

A vibrant collection of fresh fruits, including raspberries, blueberries, and cherries, arranged in a bowl. The raspberries are in shades of red and yellow, while the blueberries are a deep purple. The cherries are bright red with green stems. The background is a soft, out-of-focus red.

Locally Grown
SUPERVALU/W. Newell
02/03/2012



About SUPERVALU

Retail Banners

- ACME
- CUB
- HORNBACHERS
- SHAWS
- SHOPPERS
- ALBERTSONS
- FARM FRESH
- JEWEL-OSCO
- SAVE-A-LOT
- Shop'n SAVE

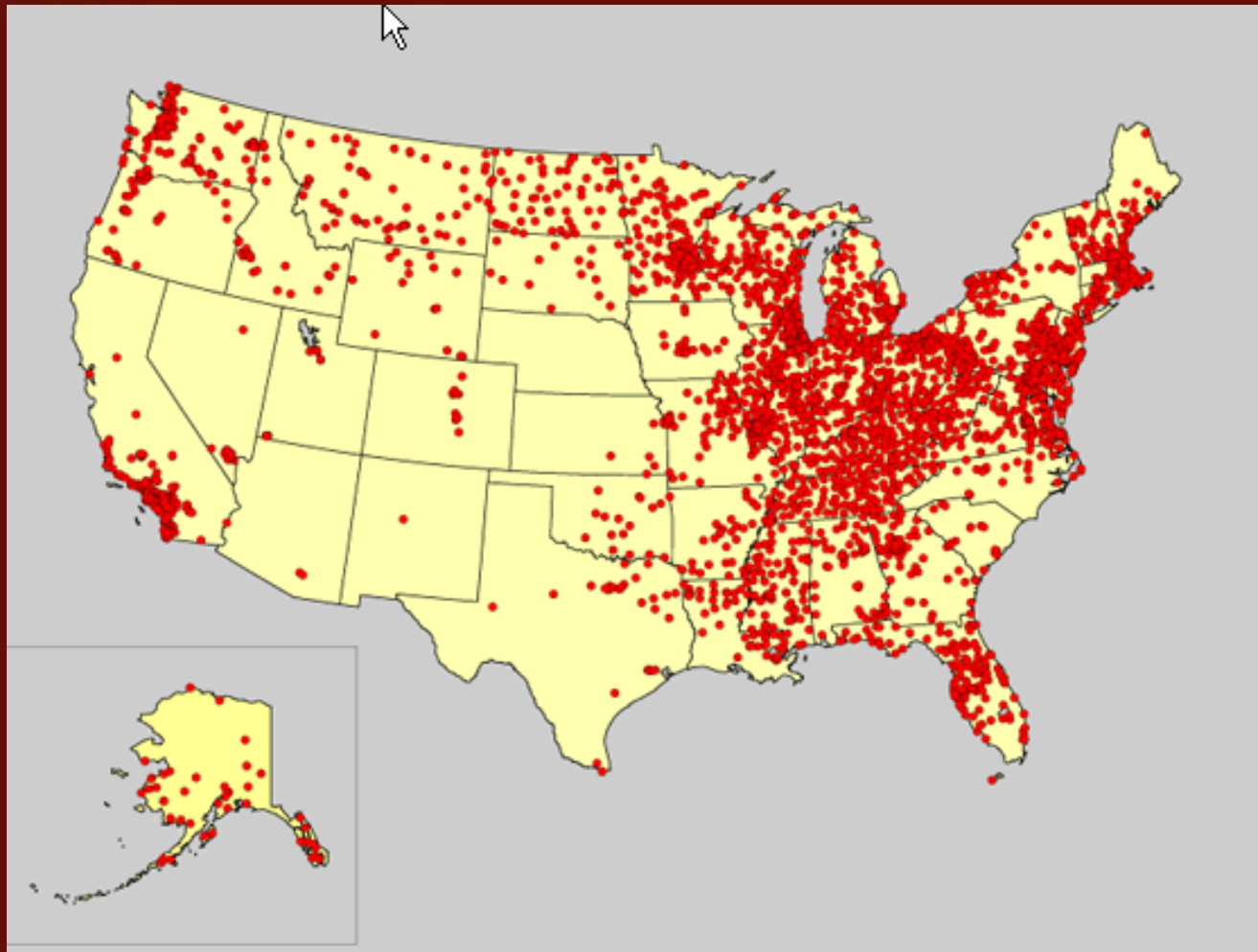
Supply Chain

- Anniston, AL
- Brea, CA
- Irvine, CA
- Quincy, FL
- Urbana, IL
- Melrose Park, IL
- Fort Wayne, IN
- Methuen, MA
- Hopkins, MN
- Indianola, MS
- Hazelwood, MO
- Billings, MT

Supply Chain

- Bismarck, ND
- Fargo, ND
- Xenia, OH
- Portland, OR
- Denver, PA
- New Stanton, PA
- North Salt Lake, UT
- Mechanicsville, VA
- Tacoma, WA
- Milton, WV
- Green Bay, WI
- Pleasant Prairie, WI

