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For Immediate Release

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**Minnesota Grocers Association Awards Silver Plate
to Four Minnesota Companies for Efforts to Fight Hunger**
“Minnesota’s Own” Campaign Donated 858,514 Meals to Hungry Families

St. Paul, Minn. – Jan. 27, 2009 – The Minnesota Grocers Association (MGA) today congratulated the Silver Plate Award winners of its 2008 “Minnesota’s Own” display contest, part of a larger campaign that informed Minnesotans about local hunger and provided 858,514 meals to Minnesota families through food drives and donations. The campaign was coordinated statewide by the MGA.

“Minnesota’s Own” brought together more than 200 MGA retail members, 15 vendor partners and community food banks to fill local food shelves 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 grocery bag icons in their stores.

“We couldn’t tell the success story of this campaign without the hard work of our members, program partners and especially Minnesota’s grocery consumers,” said Jamie Pfuhl, president of MGA. “Minnesota grocery retailers and vendors collected food and raised money while putting their creativity to the test. This was the first year of the display contest and we are pleased so many of our members went above and beyond to help families in their communities.”

The winners of the Silver Plate Award created in-store displays that best depicted the “Fight to End Hunger” campaign and were required to use a combination of in-store advertising and vendor products. Statewide, 34 stores and vendors participated in the display contest. In addition to the award, each winner will receive \$1,000 to donate to the charity of its choice.

Jerry’s Foods in Edina and Dean Foods in Woodbury won the retailer and vendor Silver Plate awards, respectively, for the Best Single Creative Display. The displays were to create a central theme that educated consumers about the fight to end hunger.

The Best Overall Program Support Silver Plate prize was awarded to companies that met the above requirements, as well as collaborated with other campaign participants. The retailer award in this category was presented to Cub Foods, Inc. in Stillwater and the vendor award went to St. Paul-based Kemps.

Rob Zeaske, Executive Director, Second Harvest Heartland said the hard work of all of MGA's members and grocery consumers was critical for Minnesota families.

"Today's economy is putting a huge strain on food shelves across the state, but it is heartening to see consumers, grocery stores and vendors step up to help their neighbors", said Rob Zeaske. "This campaign shows the enormous benefit of communities coming together to fight hunger in Minnesota and we thank the retail food industry for leading the way."

The Minnesota Grocers Association is a state trade association representing the food retail industry since 1897. With more than 200 retail members operating nearly 1,200 stores statewide, as well as 120 manufacturers and distributors, the MGA is truly the voice of the industry. Member companies employ more than 85,000 union and non-union Minnesotans. Focusing on the importance of consumers, careers and communities, the MGA actively advances the common interests of all of those engaged in any aspect of the retail food industry as a leader and advocate in government affairs.

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