

NEWS RELEASE



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Contact:

Rachel Kylo
KEMPS
(651) 379-6500

Jamie Pfuhl, President
Minnesota Grocers Association
(651) 228-0973
jpfuhl@mngrocers.com

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

Statewide Bag Hunger Campaign Works to End Hunger

St. Paul, MN – February 22, 2017 – KEMPS is one of six companies statewide to be recognized for its exceptional efforts to end hunger in its community. KEMPS participated in the Bag Hunger Campaign to end hunger.

The campaign was coordinated by the Minnesota Grocers Association (MGA) and included 279 MGA retail members, 10 vendor partners, and community food banks and food shelves across the state. The MGA's hunger programs have provided over 35 million meals to Minnesota families in need since 2008.

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 Bag Hunger Campaign Silver Plate contest, which offers a chance for campaign participants to get creative with in-store advertising while engaging consumers to end hunger. Statewide, 289 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 2016 Bag Hunger Campaign.

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“KEMPS is honored to receive the 2016 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,” said Greg Kurr, President and CEO. “And it all starts with our family farmer owners and the nature’s pure milk they produce each day.”

“In addition to KEMPS’ continuous support through financial donations, food donations and volunteer hours, we at Second Harvest Heartland thank them for this additional donation of \$1,000,” said Rob Zeaske, CEO. “Congratulations to KEMPS as one of Minnesota Grocers Association’s 2016 Bag Hunger Campaign Silver Plate winners.”

“It was exciting to see these partnerships develop and everyone’s hard work on the Bag Hunger Campaign 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 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.*

***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.*