



Feast! 2020-2021

ONLINE MARKETPLACE MAKERS FORUM LOCAL FOODS MAGAZINE

Feast!

AN ONLINE
MARKETPLACE

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Introduction

2020 began with change. The FEAST! Local Foods Network decided in January to split the two components of the annual festival and tradeshow into separate events, moving the tradeshow to the following spring. With the arrival of the pandemic, change and adaptation became the norm, so we began adjusting our programs. First, we planned for vol.3 of the magazine with larger emphasis on the digital edition. Based on guidance from the state, the Network canceled the in-person festival, pivoting to an online-only marketplace held in the fall of 2020 and spring of 2021. The business to business tradeshow was also canceled and a virtual Makers Forum was held instead (details on p.4).



Numbers At a Glance:

Magazine

- 6,000 copies distributed through MN, IA, and WI
- 48 full color pages
- 78 featured farms / food businesses (*not incl. ads*)
- 32 advertisers
- 12 content features

Online Marketplace

- 44 number of unique vendors
- \$18,752 gross sales
- 189 total purchases
- \$99 spent per order, average
- \$253 gross sales per vendor, average
- 2,706 vendor directory pageviews at local-feast.org

Makers Forum

- 4 virtual sessions
- 44 attendees, 25 synchronous, 19 post-event views
- 13 presenters and panelists

FEAST! Local Foods Marketplace Partners and Sponsors

Premier Partners



Additional Sponsors

Silver Tablespoon:  Ferndale Market

Wooden Spoon: Compeer Financial

Friends of FEAST!: The Greensted, E-1 Collaborative

Budget

Income

Magazine Revenue (ads)	\$11,895
Sponsorships	\$56,500
Exhibitor Fees	\$2,410
Online Marketplace Fees	\$1,670
Total Income	\$72,475

Expenses

Magazine	
Writing, Editing, Sales	\$4,200
Printing and Distribution	\$4,202
Online Marketplace	
Facilities	\$812
Other Event Expenses	\$288
“Shared Expenses: Magazine, Maker’s Forum, Online Marketplace”	
Staffing/Coordination	\$54,000
Marketing	\$1,162
Total Expenses	\$64,664

Income less expenses* **\$7,811**

*An additional \$13,992 was provided as an in-kind contribution from FEAST! partners and volunteers.



The Makers Forum was held April 13-14 with the sessions below offered virtually and recorded for registrants who couldn't attend. Vendors and agency/support service engaged in conversation; vendors submitted videos for post-production following the initial session, adding to the videos from the fall, which consisted of both vendor-created and those conducted as interviews. Videos were shared in emails, on social media (including the FEAST! YouTube Channel), and on vendors' pages within the website's Foodmaker Directory. Sessions included:

Pitching through video

Ashley Aukes, Beruck Studios

Brett Olson, Renewing the Countryside

Discuss strategies and techniques, invite registered attendees to submit a video for post-production that FEAST will share throughout the Online Marketplace.

