Independent retail supermarkets and the wholesalers that supply them play a vital role in the communities they serve and are a major contributor to the economy of the United States and Iowa. Defined as a privately held, or family-owned entrepreneurial business, independent supermarket operators run businesses of all formats and sizes, and are dedicated to their customers, associates and communities.

In Iowa, the independent supermarket channel includes 246 stores and generates $1.46 billion in annual sales.

In Iowa, independent supermarket operators are responsible for creating 8,600 stable, reliable jobs and $229.45 million in wages paid.

In Iowa, independent supermarkets and the wholesalers that serve them are a major source of tax revenue for federal, state and local governments. Together the independent channel and their employees generate about $99.83 million in state and local tax and $90.35 million in federal taxes. The combined total in the State of Iowa is $190.18 million.

The economic impact of the independent supermarket industry reaches all 50 states and the District of Columbia. Nationally there are 21,000 independently owned supermarkets that generate $131 billion in annual sales, representing nearly 25% of the total domestic market.

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