

Corri A. Feige
Commissioner

www.DNR.Alaska.Gov



Department of
Natural Resources

Anchorage, Alaska

STATE OF ALASKA

PRESS RELEASE

For Immediate Release: December 17, 2019

Palmer Fred Meyer wins 2019 Alaska Grown \$5 Challenge award

(Palmer, AK) – Fred Meyer of Palmer’s exceptional efforts to feature Alaska Grown products in creative displays and to promote Alaska Grown-labeled products has won it the “Golden Carrot” in the third annual Alaska Grown \$5 Challenge campaign.

“We received comments and pictures from many customers about the Alaska Grown displays here, even bringing a tractor inside to stack potatoes around, ultimately helping Alaskans to choose local,” said Dave Schade, Director of the Division of Agriculture, in presenting the award at a ceremony in the store today.

Now in its third year, the \$5 Alaska Grown Challenge encourages Alaskans to spend \$5 each week on Alaska Grown products, including vegetables, dairy products, meat and grains during the five months when such products are in season and available.

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

The \$5 Challenge has succeeded in raising the visibility and sales of food raised in Alaska, by Alaskans, for Alaskans, said Schade. 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.

CONTACT: Johanna Herron, Inspection and Market Services Manager, (907) 631-1593, Johanna.herron@alaska.gov

###



Palmer Fred Meyer Store wins “Golden Carrot” for 2019

Parker Collins, produce manager at the Fred Meyer store on Evergreen Avenue in Palmer, proudly displays the 2019 “Golden Carrot” award alongside his colleagues and Division of Agriculture staff before an in-store display of Alaska Grown produce. Division Director David Schade presented the Award to Collins and Store Manager Dean Forkner today. The annual award goes to the Alaska retailer doing the best job of displaying and promoting in-state produce. The contest is part of the “Alaska Grown \$5 Challenge,” which calls on Alaskans to spend at least \$5 per week on the variety of fruits, vegetables, meat, dairy goods, flowers and other products which, because they are produced in Alaska, are “Fresher By Far!”