

2021 Minnesota Grown Retailer of the Year

MN Dept of Agriculture

Question Group

Thank you for submitting an entry form for Minnesota Grown Retailer of the Year! Please read through the [Contest Details](#) on the [contest webpage](#) before submitting your form. This includes the sections on Contest Overview, Eligibility, Contest Procedures, Judging Criteria, and Privacy Notice. *At the end of this form you will be asked to acknowledge the Privacy Notice.*

Questions? Contact Helen Schnoes, Regional Marketing Specialist, at **651-276-8423** or by e-mail at **helen.schnoes@state.mn.us**.

Contest Category*

Please let us know if you are submitting an application for the Grocery Store or Beer, Wine, & Spirits Store for the Retailer of the Year Contest. You will be able to provide your information for the People's Choice Award Display Contest later.

Choices

Regional Grocery Contest

Statewide Beer, Wine, & Spirits Contest

Store Name, Location, Contest Category*

Please enter your store name, location, and contest category ("grocery" or "beer, wine, and spirits"). Including category here will help us when organizing judging in early 2021.

Character Limit: 200

Grocery Store Contest Regions*

Please select the region in which your store is located. *Beer, Wine, & Spirits entries select "N/A."*

- **Northwest Region** (Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Hubbard, Kittson, Lake of the Woods, Mahnommen, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Roseau, Wadena, Wilkin)
- **Northeast Region** (Aitkin, Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Mille Lacs, Pine, St. Louis)
- **Twin Cities Region** (Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, Wright)
- **Southeast Region** (Dodge, Fillmore, Freeborn, Goodhue, Houston, Le Sueur, Mower, Olmsted, Rice, Steele, Wabasha, Waseca, Winona)

- **Southwest Region** (Blue Earth, Brown, Cottonwood, Faribault, Jackson, Lincoln, Lyon, Martin, McLeod, Murray, Nicollet, Nobles, Pipestone, Redwood, Renville, Rock, Sibley, Watonwan, Yellow Medicine)
- **West Central Region** (Benton, Big Stone, Chippewa, Douglas, Grant, Kandiyohi, Lac qui Parle, Meeker, Morrison, Pope, Stearns, Stevens, Swift, Todd, Traverse)

Choices

Northwest Region

Northeast Region

Twin Cities Region

Southeast Region

Southwest Region

West Central Region

N/A (Beer, Wine, Spirits entry)

Part 1: One Week Showcase (Up to 60 points)

Scores will be awarded based on promotional activities during a **one-week showcase period** of the store's choosing. Stores choose the week they want to compete, anytime between 08/01/2020 – 10/31/2020, and will note the dates in the following question fields.

- **Promotional Displays: Up to 25 points:** Use of Minnesota Grown logo and Minnesota Grown farmers/products *within* store displays/signage.
- **Promotional Activities: Up to 15 points:** Use of Minnesota Grown logo and Minnesota Grown farmers/products in innovative promotional experiences.
- **Marketing Materials: Up to 20 points:** Social media, print (such as circulars), and other marketing to highlight local foods and Minnesota Grown farmers/products.

Showcase Week Start Date*

Character Limit: 10

Showcase Week End Date*

Character Limit: 10

Showcase Promotional Displays*

Please describe your use of Minnesota Grown logo and Minnesota Grown farmers/products *within* store displays/signage.

Character Limit: 2000

Showcase Promotional Activities*

Please describe how you used the Minnesota Grown logo and Minnesota Grown farmers/products in innovative promotional experiences during your Showcase week.

Character Limit: 2000

Showcase Display & Activity Photo 1*

Please upload photos of your showcase display and related activities. *At least one photo is required.*

File Size Limit: 3 MB

Showcase Display & Activity Photo 2

Please upload photos of your showcase display and related activities.

File Size Limit: 3 MB

Showcase Display & Activity Photo 3

Please upload photos of your showcase display and related activities.

File Size Limit: 3 MB

Showcase Display & Activity Photo 4

Please upload photos of your showcase display and related activities.

File Size Limit: 3 MB

Showcase Display & Activity Photo 5

Please upload photos of your showcase display and related activities.

File Size Limit: 3 MB

Marketing Materials*

Please describe how you used social media, print (such as circulars), and other marketing to highlight local foods and Minnesota Grown farmers/products. Feel free to add hyperlinks to this entry.

Character Limit: 3000

Marketing Material Examples

Please upload examples of your showcase marketing materials. If sharing multiple examples, please combine into a single PDF document.