Scaling up & finding support services

Amber Westley, Co-op Partners Warehouse

Aaron Molenaar, Collapsible Cooler

Craig Heurung, Spee-Dee Delivery

Brian Strom, Crapola Granola

Managing your online presence and helping customers find your products

Ryan Furness, Nearest You & Get Local Brands

Tami Enfield, Brand Yourself

Finding success with wholesale buyers

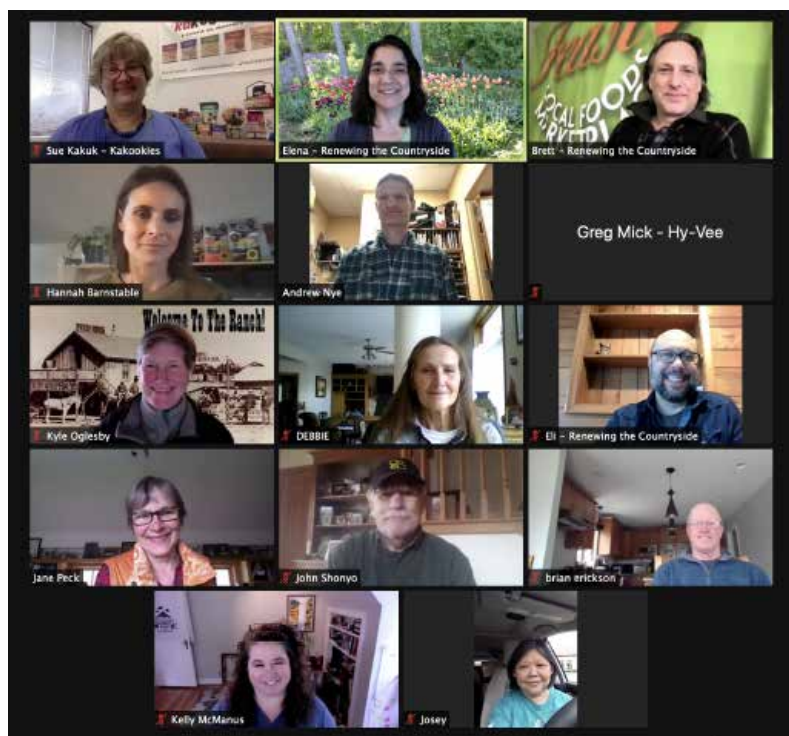
Hannah Barnstable, Seven Sundays

Sue Kakuk, Kakookies

Greg Mick, Hy-Vee

Andrew Nye, Spiral Natural Foods

John Peterson, Ferndale Market



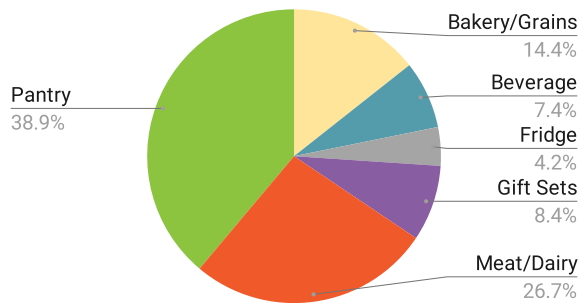
ONLINE SALES

With the cancellation of our December in-person events, The FEAST! Network was pleased to still offer the Online Marketplace, which opened for orders on November 8th for curbside pickup on December 6th. Vendors were trained in Local Line, our ecommerce platform, which listed over 400 products for sale. Products were delivered to our pick-up site by vendors, sorted by staff and volunteers, and loaded in customers cars as they drove through. Strict protocols regarding safe operation during COVID were followed according to state guidance and the FEAST! Covid preparedness plan.

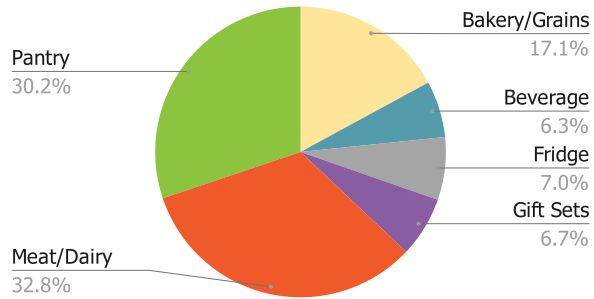
The fall market's gross sales were \$12,028. Due to success of this sale the market was offered again, opening in April 2021 for pick up on May 2, selling an additional \$6,724. The vaccine rollout and warmer weather may have contributed to the lower spring sales, as customers began returning to traditional in-person shopping. Total online sales were \$18,752.



Sales by product category, Fall 2020



Sales by product category, Spring 2021



General Feedback

Just wanted to say thank you again...Picked up all our goodies yesterday and everything we've tried has been AMAZING :)

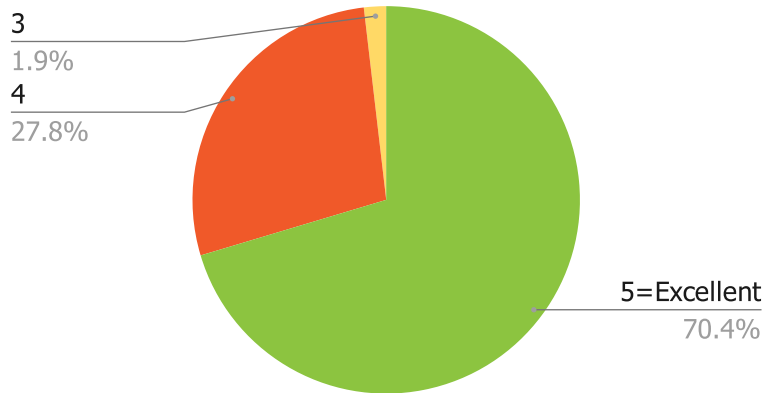
Thank you for the opportunity to purchase online during these difficult times.
-FEAST! Online Marketplace Customers

