

# NEWS RELEASE



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## **KEMPS Earns Silver Plate Award and \$1,000 for Second Harvest Heartland from Minnesota Grocers Association**

### ***Statewide “Minnesota’s Own” Campaign Works to End Hunger***

St. Paul, MN. – March 25, 2016 – KEMPS is one of six companies statewide to be recognized for its exceptional efforts to end hunger in its community. KEMPS participated in the October 2015 “Minnesota’s Own” campaign to end hunger.

“Minnesota’s Own” has provided over 34 million meals to Minnesota families in need since 2008. It was coordinated by the Minnesota Grocers Association (MGA) and included 175 MGA retail members, 13 vendor partners, and community food banks and food shelves across the state.

Participating stores and vendor locations offered multiple opportunities for consumers to contribute to the campaign. Many retailers encouraged customers to donate grocery items in-store or round up their purchase totals at the register, contributing the price difference to feed local families. Others prominently displayed the names of customers who donated money on grocery list icons. All food and monetary contributions collected were distributed to a variety of local food shelves, banks, and support organizations across the state.

KEMPS received the Silver Plate Award for Best Overall Program Support – Vendor in the “Minnesota’s Own” display contest, which offers a chance for campaign participants to get creative with in-store advertising while engaging consumers to end hunger. Statewide, 188 stores and vendors participated in this year’s display contest. In addition to the award, KEMPS presented a \$1,000 donation to the food charity of their choice, Second Harvest Heartland, on behalf of the “Minnesota’s Own” program.

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“KEMPS is honored to receive the 2015 Silver Plate award. At KEMPS, we are passionate about our commitment “To Nourish Families.” We nourish families through our wholesome dairy products, through our commitment to serve in our local communities, and through our family of employees. With over 100 years of heritage, we are proud to be a part of the lives of Minnesota’s families.”

“KEMPS’ generosity and support through financial donations, food donations and volunteer hours, enables Second Harvest Heartland, in our mission to end hunger through community partnerships” said Rob Zeaske, CEO. “Congratulations to KEMPS for the Silver Plate Award, and thank you for choosing Second Harvest Heartland as your food charity of choice.”

“It was exciting to see these partnerships develop and everyone’s hard work on the “Minnesota’s Own” program make a positive difference for Minnesota families in need,” said Jamie Pfuhl, President of the MGA. “I applaud KEMPS on its successes in this campaign. All of our participants did a great job raising awareness on a community level and rallying consumers behind this important cause.”

***KEMPS** is a leading marketer of ice cream, milk and other value added dairy products, based in St. Paul, MN. The company is proud to have served Minnesota consumers with wholesome and fresh dairy products for more than 100 years. KEMPS operates four manufacturing facilities in Minnesota, and has 1,300 employees.*

***Second Harvest Heartland** is one of the nation’s largest, most efficient and most innovative food banks. In 2015, our work provided more than 77 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland helps relieve hunger not only by sourcing, warehousing and distributing food, but through data-driven thought leadership and community partnerships that help improve the region’s larger hunger relief system. For more information, visit [2harvest.org](http://2harvest.org) or call 651.484.5117.*

***The Minnesota Grocers Association** is a state trade association representing the food industry since 1897. We have over 200 retail members with nearly 1,100 stores statewide, as well as approximately 100 distributors and manufacturers. Our member companies employ over 125,000 union and non-union Minnesotans. We provide civic leadership and strive to advance the common interests of those engaged in all aspects of the food industry of Minnesota.*