



STATE OF ALASKA

PRESS RELEASE

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Alaska Grown \$5 Challenge names Wasilla Walmart as 2018 winner

(Palmer, AK) – Walmart of Wasilla's exceptional efforts to feature Alaska Grown products in specialty displays and promote Alaska Grown-labeled products has won it the "Golden Carrot" in the second annual Alaska Grown \$5 Challenge retail campaign.

"Throughout the Challenge, you could walk into this Walmart location and know exactly where to find Alaska Grown products with their specialty Alaska Grown displays, banners, and labels, ultimately helping Alaskans to choose local," said Dave Schade, acting director of the Division of Agriculture, in presenting the award at a ceremony in the store today.

Now in its second year, the \$5 Alaska Grown Challenge encourages Alaskans to spend \$5 weekly at their local retailers on Alaska Grown products, including vegetables, dairy, meat, and grains during the five months when such products are in season and available.

The Division of Agriculture worked with grocery retailers statewide to develop the campaign to encourage stores to create unique displays promoting the challenge and the Alaska Grown products they carry. Participating retailers included Carrs Safeway, Walmart, Fred Meyer, Three Bears, and Alaska Commercial Co.

The Fred Meyer Dimond store in Anchorage received an honorable mention for its marketing efforts during the Challenge. New Alaska Grown products were added to retailers this year including Bambinos Baby Food at Carrs Safeway stores and Alaska Grown peonies at Fred Meyer stores.

Schade said the \$5 Alaska Grown Challenge has succeeded in raising the visibility and sales of food raised in Alaska, by Alaskans, for Alaskans. He thanked all the retail participants for helping build a healthier state, and a healthier agricultural sector.

"By supporting Alaska Grown, you support our hard-working farmers and producers, and also help support our local economy," he said.

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