



2016-17 Minnesota Grown Retailer of the Year Contest



Entry Procedure and Scoring Criteria

Eligibility

- 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 14, 2016.
- 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.

Categories

One first place winner will be selected in each of 6 categories, based on county borders (see attached map):

- **Single Store: Northwest Region** (Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Hubbard, Kittson, Lake of the Woods, Mahnomon, 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 for Minnesota Grown Retailer of the Year

60% of the points will be awarded based on promotional activities during a one-week showcase period that takes place anytime between August 1, 2016 and October 31, 2016

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

40% of the points will be awarded based on overall activities between August 1, 2016 and October 31, 2016

- 15% Number of Minnesota Grown members whose products were 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 “2016-17 Minnesota Grown Retailer of the Year” contest entry form.

Questions?

Contact Paul Hugunin at 651-201-6510 or by e-mail at paul.hugunin@state.mn.us with any questions or to receive a copy of the official entry form.