

2018-2019 Minnesota Grown

Rules - Retailer of the Year

Contest



Entry Procedure and Scoring Criteria

All entrants must be members in good standing of the Minnesota Grocers Association (MGA) at time of entry and award.

Entries must be received by the Minnesota Department of Agriculture, Minnesota Grown Program no later than **4:00 p.m. on Wednesday, December 13, 2017.**

Stores are encouraged to enter both the **“Minnesota Grown Retailer of the Year”** contest and the **“Minnesota Grown People’s Choice Display”** contest. For entry procedure and scoring criteria, see entry forms at <http://minnesotagrown.com/minnesota-grown-retailer-year-contest/>

Categories

One first place winner will be selected in each of the 6 regions, based on county borders (see map at <http://minnesotagrown.com/minnesota-grown-retailer-year-contest/>).

- ☐ **Single Store: Northwest Region** (Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Hubbard, Kittson, Lake of the Woods, Mahanomen, Marshall, Norman, Otter Trail, Pennington, Polk, Red Lake, Roseau, Wadena, Wilkin)
- ☐ **Single Store: Northeast Region** (Aitkin, Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Mille Lacs, Pine, St. Louis)
- ☐ **Single Store: Twin Cities Region** (Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, Wright)
- ☐ **Single Store: Southeast Region** (Dodge, Fillmore, Freeborn, Goodhue, Houston, Le Sueur, Mower, Olmsted, Rice, Steele, Wabasha, Waseca, Winona)
- ☐ **Single Store: Southwest Region** (Blue Earth, Brown, Cottonwood, Faribault, Jackson, Lincoln, Lyon, Martin, McLeod, Murray, Nicollet, Nobles, Pipestone, Redwood, Renville, Rock, Sibley, Watonwan, Yellow Medicine)
- ☐ **Single Store: West Central Region** (Benton, Big Stone, Chippewa, Douglas, Grant, Kandiyohi, Lac qui Parle, Meeker, Morrison, Pope, Stearns, Stevens, Swift, Todd, Traverse)

Judging Criteria

60% of points will be awarded based on promotional activities during a **one-week showcase period**.

Participating stores should **indicate their chosen showcase period upon application submission**. This week can take place anytime between **August 1, 2017 and October 31, 2017**.

- **25%** Use of Minnesota Grown logo in advertising seen/heard outside of store
- **25%** Use of Minnesota Grown logo within store displays/signage
- **10%** Overall quality and effectiveness of promotional activities

40% of points will be awarded based on **overall activities** between **August 1, 2017** and **October 31, 2017**.

- **15% Number** of **Minnesota Grown members** from which products were purchased and sold
- **15% Variety** of **Minnesota grown products** sold
- **10%** Overall quality and effectiveness of display

Prizes

The 1st place winner in each category will receive exclusive rights to use a special “Minnesota Grown Retailer of the Year” logo designed by the Minnesota Department of Agriculture.

Entry Form

All entries must include the “2017-2018 Minnesota Grown Retailer of the Year” contest entry form.

Questions?

Contact Karen Lanthier at **651-201-6140** or by e-mail at karen.lanthier@state.mn.us with any questions.