

NEWS RELEASE



FOR IMMEDIATE RELEASE

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Help Bag Hunger with a Trip to Your Local Grocery Store

Bag Hunger Campaign Joins Grocers, Vendors, Consumers, and Local Food Banks to Help Hungry Families Statewide

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Since 2008, the Minnesota Grocers Association (MGA) and its partners have provided more than 45 million meals to Minnesota families facing food insecurity. This year, the MGA has set an ambitious goal of raising 1 million meals through its 2025 Bag Hunger Campaign, taking place October 26 – November 15.

The MGA is inviting consumers statewide to join the effort by shopping at participating retailers during the three-week campaign. All food and monetary donations collected in stores will go directly to local food shelves and food banks to support families in need across Minnesota.

“The participating retailers are proud to bring the Bag Hunger Campaign to their communities,” said Patrick Garofalo, President of the Minnesota Grocers Association. “Our grocers and vendor partners share consumers’ concerns for providing food and essential items to local families, and together we can make a meaningful impact.”

About the Bag Hunger Campaign

The campaign is a collaborative effort between grocers, vendor partners, and consumers to increase donations statewide. The MGA coordinates the program, which includes nearly 300 retail locations and 11 vendor partners.

Consumers can participate in several ways, including:

- Food Drive: Purchase items in-store and donate directly to local food shelves.
- In-Store Promotions: Buy specially marked products—vendor partners will contribute additional monetary donations to local food shelves.
- “I Bagged Hunger” Icons: Donate at checkout and sign a grocery list icon that will be displayed in-store to showcase community support.

Campaign Visibility & Community Engagement

The Bag Hunger Campaign will also be promoted online and through social media, encouraging shoppers to support participating companies and look for products featuring the Bag Hunger logo.

“According to the USDA, over 35 million Americans live in households that struggle against hunger,” said Garofalo. “By raising funds, increasing public awareness, and encouraging local donations, the Minnesota food industry and consumers can make a powerful difference in the fight to end hunger.”

The Minnesota Grocers Association (MGA) is the only state trade association that represents the food industry of Minnesota from farm to fork. We are one of the oldest trade associations in the state, celebrating over 125 years of advancing industry. We have over 300 retail, manufacturers, and wholesale members supporting nearly 1,300 locations statewide. Our member companies employ over 150,000 union and non-union Minnesotans. We actively advance the common interest of all those engaged in any aspect of the retail food industry as a leader and advocate in government affairs.

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