

NEWS RELEASE



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Minnesota Grocers Association Awards 16 Minnesota Companies for Efforts to Fight Hunger

MGA Hunger Campaign Donated Over 42 Million Meals Since 2008

St. Paul, MN – June 27, 2022 – The Minnesota Grocers Association (MGA) has announced the Silver Plate Award winners of its 2021 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 2021 Bag Hunger Campaign donated \$16,500 to neighborhood hunger-relief partners all across the state. In this year alone, the organized efforts of the campaign and its participating companies collectively raised over 1 million meals. Since 2008, participants in the MGA's hunger campaign programs have provided over 42 million meals to hungry families in Minnesota.

The Bag Hunger Campaign brought together numerous retail members, vendor partners, and community hunger relief partners to fill plates of those in need 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 are inspiring. Grocers are essential to the communities they serve and are proud to play a role in this collective effort to end hunger in Minnesota. Congratulations to our Silver Plate and Campaign Champion 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 will receive \$1,000 to donate to the food charity of its choice on behalf of the Bag Hunger Campaign.

The **Best Creative Partnership** Silver Plates were awarded to a vendor and retailer who teamed up to create a display with a central theme that educated consumers about the fight to end hunger.

This year's winning teams were:

Coborn's, Sauk Rapids and **Post Consumer Brands, Lakeville**

Country Market, North Branch and **KEMPS, St. Paul**

Radermacher's Fresh Market, Le Sueur and **Old Dutch Foods, Inc., Roseville**

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.

Retail – **Knowlan's Super Markets, Inc., Vadnais Heights**

Vendor – **KEMPS, St. Paul**

Best Marketing Campaign Silver Plate was awarded company-wide to **Cub Foods, Stillwater.**

Best Social Media Campaign Silver Plate was awarded to **Teal's Market, Cold Spring.**

Best Community Hunger Support Partnership Silver Plate was awarded to **Mackenthun's Fine Foods, Waconia.**

As part of the program's ongoing efforts to make meaningful impacts in the communities we serve, participating companies were also given the chance to be awarded **Campaign Champions**. These companies receive will receive \$500 to donate to the food charity of their choice on behalf of the Bag Hunger Campaign.

This year's winning companies were:

ALDI, Inc., Faribault

Almsted's Fresh Market, Crystal

Cub Lake Street, Minneapolis

Chris' Food Center, Sandstone

Country Hearth/Pan-O-Gold Baking Company, St. Cloud

***The Minnesota Grocers Association (MGA)** is the only state trade association that represents the food industry of Minnesota from farm to fork. We are one of the oldest trade associations in the state, celebrating 125 years of advancing industry. We have over 300 retail, manufacturers, 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 retail food industry as a leader and advocate in government affairs.*

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