



# Healthy Local Food Exhibit

*Artisan Grains Exhibition*

Minnesota State Fair | Eco Experience  
2019 SUMMARY REPORT

# ABOUT THE EXHIBIT

The 2019 Healthy Local Food Exhibit told the story of Artisan Grains of Minnesota--a story that winds its way from local farms to millers, bakers, cereal and snack maker, malters, brewers, and consumers.

Often, interest in local foods has focused on vegetables and fruits, milk and cheese, honey and maple syrup. Some of us seek out local meats and eggs. Yet the one food group that is found at most every meal and could make the biggest impact on our landscape is grains.

From ancient grains to the crops of the future, fair goers were able to see and taste the quality, flavor and nutrition of these delicious foods, all the while learning about the environmental benefits provided by regenerative, artisan grain production.

The Minnesota Pollution Control Agency (MPCA) curates the Eco Experience. Fair attendees can explore interactive exhibits and watch shows and demos. The Eco Experience provides inspiration and resources for fair attendees to continue individual and community efforts to address environmental issues and engage more deeply with the environment.

## Exhibit Components:

- A **series of educational displays** that used a combination of farmer profiles, photos, facts, and engaging activities.
- Three **daily cooking demonstrations**. Celebrated local chefs and foodmakers offered tips for cooking with artisan grains and how they can elevate your cooking.
- **Daily sampling**. Each day we sampled foods from local farmers and foodmakers, who focus on sourcing their ingredients from local grain farmers and processors.
- **Kids activities**. Children and families raced vegetables down our Veggie Grand Prix; played food trivia and "Guess the Vegetable."





# EDUCATIONAL DISPLAYS

Our Healthy Local Food exhibit featured educational interactive displays. The 2019 Artisan Grains exhibit shared information on: the local foods movement, regenerative agriculture, the grain food system web, as well as grain and farmer profiles! Below and on the next page are a few examples of the posters we shared. The full set of posters can be viewed at:

[renewingthecountryside.org/mn\\_state\\_fair](http://renewingthecountryside.org/mn_state_fair)

*Welcome to the*  
**Healthy Local Food**  
*Artisan Grain Exhibition*

As consumers, we are becoming more interested in the quality and sourcing of our food and we are expanding our horizons! A few years ago, most of us equated "local food" with fresh produce: tomatoes, green beans, apples, pumpkins, kale, etc. Some of us may also have sought out cheeses, meats, honey, and eggs. But only recently has there been an awakening to grains as a "local food," and one that is the basis of many foods we eat: breads, pastas, breakfast cereals, and beer, just to name a few.

This year's exhibit focuses on a revolution that is happening with local grains—small grains

in particular. Both heritage grains and new grain varieties—bred for flavor and health attributes—offer exciting opportunities for farmers and end users alike. They have the potential to transform our agricultural landscape in ways that benefit farmers, the environment, and rural communities, while providing amazing, healthy ingredients that bakers and makers are transforming into delicious foods and beverages.

Explore these kiosks to learn about some of the grains that can be part of a regenerative agricultural system and learn what is happening — from field to table — to build demand for these small grains.



*Brought to you by*



**Renewing the Countryside**  
Supporting and accelerating sustainable solutions —generated in partnership with rural entrepreneurs and communities.



**The Artisan Grain Collaborative**  
Working together to promote a regenerative grain system that builds healthy soil, healthy people, and healthy communities.

*And our Partners and Supporters*







**Artisan Grains**

*From Seed to You!*

As eaters, we often don't think about the complex systems behind the food we eat. For products made with artisan grains, there are all sorts of people, processes, and equipment involved. The following infographic is helpful in understanding the interplay between a number of the actors.



**GROWING A LOCAL GRAIN MOVEMENT**

COMMONS ORIENTED, REGIONAL, AND PRODUCTION BASED MARKETS, SYSTEMS, AND NETWORKS  
SUPPORTS LOCAL ECONOMY, ENVIRONMENTAL SUSTAINABILITY, FOOD SOVEREIGNTY, AND FOOD SECURITY  
COLORADO, USA [www.ExpositiontheGrainTable.com](http://www.ExpositiontheGrainTable.com)

**A Couple of Terms**

**Rotations:** In the past, farmers grew many different crops, rotating them between different fields each year, which provided benefits for soil health and pest management. More recently, as federal policy has favored a few crops rather than many, most crop farms in the Upper Midwest have simplified their rotations. Farms will plant corn, soybeans, corn, soybeans, and so on. And when corn prices were at their height, there was no rotation, just corn on corn on corn. While some farmers are interested in adding other crops to their rotation, they only can afford to do so if they have markets (i.e. buyers) for those crops.

**Cover Crops:** A cover crop is a crop that is planted to "cover" the soil when it would otherwise be bare. Cover crops can enhance soil quality and fertility, prevent erosion and runoff, control weeds and pests, and increase biodiversity. Cover crops are often planted after summer crops have been harvested. A number of the small grains featured in this exhibit are used as cover crops, including oats, rye, and winter barley.

