



MINNESOTA GROCERS ASSOCIATION

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Grocers Recognize Willie Martin

St. Paul, MN – Willie Martin of Willie’s Super Valu, Morris, MN, was inducted posthumously into the Minnesota Grocers Association Hall of Fame in recognition of his outstanding service and exemplary contributions to Minnesota’s retail food industry. The award was presented by MGA Board Chairman, Craig Thorvig and president, Jamie Pfuhl at the association’s Annual Convention in Brainerd, MN, on July 31, 2011. Accepting on behalf of Willie Martin was his son and current store owner, Paul Martin. The event was attended by more than 300 members of members of the retail food industry.

Willie Martin was born in Faribault, MN in 1925 and moved to Morris, MN after being discharged from the Navy following his service on the USS Colorado in the South Pacific. Willie began in the grocery business in 1947 and joined Red Owl in 1951 with the purchase of his store in Morris, MN. Long-time residents of Morris, Willie and his wife Rachel raised seven children together. In 1989, Willie’s Red Owl became a Super Valu store and the following year, Willie sold Willie’s Super Valu to his son Paul. Willie continued to deliver groceries to customers and exemplified the store’s motto, “Home of the People Lovers.” Willie served as post commander of the VFW, belonged to the Morris Lions Club, was a member of the American Legion, AmVets and active in St. Paul’s Lutheran Church. Willie passed away at age 79 in 2004.

Willie Martin earned respect and admiration for a lifetime of outstanding commitment to the community and retail food industry. The dedication he showed his employees and his outstanding work ethic made this induction to the MGA hall of Fame a well deserved acknowledgement.

The MGA is a state trade association representing the food retail 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 retail food industry as a leader and advocate in government affairs.

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