

# FRIDAY NOVEMBER 30, 2018 — FEAST! TRADE SHOW

# 8:00 am Makers' Forum Begins: Breakfast, Support Services Mini Expo Open

### 8:30 **Welcome & Introductions**

# 9:00 – 9:50 **Benefits of Peer Network Groups**

Exhibit Hall

Strategies and best practices for entrepreneur peer groups, impact of peer group support for three unique businesses, why and how—managing a peer network, plus Q&A and some sample "fast burn" sessions.

Greg Thomas, Peer Group Facilitator

John Katz, Southern Minnesota Initiative Foundation

Deeann Lufkin, CannonBelles Cheese

Mary Mohn, Flower Valley Vineyards

John Shonyo, The Bee Shed

# A Tale of Two Branding Journeys

Dr. WJ Mayo Reception Hall

Two different paths to refine branding, plus what led them on those journeys and how the approaches are suited to the business goals. Each tale will be told from the perspective of the entrepreneur and the consultant.

Tami Enfield, Brand Yourself

Austin Jevne, Forager Brewery

Jeff Johnson, Replace Inc.

Tom Johnson, nomi

Facilitated by Brian Erickson, Minnesota Department of Agriculture

## 10:00 – 10:50 **Local Sourcing Strategies**

Exhibit Hall

FEAST! is all about local sourcing, but what are the factors involved in making it work for both the farmer and the processor (food business)? We'll hear from both sides, as well as from some service providers that work to facilitate those relationships.

Kim Olson, Grandma's Gourmets

Joe Silberschmidt, You Betcha Kimchi

Melissa Driscoll, Seven Songs Organic Farm

Ben Penner, Ben Penner Farms

Emily Coll, Iowa State Univ. Value Added Ag Prog

Natalie Vandenburgh, The Good Acre

Facilitated by Jan Joannides, Renewing the Countryside

# Pitching: at Tradeshows and Beyond

Dr. WJ Mayo Reception Hall

We'll hear from a buyer and two entrepreneurs about national tradeshow experience, and how those conversations differ from one-on-one sales meetings. Plus the in-between: how to get from A to B, and maintaining that relationship after making the sale.

Julie Blubaugh, Whole Foods

Melina Lamer, Superior Switchel

Jane Hawley Stevens, Four Elements Herbals

Facilitated by Brett Olson, Renewing the Countryside

## 11:00 – 11:50 **Buyer Panel-Retail**

Exhibit Hall

Hear directly from buyers about their daily challenges so you can better serve their needs. Broaden your understanding across different store and distributor sizes, and ask your burning questions to strategize your growth.

Jason Robinson, Agricultural Utilization Research Institute Steve Sorenson, Lunds & Byerlys Mike Reineck, Market Distributing Katie Ruff, By the Spoonful Sherri Meyers, Just Food Co-op

# **Buyer Panel-Institutional**

Dr. WJ Mayo Reception Hall

Growing in the institutional direction? This panel will give you insight into the needs of unique types of foodservice buyers and what you can do to build those relationships.

David Ramlow, Bon Appetit Austin Jevne, Forager Brewery Jennifer Geier, Federal Medical Center Rochester Paula Thompson, Saint Elizabeth Medical Center Facilitated by Brett Olson, Renewing the Countryside

Speaker bios available on local-feast.org/tradeshow2018

# 12 pm Networking Lunch

1:00 – 4:30 **Buyers Expo** 

All booths must be staffed

# 4:30 Awards Ceremony :: see back page

## Dinner on your own: Restaurant Week :: local-feast.org/restaurantweek

BAR BUFFALO 20 3rd St SW Rochester, MN 55902 freightyardbar.com

BLEU DUCK KITCHEN 14 4th St SW Rochester, MN 55902 bleuduckkitchen.com

CAMEO 115 1/2 N Broadway Ave Rochester, MN 55906 cameoatthecastle.com

CASABLANCA 1151 6th St NW #106 Rochester, MN 55901 casablanca-cuisine.net CHESTER'S KITCHEN AND BAR 111 S Broadway #108 Rochester, MN 55904 chesterskb.com

