



# TRADESHOW

**Mayo Civic Center,  
Rochester, Minn.  
Dec. 1, 2017**

# Feast! SCHEDULE

**8:50** Welcome Pam Bishop, Southern Minnesota Initiative Foundation (SMIF)

**9-9:50** **Keynote: Tera Johnson “Tough Love for Big Dreams”**

Got big dreams for your business? You should, and Tera Johnson can give you some good reasons. From her background as founder of tera’s whey to her current passion of helping entrepreneurs succeed through her work as Director of the UW-Extension’s Food Finance Institute, her journey will inspire. She’ll present her unique view of current trends in the food space, and remind you that you need to be tough in the face of the changing world. Tough enough to face the finances that will determine your longevity in the marketplace.

Tera Johnson is a serial entrepreneur whose mission is to create the next generation of environmentally and economically regenerative food and farming businesses. The founder of teraswhey®, Tera participated in the full arc of creating a successful investor-financed company. Now the founder of the Food Finance Institute at UW Extension, Tera is a frequent speaker, teacher, and financial consultant to sustainable food and farming businesses, social venture funds, and investors.

**10-10:50** **Breakout sessions:**

**Auditorium: Best Practices for Engaging Buyers**

PANEL: Tony Saarem, *GoMacro*; Christine & Jami Stoen, *Mama Stoen’s*, Tera Johnson

DESCRIPTION: In this panel discussion, entrepreneurs will discuss tips and strategies for building lasting relationships with buyers

**McDonnell Room: Strategies for financing your business**

PANEL: Sai Thao, *Compeer*; Al Zeitz, *Timberlake Orchard*; Jude Conway, *Ag Ventures Alliance*; Lisa & Eric Klein, *Hidden Stream Farm*

DESCRIPTION: Financing strategies vary widely—hear from two different types of funders, and two businesses who will share their funding journeys. Then dive in with your own questions!

**11-11:50** **Breakout sessions:**

**Auditorium: Entrepreneur Essentials**

PANEL: Tony Saarem, *GoMacro*; Christine & Jami Stoen, *Mama Stoen’s*

DESCRIPTION: With a workshop approach we’ll dig into operational challenges such as sourcing ingredients regionally, co-packing, adding employees, and more.

**McDonnell Room: Strategically Investing in your Brand**

PANEL: Emily Stickler, *Curb Crowser*; Sara Wangler, *Sweet Marketing Success*; Rita Katona, *So Good, So You*

DESCRIPTION: This diverse panel will give their perspective on important components of your brand and questions like, What percentage of my sales should I reinvest in marketing each year?

**12:00** **Networking Lunch**

**1:00-1:50** **Buyer Panel**

**Auditorium**

PANEL: John Byom, *Classic Provisions*; Mike Byrne, *People’s Food Co-op*; Ali Shouman, *BUILD Sales Management*; Mindy Hauge, *Whole Foods*

**2:00-2:50** **Networking break & consultations**

**3:00-6:00** **Exhibit Hall open**

**6:00pm** **VIP Reception at Rochester Art Center**

*Speaker Bio’s available on [www.local-feast.org](http://www.local-feast.org)*

# *Feast!* TRADE SHOW EXHIBITOR DIRECTORY

## **115 Agri-Cultured Foods**

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## **54 American Hazelnut Company**

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## **23 B&E's Trees**

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## **40 Badger State Fruit Processing Inc.**

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## **13 Badgersett Research Farm**

Philip and Megan Rutter  
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## **38 Becky's Blissful Bakery**

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## **3 The Bee Shed**

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## **55 Better for You Bakery**

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## **16 Blue Earth Valley Trading Company**

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## **58 Blue Fruit Farm**

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## **33 BRAISED Bone Broth Company**

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## **15 CannonBelles Cheese**

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## **79 Capra Nera Creamery LLC**

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507-961-4523

## **116 Carlson Roasting Co.**

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## **41 Chip Magnet Salsa**

Alexis Lucas  
800 Wisconsin Street, box 91  
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## **110 Country View Dairy**

Bob Howard  
375 Main St. East  
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## **53 Creature Comfort Hot Sauce**

Joe Hoelzel  
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## **24 Croix Valley Foods**

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## **22 CTL Foods Inc**

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## **19 Curly Gurlz Candy**

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## **37 Diana and Daughters LLC**

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## **7 FillMyRecipe LLC**

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## **2 Frederick Sound Fish Co.**

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# *Feast!* TRADE SHOW EXHIBITOR DIRECTORY

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## **71 Great River Organic Milling**

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Cochrane, WI 54622  
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## **14 Grlk**

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## **25 Heil Ginseng Inc**

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## **113 Iowa Choice Harvest**

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## **50 JACARANDA - Artisanal Snacks**

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## **80 Jamazing!**

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## **78 Jirik Family Farms**

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## **46 K-Mama Sauce, LLC**

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## **18 Kakookies**

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## **36 Kickapoo Gold LLC**

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608-215-3818

## **63 LarrySchultz Organic Farm**

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3510 Park Drive  
Owatanna, MN 55060  
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## **85 Locust Lane Vineyards**

