

How Tractor Supply Builds Social Capital Around Lunch at Corporate Store Support Center



Deep Rooted History, Purposeful Mission & Values

When you walk into the headquarters of Tractor Supply in Nashville, you immediately feel the convergence of deep roots and progress. Taking center stage inside the modern light-filled lobby is a red 1938 Harvester tractor in pristine condition. A timeline along the wall details the company’s nearly 80-year-old history as the leader in rural retail. You can see the progression of how a mail order catalog business that started on a kitchen table in Chicago has transformed into a publicly traded company with over 1,600 brick-and-mortar stores in 49 states.

Lunch at Tractor Supply: Then and Now

Employees used to leave campus for lunch and drive to nearby restaurants in search of variety, which affected productivity and contributed to traffic issues around the neighborhood. With limited dining options on campus, people often missed an opportunity to socialize with one another at lunchtime. About a year after the company’s new Store Support Center opened, the company made a dramatic, but extremely low-cost change with food. Employees haven’t stopped talking about it since.



Today, Popup Restaurants Visit and Serve Employees Onsite

Tractor Supply wanted to bring the community together, eliminate the stress of driving for food, improve productivity, and help people get their time back at lunch. So they tried something completely new that no one else in Nashville was doing at the time. With Fooda’s help, the company invited popular Nashville restaurants to set up and sell lunch inside the Store Support Center. On the first day, an Asian Fusion restaurant showed up and served handcrafted Bao from locally sourced ingredients. It was a big hit. The next day, Salsa, a popular Puerto Rican restaurant, set up. After that was a cult classic chicken sandwich place. They even had a not-for-profit Aussie-inspired restaurant visit. Employees loved it all. And they wanted more. Since they started the program in 2015, Tractor Supply has been hosting restaurants every single day.



A Tradition of Thriftiness

For Tractor Supply's management, one of the best components is that there is little to no cost for the program. Restaurants make money from food sales, from which Fooda takes a percentage. Tractor Supply is not on the hook. As a company that prides itself on spend thriftiness, Tractor Supply couldn't be happier with that model.

Impact on What Tractor Supply Values The Most

1) PEOPLE AND SOCIAL CAPITAL: "People" is a recurring theme throughout Tractor Supply's Mission and Values.

“Fooda drives people to socialize at lunch. ‘What’s the Fooda restaurant today?’ That’s a conversation starter around here. You run into everyone grabbing lunch. For example, our CEO loves it and you can find him there, striking up conversation with people from all across the company.”

— BRIAN EVANS, VP OF HR



2) ENVIRONMENTAL IMPACT: Tractor Supply's team has been committed to tackling what can be a problem for the fast-growing region: traffic.

“The traffic here can be really bad, especially at lunch time. With Fooda, people don't have to get in their cars. They can enjoy more of their personal time; in the dining area where people take their lunch from Fooda, outside, or wherever they want to go.”

— LEIGH STEVENS,
MANAGER, TEAM
MEMBER SERVICES



3) A RECRUITING COMPETITIVE ADVANTAGE:

Employee engagement is a priority for Tractor Supply, and a daily popup restaurant is considered one of the building's best perks, along with the gym.

“When I ask people to rank the things they like here, other than the company culture, Fooda and our gym are at the top. When I have candidates in I bring them to the Fooda popup for lunch.”

— BRIAN EVANS, VP OF HR



Positive Feedback from Employees

Not only has management been happy with the onsite popup restaurant program, feedback from Tractor Supply's employees has also been highly positive. In an employee survey recently conducted by the company's Human Resources team, a large majority of respondents said they regularly eat at the Fooda location.

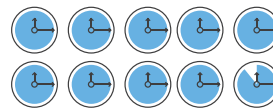
FACTS & FIGURES



FOODA'S 1ST PARTNER
IN NASHVILLE
since 2015



MEALS SOLD
AND COUNTING



9,892

HOURS SAVED BY
NOT DRIVING TO A
RESTAURANT



MOST POPULAR MEAL
CHICKEN
SANDWICH

How to Host Popup Restaurants At Your Workplace

Do you believe that your employees would enjoy buying food from onsite popup restaurants? Let's talk. Fooda is happy to see if your company would be a fit.



fooda.com