

# State of Alaska Department of Natural Resources



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June 1, 2017

## Alaskans invited to join new \$5 Alaska Grown, Five Month Challenge

(Palmer, AK) – Starting Wednesday, June 1, the Division of Agriculture is launching a brand-new \$5 Alaska Grown, Five Month Challenge to support the growth of Alaska's agriculture industry.

From June through October, Alaskans are encouraged to spend \$5 per week on Alaska Grown products at their local grocery stores. If every Alaskan participates in the challenge, tens of millions of dollars in local purchases could be circulated within local economies rather than sent outside of Alaska.

For the \$5 Alaska Grown Challenge, the Division of Agriculture is partnering with dozens of retailers across the state including Carrs-Safeway, Fred Meyer, Wal-mart and SaveUMore. These retailers will be creating specialty Alaska Grown displays in their stores that prominently place and showcase the Alaska Grown products they carry, making it easy for customers to find Alaska Grown products on which to spend \$5 per week.

The challenge will run for the five-month period when Alaska Grown products are most available. Each month, new produce and flowers will be introduced into stores as they become seasonally available. Customers can also spend their \$5 per week on year-round Alaska Grown products including meat, fresh eggs and packaged products at their local retailers.

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