FORAGER BREWERY 1005 6th St NW Rochester, MN 55901 foragerbrewery.com

THE HALF BARREL BAR AND KITCHEN 304 1st Ave SW Rochester, MN 55902 halfbarrelbar.com

LITTLE THISTLE BREWING 2031 14th St NW Rochester, MN 55901 littlethistlebeer.com THE LOOP 318 1st Ave SW Rochester, MN 55902 thelooprochester.com

NOSH RESTAURANT AND BAR 310 ½ S. Washington St. Lake City, MN 55401 noshrestaurant.com

PEDAL PUSHERS CAFE 121 Parkway Ave N Lanesboro, MN 55949 pedalpusherscafe.com

PEOPLE'S FOOD COOP 3304, 519 1st Ave SW, Rochester, MN 55902 pfc.coop PORCH & CELLAR 20 4th St SE Rochester, MN 55904 porchandcellar.com

THE TAP HOUSE ON HISTORIC THIRD 10 3rd St SW Rochester, MN 55902 taphousemn.com

TONIC - LOCAL KITCHEN & JUICE BAR 318 1st Ave SW Rochester, MN 55902 tonicfreshjuice.com

VICTORIA'S ITALIAN RESTAURANT 7 1st Ave SW Rochester, MN 55902 victoriasmn.com

# **FEAST! Support Services Mini Expo**

#### **AURI**

Michael Sparby msparby@auri.org

The Agricultural Utilization Research Institute helps develop new uses for agricultural products through science and technology. With unique facilities and professional staff, AURI is a one-of-a-kind resource that provides assistance to Minnesota businesses looking to create more value for the state's agricultural products. (SPONSOR)

#### **Brand Yourself Consulting**

Tami Enfield tami@brandyourselfconsulting.com

Brand Yourself is a marketing agency that specializes in brand identity and digital marketing strategies. We assist all types of businesses, both large and small, define their differentiator and increase brand awareness through storytelling. We utilize online tools such as Facebook and Hubspot to distribute content to potential clients, ultimately driving sales.

#### **Compeer Financial**

Sai Thao sai.thao@compeer.com

Compeer Financial is a member-owned, Farm Credit cooperative serving and supporting agriculture and rural communities. We provide loans, leases, risk management and other financial services throughout 144 counties in Illinois, Minnesota and Wisconsin. (SPONSOR)

#### Coverra Insurance

Katie Gunderson kgunderson@coverrainsurance.com

We specialize in Property, Liability, and Workers Compensation Insurance for businesses in the Food and Beverage industry. We represent Society Insurance, and our agency is bringing some of the broadest and most comprehensive coverages with a competitive price advantage to the Minnesota market. Society has a dominating presence within the industry and an excellent track record for handling claims. Let us be the secret ingredient to protecting your business!

# Food Export Association of the Midwest USA Enrique Rubio

erubio@foodexport.org

Food Export Association of the Midwest USA is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. We've been helping U.S. suppliers of Midwestern food and agricultural products sell overseas since 1969. Working with our 13 Midwestern member states, Food Export-Midwest provides a wide range of services to facilitate trade between local food suppliers and importers around the world. These services include Export promotion, Customized export assistance, and a cost-share funding program.

#### **Forward Food Solutions**

Elise Forward
Elise@forwardfoodsolutions.com

Forward Food Solutions, LLC is a western Wisconsin based technical assistance company providing food safety and quality expertise to companies big and small, local and international. Contact us for a personalized approach to your company and your specific needs.

### Life's Pure Balance Gene Wood gene@lifespurebalance.com

A unique product designed to anchor your food quality and safety program! It cleans bio films, dirt, wax, pesticides, pathogens and anti-microbial wash residues off the surface of the produce. It can be used in addition to anti-microbial washes or as a stand-alone, leaving pristine flavors that are typically not experienced. You will also generate 3 to 4 days extended shelf life and crispier products, especially lettuce.....Stop by our booth for a live taste test!