Customer feedback

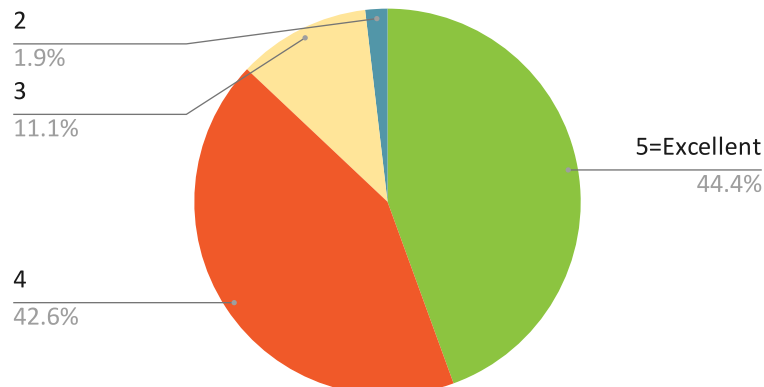
Do you have suggestions for improving the Online Marketplace?

- More vendors products please
- Keep improving the connections by producer. Some times I had to go to a couple of places to find things from one vendor
- Clarify for new customers the difference between FEAST and the Farmers' Market. I was confused until after I ordered.
- Some of the vendor bios were a bit thin. Would be great to know more about them!
- The search option is time consuming... it would be great if the layout was something like boxes for types of products, click on it and you get clickable vendors with line description of products. (More click, less scroll)?
- Have several days as options for pickup. I only remember it being on one day

Quality of Products Offered by Vendors



Variety of Products Offered by Vendors



Vendor Feedback

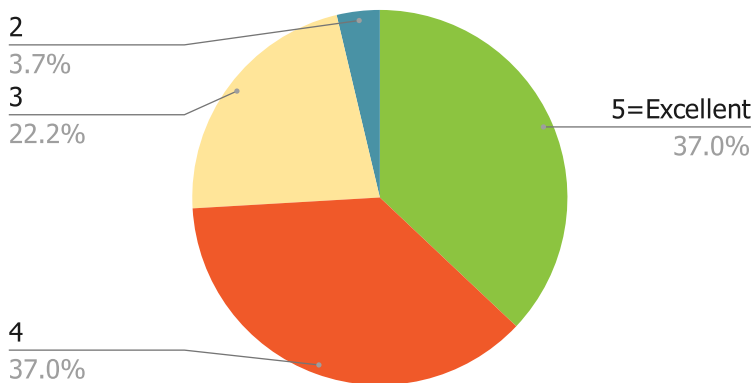
Thank you for all you do! It was great to be a part of the online marketplace!

-Debbie Fairbanks - Oak Valley Creations

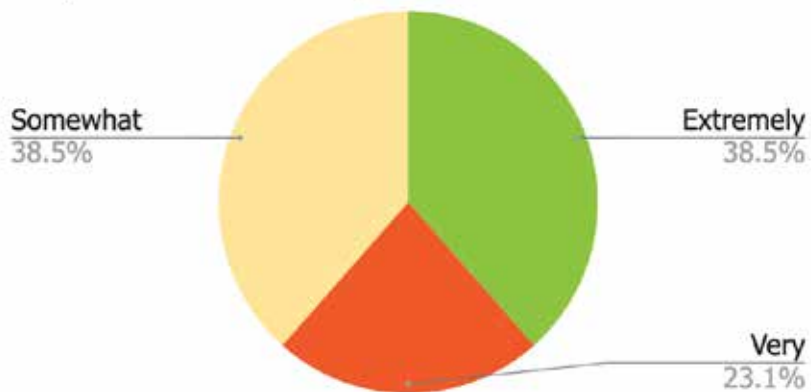
Thank you to you and the team for all of your time and effort on elevating local MN food makers! It truly is an honor to be invited to participate.