# EDUCATIONAL DISPLAYS continued



View the rest of the displays online at:  
[renewingthecountryside.org/mn\\_state\\_fair](http://renewingthecountryside.org/mn_state_fair)



# COOKING DEMONSTRATIONS on the Sustainability Stage

At the Sustainability Stage, the Minnesota Pollution Control Agency (MPCA) curates presentations to encourage sustainable living. In addition to their daily presentations, we host three, 45-minute cooking demonstrations at 11am, 1pm, and 3pm. We invited 12 Minnesota-based chefs and researchers to share information about their food, organization, restaurant, or business, and teach techniques for using artisan grains and other fresh, local ingredients.

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

Aug. 28: Beth Dooley, Beth Dooley's Kitchen

Aug. 23: Carrie Riggs, Alma: Cafe, Hotel and Restaurant

Aug. 26: Christopher Sarles, Lowertown Bakehouse

Aug. 24: Lachelle Cunningham, Chelles' Kitchen LLC

Sept. 2: Hannah and Brady Barnstable, Seven Sundays

Sept. 1: Mark Schiller, Loon Liquors

Aug. 30: Mark Augustine, MPLS Public Schools | Culinary and Wellness Services

Aug. 27: Joe Williams, Pizzeria Lola

Aug. 22: Misen Luu, University of Minnesota - Food Science

Aug. 31: Hai Truong, Ngon Bistro

Aug. 29: Saba Andualem, Urban Roots

Aug. 25: Gilbert Williams, Lonesome Stone Milling



## EXHIBIT PARTNERS

Two of our exhibit partners, Seven Sundays and Peace Coffee, sampled their delicious products all 12 days of the fair! Seven Sundays served their sustainably sourced muesli made with local, artisan grains, and Peace Coffee sampled their organic, fair trade, shade grown and bike-delivered coffee.





# EXHIBIT PARTNERS

HealthPartners PowerUp partnered with us on our Kids Activity area. PowerUp is a community-wide initiative to make it easy and fun to eat better and move more.

Activities included:

1. Identifying and then racing local vegetables on the Veggie Grand Prix
2. A "Try for Five" guess the vegetable game
3. A HealthPartners spin the wheel game with questions and activities promoting healthy eating and movement
4. A "head in the hole" selfie station where you can pose with Chomp, a YumPower carrot mascot



# VOLUNTEERS

We could not have told the winding tale of Artisan Grains without the help of our many volunteers. This year, we had the help of over 150 volunteer shifts. Volunteers helped during our cooking demos, sampled food, ran the Kids' Activity area trivia wheel and "Veggie 500." Our volunteers greeted fair goers and encouraged them to participate in the exhibit.



Several of our volunteers have been with us at the Healthy Local Food exhibit for multiple years. 60% of our Volunteer Survey respondents are repeat volunteers--with 45% having volunteered at the Fair 4 years or more! When asked about their favorite thing about volunteering, our volunteers said:

**"Seeing all the people come through the exhibit, many with a genuine interest in local, healthy food."**

**"I enjoyed interacting with attendees at the "spin the wheel" activity because it was a chance for authentic dialogue with the community."**

**"I enjoy talking to the kids that come to the spinning wheel. While most are interested in getting their bingo card stamped, I try to engage them on food related issues based on the wheel questions. I especially like it when the parents gain some insight when they hear their kids' comments. It spurs a discussion."**



# LOCAL FOODS 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.

## **Samplers:**

- August 23rd - Whole Grain Milling Co.
- August 24th and 25th - Lonesome Stone Milling
- August 26th - Nomi Snacks
- August 27th - KAKOOKIES
- August 28th - Bare Honey
- August 29th - Grandma's Gourmets LLC
- August 30th - KellyG's Inc.
- August 31st - Squash Blossom Farm
- September 1st - GUSTOLA GRANOLA
- September 2nd - 3 Bear Oats

## **Co-op Partners Warehouse Samples Donated from:**

- Featherstone Farm
- Harmony Valley Farm
- Ridgeland Harvest
- St. Croix Valley Growers



# 2019 in PHOTOS





# 2019 in PHOTOS





# 2019 in PHOTOS





# EXHIBIT DISPLAYS

## a special thanks to MCAD

2019 was our second year partnering with Background Stories founder and Minneapolis College of Art and Design (MCAD) professor Arlene Birt. Students in her Human Factors course at MCAD helped design our display and some new interactive components, like a wheat berries guessing game and a hunt for the malted barley activity.



## 2019 NUMBERS

**6** record breaking attendance days

**1** new attendance record for all **12** days

**2,126,551** total state fair attendees

**267,893** total Eco Experience attendees

Over **150** volunteers shifts at the Healthy Local Foods Exhibit

**6** grains featured in the exhibit displays

**26** local food businesses or organizations participated

**~89,600** samples shared



## HEALTHY LOCAL FOOD EXHIBIT PARTNERS



MINNESOTA POLLUTION  
CONTROL AGENCY



**McKNIGHT FOUNDATION**