File Size Limit: 3 MB

Part 2: Overall Contest Activities (Up to 40 points)

Scores will be awarded based on **overall activities** from 08/01/2020 – 10/31/2020:

- **Producer Relationships: Up to 15 points:** Number of Minnesota Grown member farms from which products were purchased. We encourage previous Retailer of the Year participants to establish new purchasing relationships with producers.
- **Products Sold: Up to 15 points:** Variety of products within Minnesota that were sold. We encourage previous Retailer of the Year participants to expand and diversify the products sold.

- **Promotional Activities: Up to 10 points:** Promotional activities and experiences above and beyond displays/advertising (e.g. local foods educational opportunities, cook-offs with local ingredients, meet-your-farmer opportunities).

Number of Minnesota Grown member farms*

Please share the number of unique Minnesota producers you sourced from during the Retailer of the Year contest (August - October 2020). This can include purchasing directly from a farmer and sourcing through a distributor. If you source from a distributor please work with them to identify the individual farms they sourced from for your store.

Character Limit: 10

Minnesota Producers & Products*

Please list the producers you purchased from (directly or through a distributor) and what products you bought. Include if any producers or products were new for you to work with / sell this year. You may upload a file with this information if that is easier. If Minnesota Grown products were used in multiple store departments, please note.

Character Limit: 1000 | File Size Limit: 1 MB

Overall Promotional Activities*

Please describe all promotional activities and experiences above and beyond displays/advertising during the full contest period August - October. (Do not include activities during the showcase week.) This may include local foods/beverage educational opportunities, in-store tastings (if COVID-19 safe), cook-offs with local ingredients, meet-your-farmer opportunities.

Character Limit: 3000 | File Size Limit: 2 MB

People's Choice Award Photo Display Contest*

Please select one photo to be entered into the **Minnesota Grown People's Choice Award Display Contest**. One winner statewide will be chosen based on 50% weighted fan voting on the Minnesota Grown Facebook page and 50% judge-awarded points for display appearance & use of the Minnesota Grown logo. Minnesota Grown staff will alert entrants when the Facebook voting will occur in early 2021.

File Size Limit: 4 MB

BEFORE YOU SUBMIT: Please read through the [Contest Details](#) available on the [contest webpage](#) one final time. This includes the sections on Contest Overview, Eligibility, Contest Procedures, Judging Criteria, and Privacy Notice (included below as well). *Incomplete entries will not be considered after the entry deadline at 4pm on Friday, November 20, 2020.*

Privacy Notice:

All information and materials provided by entrants to the MDA as part of the Minnesota Grown

Retailer of the Year contest are legally classified as public data under Minnesota law. This means that any member of the public has a right to view and/or request copies of contest submissions, and all associated information and materials, at any time and for any reason.

1. No Confidentiality: Photographs submitted to Minnesota Grown and the MDA as part of this contest will not be treated as confidential, private, or otherwise not public. By submitting a photograph you affirm that you are not including or disclosing any trade secrets or other confidential information, including without limitation confidential information of any third party, in any photographs.

2. Non-Infringing Materials: By submitting a photograph, you hereby represent and warrant that: (a) you are above the age of majority in the jurisdiction of your residence; (b) the photograph is original to you, you personally are the photographer of the photograph and that you are the owner of all right, title and interest in and to the photograph and have the right to grant the rights granted herein or, alternatively, you have obtained all necessary rights and permissions to use and submit the photograph in connection with Minnesota Grown and the MDA and to provide all the rights specified herein; and (c) the photograph and the use thereof as contemplated herein does not and will not violate or infringe any law or regulation or the rights of any third party, including, without limitation, any copyright, trademark, patent, or any rights of publicity or privacy, or any other intellectual property, personal, or proprietary rights.

3. Permissions: Except where prohibited by law, by submitting a photograph you grant permission to Minnesota Grown and the MDA to use the photo without limitation, for promotional, advertising, marketing, awareness, outreach, or educational purposes without further permission or compensation.

4. General Release: By submitting a photograph, you release Minnesota Grown and the MDA and all of their respective employees, officers, directors, contractors, and agents from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional, whether under a theory of contract, tort (including negligence), warranty or other theory.

5. Intellectual Property Notice: While photo submitters retain all rights to their images, the submitter grants permission for unrestricted use of the image, including people in the image, to Minnesota Grown and the MDA to utilize the image in future publications, exhibits, on its Internet site and social media accounts to promote the functions and values of Minnesota Grown and the MDA. Minnesota Grown or the MDA may alter the image for their use, including but not limited to adding text over the image.

I have read the Privacy Notice and acknowledge the information provided.

Choices

Yes