-Angela Gustafson - Gustola Granola

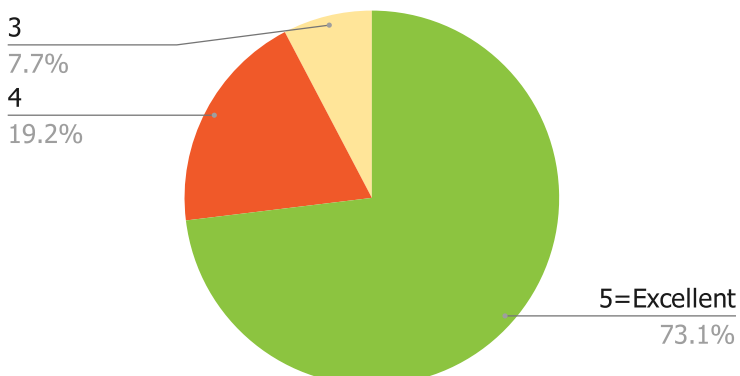
Overall Vendor Experience

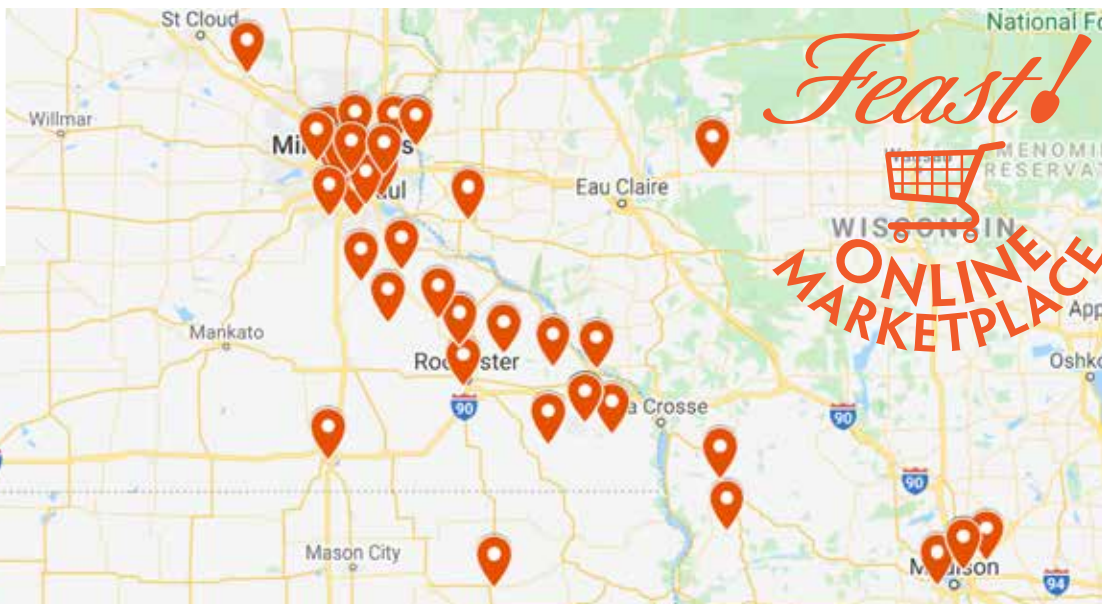


Interested in doing an Online Marketplace in conjunction with an in-person festival?



Communications & Support from Organizers





EXHIBITORS - FALL 2020 TO SPRING 2021

American Hazelnut Company
Gays Mills, WI

B&E's Trees
Viroqua, WI

Bare Honey
Minneapolis, MN

Blue Fruit Farm
Winona, MN

Bonnie's Balls
Madison, WI

Bootlegger Brewing
Apple Valley, MN

CannonBelles Cheese
Cannon Falls, MN

Capra Nera
Alfura, MN

Carlson Roasting Co.
Houston, MN

Chocolate San Jose-Minneapolis
New Hope, MN

Crane Creek Farms
New Hampton, IA

Daddy Sam's
Minneapolis, MN

Doubting Thomas Farms
Moorhead, MN

Grandma's Gourmets LLC
Albert Lea, MN

Granola Me!
Minneapolis, MN

Gustola Granola
Minneapolis, MN

Hidden Stream Farm
Elgin, MN

Infusion Gardens
Stillwater, MN

Infuzn Foods
Rochester, MN

Isadore Nut Company
Minneapolis, MN

KaKookies
Minneapolis, MN

Leafy Legacy
Lanesboro, MN

Lets get pickled
Stanley, WI

Lulu's Brasilian Snacks
Inver Grove Heights, MN

Luvafoodie
Eagan, MN

Maazah Chutney
Arden Hills, MN

Mad Maiden Shrub
Madison, WI

Madame Chu
Sun Prairie, WI

Metz's Hart-Land Creamery
Rushford, MN

Norsland Lefse
Rushford, MN

O'Neill Family Farm
Rushford, MN

Oak Valley Creations
Savage, MN

Panache Beverages
St. Paul, MN

Sailor Mercy
Stillwater, MN

Seven Songs Organic Farm
Kenyon, MN

Slide Gourmet Potato Chips
Madison, WI

Squash Blossom Farm
Oronoco, MN

The Bee Shed, SBC
Oronoco, MN

The Greensted
Zumbrota, MN

Thousand Hills
Becker, MN

Treats by T
Northfield, MN

UFisheries
Minneapolis, MN

Warm Fields Farm
Ellsworth, WI

West Indies Soul Food
St. Paul, MN



www.local-feast.org

