



Buy local. Year-round.

Retailers Promoting Alaska Grown

This year, we are celebrating Alaska Grown's 40th Anniversary! The Alaska Grown Program is proud to have supported Alaskan agriculture for four decades, and we could not have done it without you! The Alaska Grown program is thankful to our retailers who support our local producers by having Alaska Grown products available in their stores for Alaskans to access. The Alaska Grown logo is one of the most recognized brands in the state, and consumers know when they see it, they are getting fresh, quality, locally grown or raised products.

Not only is it our 40th anniversary, but it is also our 10th year of the Alaska Grown \$5 Store Challenge, where retailers across the state can compete to build the best Alaska Grown product displays, in-store promotions, and creative social media advertisements.

We want to increase Alaskans' awareness that they don't have to wait until summer to buy Alaska Grown products; they can find them in stores year-round! Therefore, we will be transitioning to a year-round competition cycle. The 2026 competition will be held from April to October. Moving forward, the competition will run from October to September of the following year.

We also want to make sure that our small local retailers, who are the most supportive of Alaskan farmers and often their first retail market, receive the recognition they deserve. This year, we have divided the competition into large and small retailers and will present our first-ever Golden Beet Award to recognize the small retail store winner!

Benefits of Participation:

- Increased sales.
- Attract and/or retain customers who prefer to buy healthy, local products.
- Gain recognition in your community and state-wide for supporting local.
- Have your store highlighted on Alaska Grown social media pages with a combined total of more than 62,000 followers!
- Store winner may be mentioned in the press and recognized by the Governor's office,
- Any retailer selling Alaska Grown products can participate!

See back for more details!



Our Goal

If every household in Alaska spend just \$5 a week on Alaska Grown products for one year, it would generate \$66 million in sales. Farmers would produce more to meet demand, increasing Alaska's food security.





Competition Details:

- To participate in the Alaska Grown \$5 Challenge store competition, retailers must display and advertise the official “\$5 Challenge” logo, Alaska Grown logo, and/ or the 40th Anniversary logo. A toolkit with marketing materials is available for purchase from the Division of Agriculture for \$35. Additional materials, such as produce twist-tie cases, 2' x 6' banners, and posters, are available at an additional cost.
- Retailers are strongly encouraged to create a display containing Alaska Grown products that is prominently placed in their store, clearly directing consumers to these products.
- Alaska Grown displays are encouraged to be made throughout the year while product is in season, during special events, holidays, and more!
- Displays may incorporate Alaska Grown merchandise such as potholders, oven mitts, aprons, reusable totes, water bottles, coffee mugs, etc. (Contact us for more information about how to get this product in your stores!)
- Marketing promotions such as in-store ads using the Alaska Grown logo on eligible products, promotional sales while the product is in season, Alaska Grown product on store apps, social media posts and advertisements, radio ads, staff wearing Alaska Grown hats or buttons, etc., are all included as part of the competition!
- If you make a social media post, tag #buyalaskagrown so we can re-share!
- Email photos of your displays to dag.alaskagrown@alaska.gov so they can be shared on our social media and counted towards your store’s score!

Award Ceremony for Challenge Winners:

The winning retailer will be announced in the first quarter of the following year, each competition cycle. The Division of Agriculture Director will present the store with the **Golden Beet Award** during a presentation ceremony held at the store location. The Governor’s Office, members of the press, and the public will be invited to attend the ceremony to help us recognize the winning store.



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For questions, additional information, or display ideas!