

NEWS RELEASE



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Minnesota Grocers Association Awards 15 Minnesota Companies for Efforts to Fight Hunger

MGA Hunger Campaign Donated Over 44 Million Meals Since 2008

St. Paul, MN – March 8, 2024 – The Minnesota Grocers Association (MGA) has announced the Silver Plate Award winners of its 2023 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 2023 Bag Hunger Campaign will donate \$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 reached its goal and collectively raised over 1.5 million meals. Since 2008, participants in the MGA's hunger campaign programs have provided over 44 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 the plates of those in need across the state. Participating stores and vendors 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 Award winners and Campaign Champions 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 partnerships were:

Hugo's Family Marketplace and **Russ Davis Wholesale**

Kowalski's Market and **Russ Davis Wholesale**

Lunds & Byerlys, Post Consumer Brands and **Prairie Farms Dairy**

Best Campaign Execution Silver Plate was awarded company-wide to **Teal's Market**.

Best Innovative Marketing Silver Plate was awarded to **Knowlan's Super Markets, Inc.**

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

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 Campaign Champions were:

Aldi, Inc.

Chris' Food Center

Cub Foods

Super One Foods/Miner's, Inc.

Rush Foods, Inc.

***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 over 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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