



MINNESOTA GROCERS ASSOCIATION

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Minnesota Grocers Association Awards Silver Plate to Four Minnesota Companies for Efforts to Fight Hunger

“Minnesota’s Own” Campaign Donated Over 3,600,000 Meals to Hungry Families

St. Paul, Minn. – February 18, 2011 – The Minnesota Grocers Association (MGA) today congratulated the Silver Plate Award winners of its 2010 “Minnesota’s Own” display contest, part of a larger campaign that informed Minnesotans about local hunger and provided over 3.6 million meals to Minnesota families through food drives and donations. The campaign was coordinated statewide by the MGA.

“Minnesota’s Own” brought together more than 215 MGA retail members, 14 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 grocery bag icons in their stores.

“The success of this unique statewide campaign needs to be credited to our members, vendor partners, community food support agencies and most significantly Minnesota’s grocery customers,” said Jamie Pfuhl, president of MGA. “We are so proud of what we have collectively accomplished in the fight to end hunger in our communities. Well done to our Silver Plate Award winners for their outstanding efforts.”

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The winners of the Silver Plate Award created in-store displays that best depicted the “Fight to End Hunger” campaign and were required to use a combination of in-store advertising and vendor products. In addition to the award, each winner will receive \$1,000 to donate to the charity of its choice.

Willie's Super Valu in Morris and Crystal Farms in Minnetonka won the retailer and vendor Silver Plate awards, respectively, for the Best Single Creative Display. The displays were to create a central theme that educated consumers about the fight to end hunger.

The Best Overall Program Support Silver Plate prize was awarded to companies that met the above requirements, as well as collaborated with other campaign participants. The retailer award in this category was presented to Knowlan's Super Markets, Inc. in Vadnais Heights and the vendor award went to St.Paul-based KEMPS.

Rob Zeaske, Executive Director, Second Harvest Heartland said the hard work of all of MGA's members and grocery consumers was critical for Minnesota families.

“More than ever, collaboration and partnership is incredibly important to the sustainability of the emergency food system, and to better the lives of our neighbors in need,” said Rob Zeaske. “We're humbled by the generosity of consumers, grocery stores and vendors – it's a tremendous showing of benevolence in a time when so many people in our community are counting on us for support. Sincere thanks to the retail food industry for this important work.”

The Minnesota Grocers Association is a state trade association representing the food retail industry since 1897. With more than 200 retail members operating nearly 1,200 stores statewide, as well as 120 manufacturers and distributors, the MGA is truly the voice of the industry. Member companies employ more than 85,000 union and non-union Minnesotans. Focusing on the importance of consumers, careers and communities, the MGA actively advances the common interests of all of those engaged in any aspect of the retail food industry as a leader and advocate in government affairs.

Second Harvest Heartland, the Upper Midwest's largest hunger-relief organization, works to reinvent hunger relief through leadership and innovation so as to help those who are hungry today and provide the means for those who are hungry to be fed tomorrow. Pioneering partnerships and programs have paved the way for Second Harvest Heartland to distribute nearly 60 million pounds of grocery products this year to hungry seniors, families and children through nearly 1,000 non-profit member agencies and programs serving 59 counties in Minnesota and western Wisconsin. For more information, visit 2harvest.org or call 651.484.5117.