



State of Alaska
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Alaskans invited to support local agriculture in \$5 Alaska Grown Challenge

(Palmer, AK) – The Division of Agriculture today is launching its second annual \$5 Alaska Grown Challenge to support the growth of Alaska’s agriculture industry.

From June through October, Alaskans are encouraged to spend \$5 every 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 can be circulated within local economies rather than sent outside of Alaska.

“We have one of the cleanest growing environments in the world, and when you buy Alaska Grown, you are not only getting a fresher, quality product, you are also supporting our in-state economy,” said Division Director Arthur Keyes.

The \$5 Alaska Grown Challenge is a partnership between the Division of Agriculture and dozens of grocery retailers across the state, including Carrs-Safeway, Fred Meyer, Walmart, Alaska Commercial Co., and Three Bears Alaska stores.

Participating retailers will create specialty Alaska Grown displays in their stores that prominently place and showcase the Alaska Grown products they carry, making them easy for customers to find. 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, milk, fresh eggs, and packaged products at their local grocery retailers.

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