



# HEALTHY LOCAL FOOD EXHIBIT

## MINNESOTA STATE FAIR • ECO EXPERIENCE

### 2018 SUMMARY REPORT

## Theme: Best if Used

The 2018 exhibit focused on the reduction of food waste, bringing attention to the many points in our food system where waste can be prevented and offering solutions to help people make choices to minimize waste. Through an interactive and educational display; demos from local chefs, farmers, foodmakers; and fun, educational activities, we worked to help the public better understand the importance of reducing food waste, and when it cannot be prevented, diverting it away from landfills into backyard compost bins or to industrial organics recycling programs.

### Exhibit Components:

- A series of educational kiosks with displays combining photos, facts, and interactive panels to engage fairgoers.
- Three daily cooking demonstrations with local chefs.
- A local food sampling station where daily offerings included samples from two to three local farmers or foodmakers.
- A variety of Kids activities where children and families enjoyed fun activities that encourage healthy eating, cooking, and local, organic food.





## Cooking Demos on the Sustainability Stage

The Sustainability Stage sits at the heart of the exhibit and is shared with the Minnesota Pollution Control Agency, who curates daily presentations meant to encourage sustainable living. In addition, we hosted three, 45 minute cooking demonstrations on the stage daily at 11am, 1pm, and 3pm. We invited 12 Minnesota-based chefs from restaurants and food companies to share information about their food, restaurant, or business, and teach techniques for using fresh, local ingredients with a focus on minimizing waste.

### **Pictured in order, left to right**

Aug. 23: Mark Augustine, MPLS Public Schools  
 Aug. 24: Nicci Sylvester, Tonic Local Kitchen & Juice Bar  
 Aug. 25: Yia Vang, Union Kitchen  
 Aug. 26: Ross & Linnea Logas, The Moral Omnivore  
 Aug. 27: Kimberly Olson, Grandma's Gourmet  
 Aug. 28: Carrie Riggs, Alma: Café, Hotel, & Restaurant  
 Aug. 29: Kelly & Zachary Dumpling & Strand  
 Aug. 30: Ann Ahmed, Lemon Grass Thai  
 Aug. 31: Saba Andualem, Urban Roots  
 Sept. 1: Tony Dimaggio, Sacred Blossom Herbal Tea  
 Sept. 2: Ruhel Islam, Gandhi Mahal  
 Sept. 3: Tammy Wong, Rainbow Restaurant



## Fresh Brews from Peace Coffee

Exhibit partners, Peace Coffee, were present for all 12 days of the fair to share over 30,000 samples of their locally roasted, organic and fair trade coffee and talk about how they support regenerative agriculture, food waste reduction and environmental and economic sustainability through their brand of #OrganicMagic

## Volunteers

The Healthy Local Food Exhibit would not be possible without the more than 100 individuals who volunteered to fill 151 shifts. Volunteers perform a variety of tasks including assisting with cooking demonstrations, sampling local foods, and overseeing the children's activities. Volunteers attended a pre-fair orientation, and receive free admission to the fair and an organic cotton t-shirt. In 2018, nearly two-thirds of our volunteers were returnees who had volunteered in previous years.

### Volunteer Testimonials

"My daughters and I had a blast! We loved to interact with hundreds of people!"

"The kids had a blast with the veggie car racing. I have to say I really enjoyed chatting with the kids about food. I am pursuing my certification as a nutritional therapy practitioner and the time to make an impact on food choices is early on. I had a lot of good conversations with people of all ages. I can't wait to do this again!"



Volunteers with the Veggie Grand Prix and Chomp mascot activities

## Kids' Activity Area

Children and families enjoyed an array of different games and activities. Healthy eating activities were designed and provided by the HealthPartners' Power Up program and Renewing the Countryside.

### Activities included:

- Identifying and then racing local vegetables on the Veggies Grand Prix race track
- A "try for five" guess the vegetable game
- A HealthPartners spin the wheel game with questions and activities promoting healthy eating and movement
- Climate change bingo game organized by the MPCA. We asked players questions about which fruits and vegetables are grown locally
- A "head-in-the-hole selfie station where you can pose with Chomp, a YumPower carrot mascot.

# Local Food Sampling Station

To help raise awareness of local food, samples were offered each day at our sampling station. During morning and afternoon shifts, nearly two-dozen local farmers, producers and businesses donated their products and shared their stories. Other times of day, volunteers handed out samples of local foods donated from the Twin Cities based food distributor, Co-op Partners Warehouse.



## 2018 in photos





# 2018 Numbers

**Over 2 million fairgoers attended Minnesota state fair in 2018.**

**252,329 visitors** toured the Eco Experience,

Activities were staffed for **144 hours** over **12 days**.

**151 volunteers** shift were filled for the Healthy Local Food Exhibit which amounts to **530 volunteer hours**.

**36 cooking demonstrations** took place on stage.

Nearly **50 local farms and food businesses** participated in the exhibit.

More than **100,000 local food samples** were provided to fairgoers.



## Healthy Local Food Exhibit Partners:

renewing the countryside  
*just. sustainable. vibrant.*