#### Minnesota Farmers Union / Minnesota Cooks

Bruce Miller bruce@mfu.org

Minnesota Farmers Union is a statewide family farm organization working on cooperation, legislation and education. We stand up for agriculture and fight for family farmers.

Minnesota Cooks - an education and outreach program designed to demonstrate that locally grown food is a viable economic opportunity for some of Minnesota's family farmers, rural communities and restaurants.

#### Minnesota Grown

Brian Erickson brian.j.erickson@state.mn.us

The Minnesota Grown program is a statewide partnership between the Minnesota Department of Agriculture and Minnesota producers of specialty crops and livestock. (SPONSOR)

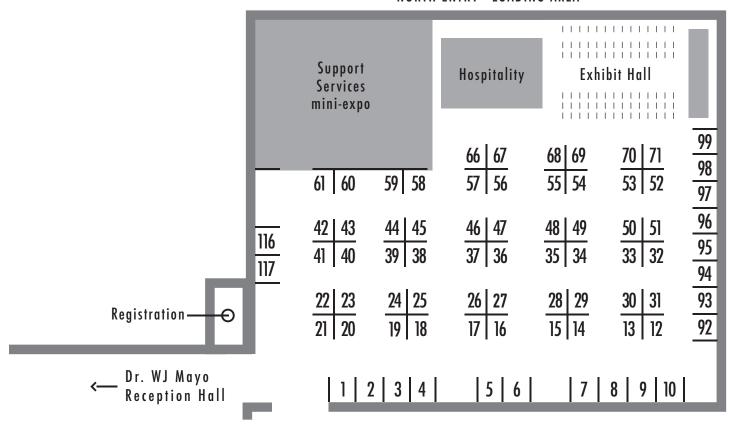
#### Quigistics

Vivek Sharma Vsharma@quigistics.com

Cloud-based traceability and inventory management software customized for small food companies. Use Quigistics to improve operations and achieve FSMA compliance at the same time. Quigistics has apps to support all your operations. From purchasing to production to sales, Quigistics does it all. Use it on computers, tablets or smartphones. It also interfaces with QuickBooks and online stores.

# **FEAST! Tradeshow Exhibitor Directory**

NORTH ENTRY - LOADING AREA



#### 2 American Hazelnut Company

Bradley Niemcek 17193 Old 61 Road Gays Mills, WI 54631 americanhazelnutcompany.com bradniemcek@gmail.com 608-485-3413

#### 30 Ames Farm

Sarah Mogilevsky 2425 County Road 127 Delano, MN 55328 amesfarm.com sarah.amesfarm@gmail.com 952-955-3348

#### 39 Atlas Provisions

Sarah Pritzker PO Box 16038 Saint Paul, MN 55116 atlasprovisions.co sarah@atlasprovisions.co 651-334-9434

#### 58 B&E's Trees

Larkin Breckel 1201 N Main Street #5 Viroqua, WI 54665 bandestrees.com larkin@bandestrees.com 608-405-2652

### 42 Baba's Food Company

Rana Kamal 12500 Nicollet Avenue Burnsville, MN 55337 babasfoodcompany.com info@babasfoodcompany.com 651-964-8774

#### 92 Badgersett Farm

Megan Rutter 18606 Deer Rd Canton, MN 55922 badgersett.com megan.rutter@badgersett.com 507-481-6946

#### 43 Bolton Bees

Chiara Bolton 1631 Dayton Avenue Saint Paul, MN 55104 boltonbees.com boltonbees@gmail.com 651-728-1530

# 93 Bootlegger Brewing Kombucha

Jake Haneman 14607 Felton Court Apple Valley, MN 55124 bootleggerkombucha.com jake@bootlegger-brewing.us 763-312-0177

#### 18 CannonBelles Cheese

Deeann Lufkin 4875 Lonsdale Blvd E Northfield, MN 55057-4366 CannonBelles.com deeann@cannonbelles.com 407-616-2331

#### 117 Carlson Roasting Co.

Bob Carlson 101 W Cedar Street, PO Box 8 Houston, MN 55943 carlsonroasting.com bob@carlsonroasting.com 507-459-1951

