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Department of
Natural Resources

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STATE OF ALASKA

PRESS RELEASE

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Fred Meyer Wins 2025 Alaska Grown \$5 Store Challenge

(Palmer, AK) – Fred Meyer’s Northern Lights store in Anchorage has won the 2025 “Golden Carrot” award in recognition of its marketing efforts, support, and success in promoting Alaska Grown products during the ninth annual “Alaska Grown \$5 Challenge” campaign.

Fred Meyer-Northern Lights maintained Alaska Grown displays throughout the year with Alaska Grown marketing materials provided by the Alaska Division of Agriculture. Dedicated displays included Alaska Grown tomatoes, cucumbers, basil, potatoes, and carrots. In October, Fred Meyer-Northern Lights held a grand reopening ceremony, where they highlighted and promoted the Alaska Grown products they carry. Fred Meyer - in partnership with their Alaska distributor - also worked this year to get Alaska Grown carrots and potatoes into their Juneau store location, increasing distribution of Alaska Grown products, creating new markets for local farmers, and increasing accessibility for Alaskans.

“Fred Meyer is committed to supporting local Alaska Grown products,” said Todd Kammeyer, Fred Meyer’s President. “By championing local farmers and producers, we strengthen our communities while offering customers fresh, high-quality Alaska Grown foods. Fred Meyer is committed to supporting our communities with fresh, local products, while also investing in Alaska’s economy and food security.”

“Fred Meyer Northern Lights store has a beautiful display of Alaska Grown produce in the aisle just inside the front door,” said Division of Agriculture Director Bryan Scoresby. “Every customer coming into the store will pass it and can’t miss Alaska Grown. The Division is proud of the extra efforts the Northern Lights Store made this year.”

Director Scoresby will present the Golden Carrot award to the Fred Meyer-Northern Lights store, located at 1000 E Northern Lights Blvd in Anchorage, on **Friday, Feb. 20 at 12pm**. Media and the public is welcome to attend the ceremony in person. The ceremony will be also recorded and available for viewing at a later time on the Alaska Grown [YouTube](#) channel. Photos of the event will be shared on the Alaska Grown [Facebook](#) page.

The \$5 Challenge is a competition held every year by the Alaska Division of Agriculture’s Alaska Grown Program where participating retailers build displays of Alaska Grown products and work to promote purchasing local items. The goal of the program is to increase the amount and visibility of Alaska Grown products available in our retail food stores, and to encourage Alaskans to spend \$5 a week on Alaska Grown products. If every household in Alaska spent just \$5 a week on Alaska Grown products, it would generate approximately \$66 million in sales annually. Farmers would produce then more to meet demand, increasing Alaska’s food security.

Beginning this year, the Alaska Grown \$5 Challenge competition will be held annually with Alaska Grown products now being available in retail locations year-round!



Bryan Scoresby, director of the Alaska Division of Agriculture, joined Fred Meyer's Mike Goodwin at Fred Meyer's grand reopening ceremony of their Northern Lights store location in Anchorage. Director Scoresby promoted the Alaska Grown \$5 Challenge encouraging all Alaskans to spend \$5 weekly on Alaska Grown products, and Goodwin enthusiastically accepted the challenge by filling his cart with carrots and potatoes from VanderWeele Farm, tomatoes from Bell's Nursery, and fresh basil from CityFarms Alaska. Photo credit: Alaska Division of Agriculture.

The previous "Golden Carrot" winners are Three Bears Alaska (Wasilla, 2024), Blue Market AK (Anchorage, 2023), The Roaming Root Cellar (Fairbanks, 2022 and 2021), Fred Meyer (Palmer, 2020 and 2019), Walmart (Wasilla, 2018), Carrs/Safeway (Palmer, 2017).

The Department of Natural Resources' mission is to develop, conserve, and maximize the use of Alaska's natural resources consistent with the public interest.

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