



2017-2018 Minnesota Grown 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, Mahnomen, 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.