

Wholesaler Mini-Contest Overview

The Minnesota Department of Agriculture and Minnesota Grown program offer financial support for wholesalers and retailer grocers to conduct mini-contests in support of our [Retailer of the Year Contest](#). We hold the Minnesota Grown Retailer of the Year annually in partnership with the Minnesota Grocers Association. The wholesaler mini-contest is conducted separately by MDA to support statewide contests.



Contest Goal

The goal of this mini-contest opportunity is to encourage friendly competition coordinated among stores within a single retail brand or distribution network to celebrate Minnesota Grown food and agricultural products. The work competing stores do to procure and promote Minnesota Grown products helps create markets for our farmers and creates important local food connections for shoppers.

Eligibility

- Wholesale distributors
- Retail grocers with multiple store locations
- Retail beer, wine, & spirits stores with multiple locations

Relation to Retailer of the Year Contest

The MDA and Minnesota Grown hosts these mini-contests to help drive interest and entries for the statewide Minnesota Grown Retailer of the Year contest. Mini-contests do not have to align with the regions established or the Retailer of the Year competition. Stores do not have to be members for the Minnesota Grocers Association to participate in the mini-contest process. However, those stores that are MGA members and win in their respective mini-contests are strongly encouraged to submit to the Retailer of the Year contest for their region.

To learn more about the rules, judging criteria, and resources available to support Retailer of the Year contestants, [visit our contest website](#).

Contest Details

Funding Levels

MDA will fund mini-contests at two levels during the year, targeting summer and fall.

- One Season (\$1,000 for one contest in summer or fall)
- Two Seasons (\$1,500 for two contests summer AND fall)

Contracts for mini-awards will be made on a first-come, first-served basis until allocated funds are committed. We anticipate funding 3-6 awards annually.

Promotional Resources

The Minnesota Grown logo is available to support contest competitions through both original and pre-printed materials. Minnesota Grown staff can provide different versions of the Minnesota Grown logo that you can build into your own designs, including printing posters and making advertising. Additionally, you can order our pre-printed Minnesota Grown promotional materials, including “shelf talkers”, up to the maximum given on the website. Use the [promotional item order form](#) and mention how many you would like in the comments box.

Where to Use the Logo

You are welcome to use the award logo as fits with your marketing and promotion efforts. These could include (but are not limited to):

- In-store signage
- Website
- Social media
- Circulars and other print promotions

Trademark Reminder

Please remember the Minnesota Grown logo is trademarked and has specific license requirements.

Minnesota Grown Logo License Requirements

The following qualify for the Minnesota Grown logo: Individual farms growing/raising a MN agricultural product or individual businesses incorporating at least 80% MN grown/raised products into their final product with the Minnesota Grown logo. Wild rice must be 100% Minnesota harvested to qualify. Individual businesses with at least one major ingredient that 80% or more MN grown/raised their final product may specify the locality of their product by stating “Featuring Minnesota Grown _____” and include the Minnesota Grown logo.

Retailers, distributors and others who purchase Minnesota Grown products for resale do not need a license to use the logo, but the logo may only be used on eligible products! You may use this logo in advertising, on websites or on other print materials.

Contact Details

If you have questions or would like to establish a mini-contest contract, please contact:

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