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Commissioner

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Department of
Natural Resources

Anchorage, Alaska

STATE OF ALASKA

PRESS RELEASE

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The Roaming Root Cellar Wins 2022 Alaska Grown \$5 Store Challenge

(Palmer, AK) – The Roaming Root Cellar has earned the 2022 “Golden Carrot” award for the second year in a row in recognition of its exceptional marketing creativity and success in promoting Alaska Grown products in the 6th annual “Alaska Grown \$5 Challenge” campaign.

While the competition was close this year, The Roaming Root Cellar was again victorious for the most effective use of Alaska Grown \$5 Challenge marketing materials, as well as consistent and inspired displays of Alaska Grown products throughout the season. The Fairbanks specialty food store was both the first Alaska small business and the first store located in the Northern region of the state to win the award in 2021.

“The Roaming Root Cellar has made a real difference in its community and has created a business model that we hope to see replicated around the state,” said Mia Kirk, interim director of the Division of Agriculture. “It was a strong competition this year, but The Roaming Roots’ creative displays and online promotion really set them apart.”

Specializing in selling locally grown and crafted products, The Roaming Root Cellar’s mission is to connect Alaskan producers and artisans with Alaskan consumers via a friendly, personalized shopping experience. Erica Moeller, owner and founder of The Roaming Root Cellar, started running the business out of a retrofitted 1976 Bluebird school bus in February 2020, just weeks before COVID-19 began. She stayed open during the pandemic by doing home deliveries and has built on her success ever since, moving into a permanent storefront then doubling the size of that store space a year later. Almost three years after opening, she has built a loyal following of both customers and producers – and is a valued fixture in the Fairbanks community!

Everything The Roaming Root Cellar sells is made or grown in Alaska. [Their engaging website](#) includes recipes, stories and features such as “Meet our Farmers” and “Meet our Food Makers.” They accept online orders.

MEDIA ADVISORY

Interim Director Kirk will present the Golden Carrot award to The Roaming Root Cellar during a ceremony held in the store located at 372 Old Chena Pump Rd. on **Thursday, Jan. 12 at noon**. Media and the public are invited to attend the ceremony in person or watch live on the Alaska Grown Facebook page: www.facebook.com/dnr.alaskagrown/live

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 from June to November. These displays are evaluated based on creativity, use of the \$5 Challenge and Alaska Grown logo, and the promotion of the challenge via social media or other

communications. The goal of the \$5 Challenge is to raise awareness and support of Alaska Grown products among both retailers and consumers.

The previous “Golden Carrot” winners are the Palmer Fred Meyer store (2020 and 2019), the Wasilla Walmart store (2018), and the Palmer Carrs-Safeway store (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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