#### 32 Chocolate San Jose-Minneapolis

Monica Jimenez 2744 Ensign Avenue N New Hope, MN 55427 chocolatesanjose-minneapolis.com monica.jimenez1103@gmail.com 612-986-7211

#### 53 CJ's Premium Spices LLC

Alan Swan PO Box 410 Hartland, WI 53029-0410 cjspremiumspices.com alan@cjspremiumspices.com 262-366-4222

#### 26 Coconut Whisk

Bella Lam 1079 140th Street East Rosemount, MN 55068 coconutwhisk.com coconutwhisk@gmail.com 952-486-3527

#### 40 Country View Dairy

Bob Howard 15197 230th St. Hawkeye, IA 52147 countryviewdairy.com cvdbob@netins.net 563-422-8633

#### 36 Creature Comfort Hot Sauce

Joe Hoelzel 4048 Park Avenue Minneapolis, MN 55407 creaturecomforthotsauce.com joe@creaturecomforthotsauce.com 612-840-1896

#### 55 CTL Foods, Inc.

Peter Klug; Linda Murch 507 Pine Street Colfax, WI 54730 ctlfoods.com PeteK@ctlcolfax.com; lindam@ctlcolfax.com 715-962-3121

#### 22 Ferndale Market

John Peterson 31659 Willow Trail Cannon Falls, MN 55009 ferndalemarket.com john@ferndalemarketonline.com 507-263-4556

#### 47 Fierce Ferments

Galen Kanazawa 284 Winona Street E Saint Paul, MN 55107 fierceferments.com fierceferments@gmail.com 507-581-1527

#### 54 Fizzeology Foods

Faith Anacker PO Box 401 Viroqua, WI 54665 fizzeology.com fizzeology@gmail.com 608-638-3499

#### 99 Four Elements Herbals

Jane Hawley Stevens
111 East Walnut Street,
PO Box 10
North Freedom, WI 53951
fourelementsherbals.com
janehawleystevens@gmail.com
608-522-4492

#### 45 Freak Flag Foods

Mary Jane Miller 1307 Lakeside Circle Buffalo, MN 55313 freakflagfoods.com maryjane.miller@freakflagfoods.com 612-501-0392

#### 5 Frederick Sound Fish Co.

Ryan J. Mulvihill 3910 Chesapeake Lane NW Rochester, MN 55901 fredericksoundfishco.com fredericksoundfishco@gmail.com 307-683-6577

#### 35 Goodnola

Kelly L'Esperance 3175 Brei Kessel Road Independence, MN 55359 goodnola.com kellylesperance@mac.com 248-561-0598

#### 4 Grandma's Gourmet

Kimberly Olson 2610 YH Hanson Avenue Albert Lea, MN 56007 grandmasgourmets.com grandmas.gourmets@gmail.com 507-202-3299

#### 41 Hastings Cooperative Creamery

Richard Trebtoske 1701 Vermillion Street Hastings, MN 55033 valleyviewmilk.com richard@hastingscreamery.com 651-253-1815

#### 3 Heartland Burrito

Kyle Sieck 722 Willow Street Iowa City, IA 52245 heartlandburrito.com accounts@heartlandburrito.com 563-241-2857

#### 61 Heil Ginseng Enterprise

Shayna Moen 1313 South 3rd Avenue Edgar, WI 54426 shayna@heilginseng.com 715-352-7200

#### 25 HoneyberryUSA

James Ingvaldson PO Box 512 Bagley, MN 56621 honeyberryusa.com info@honeyberryusa.com 218-331-8070

#### 10 Infuzn Foods LLC

Anantha Kollengode 611 20th Street SW Rochester, MN 55902 infuznfoods.com sales@infuznfoods.com 913-461-7612

#### 52 JRS Country Acres Inc

Judy L Tholen N7543 Rock Lake Road Lake Mills, WI 53551 jrscntryacres.com info@jrscountryacres.com 920-285-6174

