

NEWS RELEASE



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Minnesota Grocers Association Awards Six Minnesota Companies for Efforts to Fight Hunger

MGA Hunger Campaign Donated over 37 Million Meals Since 2008

St. Paul, MN – February 28, 2018 – The Minnesota Grocers Association (MGA) announced the Silver Plate Award winners of its 2017 Bag Hunger Campaign contest. The contest is part of a state-wide campaign coordinated annually by the MGA that engages Minnesotans in the fight to bag hunger in their neighborhoods. The 2017 Bag Hunger Campaign donated \$12,500 to Second Harvest Heartland with an additional \$11,000 donated to hunger relief partners across the state. Since 2008, participants in the MGA’s hunger campaign programs have provided over 37 million meals to hungry families in Minnesota.

The Bag Hunger Campaign brought together numerous retail members, vendor partners, and community food banks to fill local food shelves across the state. Participating stores and vendor locations offered multiple opportunities for consumers to contribute to the campaign. Some stores 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 shopping list icons in their stores.

“The success of the Bag Hunger Campaign is driven by the exceptional efforts and generosity of our members, vendor partners, community food support agencies, and most significantly, Minnesota’s grocery customers,” said Jamie Pfuhl, president of the MGA. “The excitement and dedication demonstrated by all partners, participants, and community members is inspiring. We are proud to play a role in this collective effort to end hunger in Minnesota’s communities. Congratulations to our Silver Plate Award winners for their wonderfully creative, engaging, and effective efforts.”

The winners of the Silver Plate Awards created in-store displays that best depicted the campaign’s theme to bag hunger in their neighborhood and were required to use a combination of in-store advertising and vendor products. In addition to the award, each winning company or partnership will receive \$1,000 to donate to the food charity of its choice on behalf of the Bag Hunger Campaign.

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The **Best Creative Partnership** Silver Plates were awarded to a vendor and retailer who teamed up to create a display with central theme that educated consumers about the fight to end hunger. This year's winning teams were **Post Consumer Brands** and **Coborn's** for their **Sauk Rapids** display and **Faribault Foods, Inc.** and **Radermacher's Fresh Market** for their **Le Sueur** displays.

The **Best Overall Program Support** Silver Plates were awarded to one vendor and one retailer that met the above requirements, as well as collaborated with other campaign participants. The retailer award was presented to **Cub Foods of Stillwater** and the vendor award went to **KEMPS in St. Paul.**

The **Best Marketing Campaign** Silver Plate was awarded to **Jerry's Enterprises, Inc. in Edina** and the **Best Social Media Campaign** Silver Plate was awarded to **Miner's, Inc./SuperOne Foods in Hermantown.**

"We cannot do this work alone", said Rob Zeaske, CEO Second Harvest Heartland. "We are so appreciative of partners like the Minnesota Grocers Association members, who together with stores, vendors, and consumers provide generous contributions to the people we serve."

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 actively advance the common interest of all those engaged in any aspect of the food industry as a leader and advocate in government affairs.

Second Harvest Heartland is one of the nation's largest, most efficient and most innovative hunger relief organizations. Second Harvest Heartland provides an average of 75 percent of all food distributed by its food shelf partners, and in 2016, provided more than 80 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit 2harvest.org or call 651.484.5117.

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