Coast to Coast and in your backyard



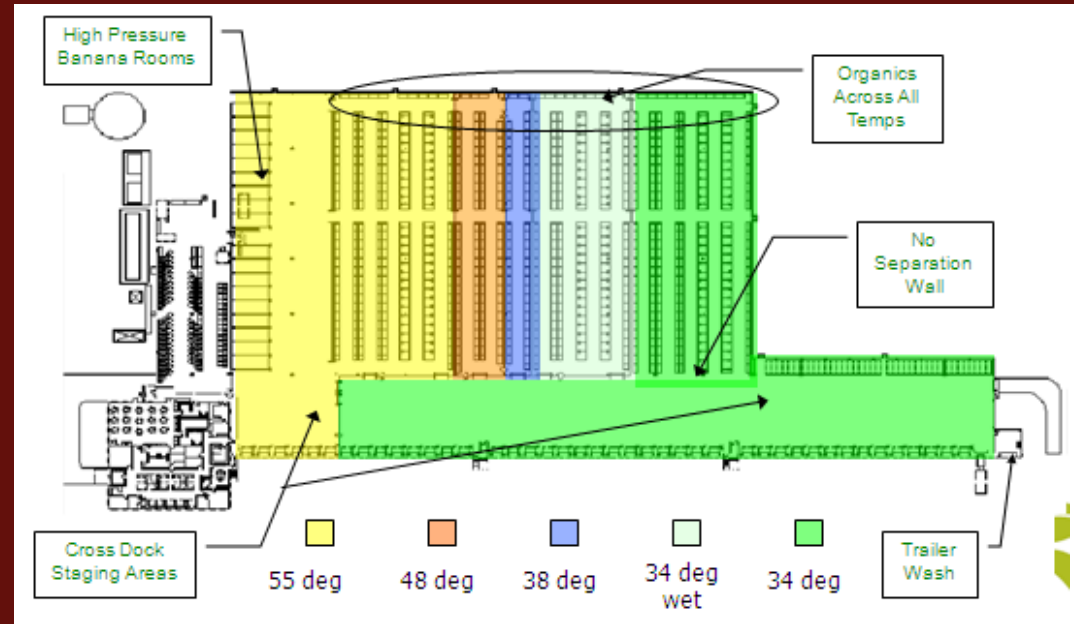


W. Newell & Co.

Formed in 2005 and located in Champaign, Ill., W. Newell & Co is a specialty produce company dedicated exclusively to fresh produce.

- Provide market information
- Negotiate contracts for banners and independents
- Provide sourcing information
- Work to insure our banners and independents have the best product available.

W. Newell & Co. Champaign, IL



Locally Grown, What is it?

SHOP'n SAVE
LOCALLY GROWN

SUNNY FIELDS
Produce

PA Preferred | SIMPLY DELICIOUS | OHIO PROUD | West VIRGINIA GROWS

Green Beans
Cabbage
Corn

Eggplant
Hot Peppers
Yellow Squash
Tomatoes
Radishes
Lettuce (Leafy Varieties)

Cucumbers
Green Peppers
Zucchini
Sweet Onion
Pumpkins

 Green Beans \$1.49	 Green Peppers \$1.49	 Vine Ripened Tomatoes \$1.29
 Green Onions 3/\$2	 Zucchini or Yellow Squash \$1.49	 Extra Large Cucumbers 3/\$2



SUPERVALU Objectives, Goals and Challenges

Overall Objectives

- Raise awareness and create urgency for our locally grown produce offerings
- Increase the commitment of customers to purchasing more produce overall

Marketing Goals

- Trumpet the news that SUPERVALU has locally grown produce
- Establish SUPERVALU stores as destinations with a bounty of harvest-fresh, peak-flavor produce
- Improve Perishables quality perceptions

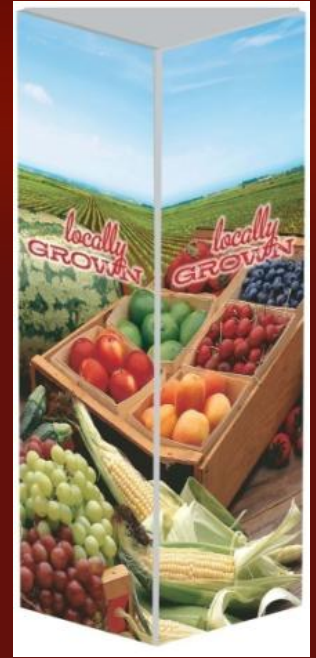
Challenges

- Getting credit for carrying locally grown product is itself challenging
- Variability among our stores presents a challenge in making sure messaging matches the experience
- Limited window in most banners (peak season late June/early July to late Aug/early Sept)
- Opportunity to hit both local relevance and fresh quality perishables at the same time

Independent Retail Locally Grow Program

Key Components of the Program

- Have floor stand available for stores to place next to the locally grown product.
- Have inserts available with the information about the Farmer that grows the product on display.
- Provide signage for different Farmers as we go through the season.
- Have information available to place in the ads so Retailers can maximize exposure.
- Encourage large displays at retail to drive sales



Midwest Locally Grown



Midwest Locally Grown



East Coast Locally Grown



Locally Grown Albertsons



Locally Grown Albertsons



Locally Grown

In 2011 we sourced 673,486 cases by our Lakeland Field Buying Office.

- We had “Boots in the field” traveling from State to State to work with growers

**Building
Tradition**

