

NEWS RELEASE



FOR IMMEDIATE RELEASE

Contact:

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

NEWSRELEASE **m** DEPARTMENT OF AGRICULTURE

Minnesota Grocers Recognized for Promoting Locally Grown Products and Farms

2020 Minnesota Grown Retailer of the Year recipients announced

St. Paul, MN: Minnesota grocers who promoted locally grown products and farms exceptionally well received the Minnesota Grown Retailer of the Year award from the Minnesota Department of Agriculture's Minnesota Grown program, in conjunction with the [Minnesota Grocers Association](#).

Agriculture Commissioner Thom Petersen announced the winners from six regions, as well as the Annual People's Choice Award recipient. He noted the vital food security role local grocers have played during the COVID-19 pandemic.

"Now, more than ever, the value of local grocers to their communities is clear for all to see," Petersen said. "An important part of that is the crucial role they play in promoting nutritious, locally grown products."

For the first time, awards will be given to a grocer in each region of the state, as well as to a Beer, Wine, & Spirits category winner. The retailers in their respective regions will receive a commemorative plaque and exclusive rights to use the "Minnesota Grown Retailer of the Year 2020" logo in their ads and displays. They included:

- Northwest: Hugo's, Thief River Falls
- Northeast: Chris' Food Center, Sandstone
- Twin Cities: Mackenthun's, Waconia
- Southeast: Nilssen's Hub Food Center, Zumbrota
- Southwest: Superfair Foods, St. James
- West Central: Coborn's, Little Falls
- Beer, Wine, & Spirits: On The Rocks – Knowlan's Festival Foods, Hugo

Festival Foods, Hugo received the Minnesota Grown People's Choice Award for best display, as determined by an online voting contest and review by contest judges.

“Grocers provide essential support to the communities they serve and are proud to support our local partners – farm to fork,” said Minnesota Grocers Association President Jamie Pfuhl. “The Minnesota Grown program showcases and celebrates these partnerships while bringing wonderful products to our customers.”

Judges’ scores were based on several factors – including the number of [Minnesota Grown](#) products and the number of Minnesota Grown farmers that the grocer carried. Judges also looked at how the grocer used ads, displays, social media, and other events to promote Minnesota Grown items to customers.

The competition for 2021 honors will launch in the weeks ahead to take advantage of this year’s harvest. Information about how to participate will be updated when available on the [Minnesota Grown Retailer of the Year webpage](#).

The Minnesota Grocers Association (MGA) is the only state trade association that represents the food industry of Minnesota from farm to fork. We are a legacy organization, having served the industry for over 120 years. We have over 300 retail, manufacturer, and wholesale members supporting nearly 1,300 locations statewide. Our member companies employ over 150,000 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.

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Contact

Larry Schumacher, MDA Communications

651-201-6629

larry.schumacher@state.mn.us