



SOUTHERN MINNESOTA
INITIATIVE FOUNDATION

Collaborating for Regional Vitality

FOR IMMEDIATE RELEASE

More than 2,000 local food enthusiasts, makers, and buyers are expected at the third annual *Feast! Local Foods Marketplace*



WHAT

Feast! Local Foods Marketplace is the largest celebration of local foods in the region, connecting artisan food makers with both buyers and customers.

WHEN

Friday, December 2, 2015, 9 am-6 pm - **Tradeshow: Only for vendors and buyers**
Saturday, December 3, 2015, 10 am-4 pm - **Festival: Open to public**

WHERE

Mayo Civic Center, Rochester, MN

WHO

Over 100 artisan food makers, farmers, producers and distributors from Minnesota, Iowa, and Wisconsin - see a map of exhibitors [here](#).

+2,000 customers - event open to the public on Saturday, December 3

Food buyers are invited to tradeshow and workshops on Friday, December 2

ACTIVITIES

Friday, December 2

- Tradeshow
- Food Entrepreneurs Forum
- Support Services Mini-Expo
- Private Evening Reception

Saturday, December 3

- 10 am - Doors open
- See, Sample, and Stock Up - Over 100 Local Food Vendors
- Fun activities for kids of all ages
- Cooking demonstrations throughout the day
- Real Food Media popup film festival

WHY

There continues to be a strong and growing demand for local foods in our region. After a successful first *Feast!* festival in 2014, it was clear that customers, makers, and buyers value this opportunity to connect and support a more robust local foods economy in Minnesota, Iowa, and Wisconsin. Now in its third year, the award-winning *Feast! Local Foods Marketplace* festival is a great holiday shopping opportunity for those looking to get a start on holiday shopping for fellow food enthusiasts!

TICKETS

\$5/adults with additional fee for beer/wine/hard cider tasting; \$2/kids
Available at the door*

*2-for-1 coupons and \$10-off alcohol wristband vouchers available at participating restaurants, People's Food Co-op, and Hy-Vee stores. Details at local-feast.org.

INTERVIEWS

SMIF President & CEO Tim Penny and Renewing the Countryside Executive Director Jan Joannides are available for interviews before and during the event. Contact Kallie at kallier@smifoundation.org to schedule.

LEARN MORE

Visit www.local-feast.org for a full list of vendors, activities, and sponsors.

About Renewing the Countryside

Renewing the Countryside works to bring inspiration, ideas, resources and assistance to those looking for sustainable ways to strengthen their rural communities. For nearly 15 years, they have done this through public education, economic development initiatives and technical assistance. Their main constituencies are current and aspiring sustainable business owners, farmland owners, and the general public. Visit www.renewingthecountryside.org for more information.

About Southern Minnesota Initiative Foundation

Southern Minnesota Initiative Foundation (SMIF), a donor-supported foundation, invests for economic growth in 20 Minnesota counties. The Foundation has provided more than \$100 million in grants, loans and programming within the region during the past 30 years. SMIF's key interests include early childhood, community and economic development. To learn more about our work and mission, visit www.smifoundation.org.

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