#### 19 Kakookies

Sue Kakuk 500 Sycamore Lane N Minneapolis, MN 55441 kakookies.com sue@kakookies.com 763-544-9662

#### 28 KellyG's Wild Rice Burgers

Kelly Porter 2285 South Shore Blvd White Bear Lake, MN 55110 kellygswildriceburgers.com khrporter@outlook.com 612-718-0245

#### 46 Kettle Fudge LLC

David Christenson PO Box 9125 Rochester, MN 55903 kettlefudge.com david@kettlefudge.com 888-874-9028

#### 23 K-Mama Sauce

KC Kye 4301 Benjamin Street NE Minneapolis, MN 55421 kmamasauce.com kmamasauce@gmail.com 612-460-5156

#### 38 Leafy Legacy Herb Farm

Jane Skinner Peck 33949 Golden Drive Lanesboro, MN 55949 facebook.com/leafylegacyherbfarm revels@janepeck.com 612-823-0776

#### 68 Maazah Chutney

Yasameen Sajady 2945 Benjamin Avenue Minneapolis, MN 55418 maazah.com yasameensajady@gmail.com 612-716-9681

#### 7 Midwest Elderberry Cooperative

Christopher Patton 3520 East 33rd Street Minneapolis, MN 55406-2160 midwest-elderberry.coop info@midwest-elderberry.coop 612-418-4624

#### 96 Minnesota Hemp Farms

John Strohfus 14530 90th Street S Hastings, MN 55033 mnhempfarms.com john@mnhempfarms.com 612-268-0991

#### 94 Mostly Made

Jillian McGary 18315 Minnetonka Blvd Deephaven, MN 55391 mostly-made.com jillian@mostly-made.com 612-968-6063

#### 17 My Sweet Greens MN

Dean A Bredlau 45179 Nygren Road Zumbrota, MN 55992 mysweetgreensmn.com mysweetgreensmn@gmail.com 507-828-5635

#### 31 Nami Chips

Maya Smith 1201 North Main Street Viroqua, WI 54665 facebook.com/namichips/ namichips@gmail.com 608-632-2609

#### 59 NessAlla Kombucha

Cassandra Schmid 1418 South Park Street Madison, WI 53715 nessalla.com events@nessalla.com 608-228-3950

#### 16 Oak Valley Creations

Debra Fairbanks 7131 149th Street West Savage, MN 55378 oakvalleycreations.com oakvalleycreations@gmail.com 952-212-4331

#### 60 Out Of The Kitchen LLC

Mitch Maier PO Box 45 Prairie du Sac, WI 53578 chefmitchmaier.com outofthekitchen@hotmail.com 608-206-0436

#### 33 Pickle Creek Herbs

Jocelyn Engman 104 South 3rd Street Fairfield, IA 52556 picklecreek.com jocelyn@picklecreek.com 319-694-3054

#### 13 Raw Bistro Pet Food

Justin Magnuson 305 Cannon Street W Cannon Falls, MN 55009 rawbistro.com justin@rawbistro.com 612-644-0231

#### 98 Ready-2-Fruit Mushrooms LLC

Matthew Ratliff 5250 24th Street SW Pine River, MN 56474 ready2fruitmushrooms.com info@ready2fruitmushrooms.com 320-266-7743

#### 48 Ruth's Vegetarian Gourmet

RuthAnne Koski 1211 Seventh Avenue Two Harbors, MN 55616 Ruthsgourmet.com ruthanne@ruthsgourmet.com 651-587-2370

# 34 Sacred Blossom Farm - Living Herbal Teas

Tony DiMaggio W355 State Road 121 Mondovi, WI 54755 SacredBlossomFarm.com Tony@SacredBlossomFarm.com 715-946-3604

#### 9 Salsa Joe L. Diablo

Joel Kimball 3557 Elm Lane SE Rochester, MN 55904 salsajoe.com eldiabol@salsajoe.com 507-282-3844

#### 15 Sara's Tipsy Pies

Sara Hayden 2000 Industrial Blvd #9 Stillwater, MN 55082 sarastipsypies.com sara@tipsypies.com 651-208-4247

