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FFVA HONORS SAVE-A-LOT AS MERCHANDISER OF THE YEAR

MAITLAND, Fla. (Sept. 21, 2010) – The Florida Fruit & Vegetable Association presented its Merchandiser of the Year Award to Save-A-Lot, headquartered in Earth City, Mo.

In nominating the company, Adam Lytch, grower development manager for eastern vegetables and melons for L&M Farms, cited the chain's efforts to build its locally grown programs in the states in which it does business. "Florida is the state with one of their highest store densities, making it a big part of their local push," he said. During the past year, the chain has spearheaded an effort to ensure Save-A-Lot stores in Florida carry 'Fresh from Florida' products as they are available, he added.

To highlight Florida-grown produce, Save-A-Lot has worked with the state Department of Agriculture and in-house with its marketing department to develop produce department displays promoting Florida farmers.

Save-A-Lot operates nearly 1,200 value-oriented stores in urban, rural and suburban neighborhoods from Maine to California, serving more than 4 million shoppers each week. The company was founded in 1977 from a single store with a focus on delivering high-quality foods at a value to customers.

The award was announced at FFVA's 67th Annual Convention awards luncheon at The Ritz-Carlton in Naples. Florida Fruit & Vegetable Association is an agricultural trade organization representing Florida's producers of fruits, vegetables and other crops.

Digital photos are available by e-mailing barbara.wunder@ffva.com.