



*Advocating the views of convenience stores, supermarkets,
independent grocers, wholesalers and consumer product vendors.*

FOR IMMEDIATE RELEASE

CONTACT: Liz Kemmery
Director of Communications
717.760.5923 (o)
717.514.6996 (c)
ekemmery@pmfa.net

PFMA awards prizes to PA Farm Show Butter Up! contest winners

CAMP HILL (January 22, 2021)—Although the Farm Show didn't kick off this year with the unveiling of 1,000 pounds of carved butter, it reinvented the event staple for 2021. The PA Food Merchants Association was excited to partner with the PA Farm Show and PA Department of Agriculture on Butter Up!—a new, at-home butter sculpture experience.

Congratulations to this year's inaugural winners:

Elementary:

Winner: Ayleigh Mowers, Duck Slide, Cumberland County
Runner-up: Emily Bentzen, Bunny Hopper, Franklin County

Middle School:

Winner: Lilly Shaffer, Buttery Bunny, Lebanon County
Runner-up: Laura Amundson, Creamy Cactus, Northumberland County

High School:

Winner: Kevon Weaver, A Farmer & His Dog, Lancaster County
Runner-up: Kelly Bliss, Butter Barnyard, Huntingdon County

Adult:

Winner: Garrett McCall, The Good Shepherd, Cambria County
Runner-up: Amanda Kipe, Apple Pie, Lancaster County

Senior:

Winner: Janet Shinn, Grow Success, Somerset County
Runner-up: Margaret Brostrom, Dr. Levine, Venango County

"These sculptures are amazing! More than 130 participants showed us phenomenal creativity and skill, while often connecting to themes and stories from Pennsylvania and the Farm Show," said Alex Baloga, president and CEO of the PA Food Merchants

Association. “Great job to all who participated, and thank you to our partners, sponsors and members for your support to make this happen.”

The contest kicked off Saturday, Jan. 9, as the PA Farm Show and PA Department of Agriculture launched a full week of interactive, virtual events. Pennsylvania residents were encouraged to creatively carve their own butter sculptures and submit them to the PA Farm Show Facebook page by Saturday, Jan. 16. Winners, chosen by popular vote on Facebook, earned gift cards donated by PA Food Merchants Association sponsors and members. First place in each category received a \$50 gift card, and runners up received \$25.

“Pennsylvanians showed up in an incredible way for this butter sculpture contest. The entries highlighted the strength and diversity of Pennsylvania agriculture and their participation raised awareness for Pennsylvania’s essential and resilient dairy industry,” said Pennsylvania Agriculture Secretary Russell Redding. “Congratulations to the winners and a special thanks to the Pennsylvania Food Merchants Association for their support of this inaugural butter sculpture contest, they truly helped it come to life.”

The idea for the butter sculpture contest was whipped up in December, quickly gaining traction as an opportunity to engage Pennsylvanians in a fun, educational and interactive event that promoted a longstanding state tradition. Last year’s butter sculpture, sponsored by the American Dairy Association of the Northeast, celebrated Pennsylvania mascots Gritty of the Philadelphia Flyers, Swoop of the Philadelphia Eagles, and Steely McBeam of the Pittsburgh Steelers. Participants this year worked with 1 pound of butter at home.

PFMA was pleased to support the event, the Farm Show and our partners in agriculture and dairy. A special thanks goes to our members Giant Food Stores, Giant/Eagle, Wegmans, Square One Markets and C&S Wholesale Grocers for contributing prizes.

##

About PFMA

The Pennsylvania Food Merchants Association, a statewide trade association, advocates the views of nearly 800 convenience stores, supermarkets, independent grocers, wholesalers and consumer product vendors. PFMA members operate more than 3,500 stores and employ more than 250,000 Pennsylvanians. For more information on PFMA, visit pfma.org.