#### 66 Shokolate Haven

Ana Gawtry 15559 280th Street Lindstrom, MN 55045 shokolatehaven.com kristikarenina@gmail.com 651-257-6481

### 116 Sno Pac Foods

Ryan Stenzel 521 West Enterprise Drive Caledonia, MN 55921 snopac.com ryan@snopac.com 507-725-5281

#### 20 The Bee Shed, SBC

John Shonyo 13147 18 Avenue NW Oronoco, MN 55960 thebeeshed.com John@thebeeshed.com 507-261-2150

#### 8 The Farm of Minnesota

Daniel J Moe 24618 Highway 15 N Hutchinson, MN 55350 thefarmofmn.com dan@thefarmofmn.com 320-296-9585

#### 97 Timberlake Orchard

Joshua Zeitz 176 200th Avenue Fairmont, MN 56031 timberlakeorchard.com josh@timberlakeorchard.com 712-229-4200

#### 6 Trail Creek Coffee Roasters

Crystal Whitmarsh 305 13th Avenue NW Kasson, MN 55944 facebook.com/trailcreekcoffee trailcreekcoffee@gmail.com 507-995-8571

#### 14 West Indies Soul Food, Inc.

Sharon Richards-Noel 1799 Nevada Avenue E Saint Paul, MN 55119 westindiessoul.com westindiessoulfood1@gmail.com 651-331-9523

#### 50 Yoga Pops

Nalini Mehta 250 Park Avenue Minneapolis, MN 55415 routetoindia.com nalini@routetoindia.com 212-361-9477

#### 12 You Betcha Kimchi

Joe Silberschmidt 3017 East 25th Street Minneapolis, MN 55406 youbetchakimchi.com info@youbetchakimchi.com 612-718-1634

# 27 You Betcha! Box (Share Local Love)

Katie Sterns 1493 Scheffer Avenue Saint Paul, MN 55116 youbetchabox.com katie@sharelocallove.com 651-295-1730

# **FEAST! Awards & Sponsors**

We'll hear from FEAST! Network members and partners about where the Network goes from here, after year five. Invited speakers will share their perspectives on the importance of local foods, the entrepreneurial spirit, and contribution to local economies & communities.

FEAST! has always emphasized local sourcing, and we're proud that more than a third of this year's exhibitors are "Grower/ Producers"—processing their own crops or livestock into consumer packaged goods. This year we created the Innovative Local Sourcing Award because for those purchasing ingredients, choosing local sources can be challenging. We commend those efforts.

In the competitive world of food sales, authenticity is a treasure. Beyond the authenticity of locally-sourced ingredients, another action that speaks volumes is building social benefit causes into a business model. This shows community values, strong ethics, and trustworthiness. While it is daunting for a small business to dedicate funds in this way, many of the FEAST! businesses are showing leadership in this direction, and we are glad to commend those efforts this year with the Inspiring Social Benefit Award.

The FEAST! booths are a delight for the senses—both sights and tastes—and we're going to force ourselves to pick just one of those with our Most Engaging Booth Award this year. And be aware, that "engaging" is an action word!

#### FEAST! Local Foods Network Awards

#### Welcome

Tim Penny, Southern Minnesota Initiative Foundation

#### Partner Message

Jamie Pfuhl, Minnesota Grocers Association

#### Awards

#### Something Special from Wisconsin Award

#### Ready to Grow Award

Brian Erickson, Minnesota Department of Agriculture

#### Inspiring Social Benefit Award

John Monson, Compeer Financial

#### Most Engaging Booth Award

Jamie Sundsbak, Collider Coworking

#### **Innovative Local Sourcing Award**

Kathy Zeman, Minnesota Farmers Market Association

# **FEAST! Partners & Sponsors**

#### **Premier Partners**







#### Silver Tablespoon Sponsors







#### **Bronze Teaspoon Sponsors**













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el One Food Bank, City of Cannon Falls, Linder Farm Network, Mayo Clinic,











