



2026 Grocery Campaign Outcomes



ARTISAN GRAIN
COLLABORATIVE

Overview

In March 2026, AGC's *Grains Grown Here* educational campaign took a step forward, spreading signage and other toolkit resources to 40 retail grocers in all 7 of the states of AGC's Midwest region. Developed for the grocery environment, the goals were to help grocers highlight their support for local grain farmers and makers, help shoppers identify food and beverage products made with local grains, and educate shoppers about the benefits of supporting their local grain chain.

Campaign Reach

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- **Geographic markets:** SE MN, WI, Southern MI, NE IA, IL, IN, OH
- **Highlighted ~300 local grain products** from 28 farms and food businesses

Grocer Feedback

"The materials were easy to incorporate into our store displays and communication workflows. We had great talking points and visuals and we appreciated the credibility the messaging gave us to our audiences in store and online."

"ancient grains like spelt [sold more] as folks seemed to be more comfortable baking/cooking once they were told how via the zines and tearaway recipes."

Toolkit Components



Vinyl clings, 2"



Stickers



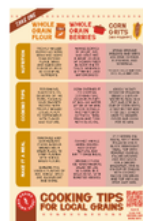
Reference zine



Hanging aisle sign



Shelf inserts



Tear pads



Poster



Shelf flags



"The educational materials and media that AGC provided my business has really helped to make local whole grains much more exciting and approachable for my customers. The cooking tips gave them an easy way to try something new."