobs, support our local infrastructure and services, and let others know that Boone is a great place to live, work, play and raise a family. That's why you'll see us using this forum to highlight events and news coverage that do just that.

Des Moines Register business writer Philip Joens recently detailed Boone-based supermarket chain Fareway's plans to widen its retail footprint "with a push into the Kansas City metro market and plans to enter Wisconsin," according to CEO Reynolds Cramer.

The story notes, "Fareway emphasizes what it believes it already does best, offering well-tended 25,000-30,000 square-foot stores with appealing displays of produce, a full-service meat counter and folksy customer service. Its new store concept doubles down on a company strength: neighborhood markets with jumbo meat counters offering custom cuts."

Cramer told the *Register* that Fareway has about 130 locations and plans to add a dozen more in the next two years as the company extends its territory to eight states. Joens writes, "Analysts who follow the supermarket industry said Fareway's push is being done carefully and aligns with the company's values. But it is transforming Fareway from a small, regional chain into a sizable one, Cramer said."

Joens' story continues, "Cramer sees opportunities in the fast-growing Sioux Falls area and Minnesota and other possibilities in Kansas and Missouri. Wisconsin, where Fareway does not have any stores now, is the next place Cramer wants the company to expand. 'We're not in Wisconsin yet. I say 'yet' because that's a goal,' he said."

Our thanks to *Register* executive editor Carol Hunter, who has graciously allowed us to provide a link to the story that would otherwise only be available to subscribers. To read the full story, click on the link: "[Fareway, Iowa's other grocery chain, expands to Kansas City, eyes Wisconsin.](#)"