

2019-2020 Minnesota Grown *Retailer of the Year Contest*



Contest Entry Form

Store Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ E-mail: _____

Retailer of the Year Region: (See below)

- | | | |
|------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Northwest | <input type="checkbox"/> Twin Cities Metro | <input type="checkbox"/> Southwest |
| <input type="checkbox"/> Northeast | <input type="checkbox"/> Southeast | <input type="checkbox"/> West Central |

Entry Checklist:

- Summary of promotional activities **during your one-week showcase period**. Indicate dates of your one-week showcase period here: _____
- Summary of activities **during the entire contest period** (08/01/2019 – 10/31/2019), including:
 - List of local, Minnesota products featured
 - List of the Minnesota Grown member farms whose products were featured
 - Summary of retail activities conducted during the entry period
- Samples of ads, social media posts, photos, and other merchandizing/promotional samples of Minnesota Grown products are strongly encouraged.
- One Retailer of the Year entry photo will **automatically be entered into the People's Choice Contest (See description below)**. One winner is chosen statewide. Please indicate the photo you want to enter for the contest, otherwise staff will choose from those submitted: _____

All entries must be received no later than **4:00 PM** on **Wednesday, 12/11/2019**. Please send entries to Karen Lanthier at karen.lanthier@state.mn.us.

Rules, Procedure & Scoring

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 Grown Program no later than **4:00 p.m.** on **Wednesday, 12/11/2019**.

One photo from each Retailer of the Year entry will automatically be entered into the **Minnesota Grown People's Choice Display**. One winner statewide is to 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. If no photo is indicated on the entry form, staff will choose from photos submitted for Retailer of the Year contest.

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Categories

One Minnesota Grown Retailer of the Year winner will be selected **in each of the 6 regions**, based on county in which the entering store is located:

- 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

Up to 60 points will be awarded based on promotional activities during a **one-week showcase period** of the store's choosing. This week can take place anytime between 08/01/2019 – 10/31/2019 and should be noted on the application.

- **Up to 25 points:** Use of Minnesota Grown logo **within** store displays/signage
- **Up to 25 points:** Use of Minnesota Grown logo in promotions **outside** of store
- **Up to 10 points:** Social media usage to highlight local foods and Minnesota Grown farmers/products

Up to 40 points will be awarded based on **overall activities** from 08/01/2019 – 10/31/2019:

- **Up to 15 points:** Number of Minnesota Grown member farms from which products were purchased
- **Up to 15 points:** Variety of products within Minnesota that were sold
- **Up to 10 points:** Promotional activities above and beyond displays/advertising (e.g. local foods educational opportunities, cook-offs with local ingredients, meet-your-farmer opportunities)

Prizes

The 1st place winner in each region and the People's Choice winner will receive exclusive rights to a "Minnesota Grown Retailer of the Year" logo, recognition, and commemorative plaque.

Questions?

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