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## **84 Mama Doha**

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## **20 Mama Stoen's LLC**

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## **30 Metz's Hart-Land Dairy, Honey, & Creamery**

Jeff or Mariann Metz  
25909 County rd 102  
Rushford, MN 55971  
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507-864-2627

## **42 Midwest Elderberry Cooperative**

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## **81 Mixmi Brands**

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## **60 My Sweet Greens MN**

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## **43 Mystic Chocolate**

Laurie Moritz  
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## **27 Ney's Premium Inc**

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## **65 Nicolai Amende Signature**

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## **52 North Mallow**

Michael Nelson  
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## **5 O'Brien's Own Gourmet Granola**

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# *Feast!* TRADE SHOW EXHIBITOR DIRECTORY

## **9 Oak Valley Creations**

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## **59 Pickle Creek Herbs**

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## **34 Poorboy Candy**

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## **44 Prairie Farms - Caves of Faribault**

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## **70 Raw Bistro**

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## **112 Salsa Del Diablo**

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## **114 Sara's Topsy Pies**

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## **26 Smokin T's/ High Home Foods**

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## **117 Sno Pac Foods**

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## **45 Sogo Snacks**

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## **61 Taking Stock Foods**

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## **69 Timberlake Orchard**

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## **48 Treats by T**

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## **109 Valley View Farms**

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## **47 Whitewater Gardens Farm**

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## **49 WW Homestead Dairy**

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## **68 Yellow River Dairy**

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## **29 Your Prairie Son Organic Farm**

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## **17 Zaza's Pastas, LLC**

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	111   110   109	Farmers' Market				108	Family Fun Area			
112	82   83	84   85								
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114			Cooking Demo				68   69	70   71	99	
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# RESTAURANT WEEK

Check out the following Rochester restaurants for special menus featuring vendors of Feast! Local Foods Marketplace.

Tonic - local kitchen & juice bar, Bleu Duck Kitchen, People's Food Co-op, Forager Brewing Company, Grand Rounds Brewing Company & Restaurant, The Half Barrel Bar & Kitchen, NOSH Restaurant & Bar, The Doggery, Brothers Bar and Grill, Chester's Kitchen & Bar, Porch & Cellar, The Loop Rochester, Café Steam, Four Daughters Vineyard & Winery



# *Feast!* 2017 SUPPORT SERVICES MINI-EXPO

## **Compeer Financial**

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.

## **USDA Rural Development**

Rural Development has grant and loan programs to support small business and Community Economic Development.

## **Burns & McDonnell**

Burns & McDonnell is a family of companies made up of more than 5,700 engineers, architects, construction professionals, scientists and consultants. We take on some of the world's toughest challenges with the industry's best thinking. Our job is to mold that thinking into remarkable solutions that our clients never dreamed were possible.

## **Curb Crowser**

Curb Crowser is a Minneapolis-based independently owned business, brand and design agency. For over 23 years, we've partnered alongside leaders and their teams to build meaningful brands that succeed at market.

## **Artisan Food Products Network**

AFPN develops new partnerships and new opportunities to grow the artisan food products market. Our network includes a growing list of industry leaders in food research, food development and manufacturing, food safety, and local-to-global logistics.

## **TouchPoint Resource Pool /**

### **Food Safety Guy**

TouchPoint is a collection of training, technical, compliance and service providers to food businesses including Food Safety, HACCP plans, health department compliance, IT support, labeling, financing, marketing, equipment, and business planning.

## **UMN Regional Sustainable Development Partnerships / Green Lands Blue Waters**

RSDP have been fostering food systems work for

20 years, connecting Greater Minnesota producers, entrepreneurs, community leaders and innovators with University resources. GLBW works on perennial landscapes and protecting our natural resources through conservation land practices.

## **MDA-Minnesota Grown/New Markets**

The Minnesota Grown Program is a statewide partnership between the Minnesota Department of Agriculture and Minnesota producers of specialty crops and livestock.

## **Southern Minnesota Initiative Foundation**

Southern Minnesota Initiative Foundation (SMIF) is a regional development and philanthropic organization that fosters economic and community vitality in 20 counties of southern Minnesota through a culture of collaboration and partnership. We envision a prosperous and growing region with vibrant communities, innovative and successful economies, and engaged and valued citizens.

## **Renewing the Countryside**

Renewing the Countryside strengthens rural areas by championing and supporting rural communities, farmers, artists, entrepreneurs, educators, activists and other people who are renewing the countryside through sustainable and innovative initiatives, businesses, and projects.

## **AURI**

The Agricultural Utilization Research Institute (AURI) 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.

## **MDA-Food Safety**

### **Wisconsin Department of Agriculture and Consumer Protection- Food Safety**

### **Iowa State Food Safety**

*\*food safety professionals are available for consultations*

# RECEPTION

Join us for a VIP reception at the Rochester Art Center at the south end of the Mayo Civic Center at 6:00. There will be a cash donation bar, a few nibbles, great music and more time to meet and mingle with colleagues.

## TASTING TABLES



## COCKTAILS



## FEATURED BEVERAGES

Forager Brewery, Grand Rounds Brewery,  
Hoch Orchard, Northern Vineyards

## MUSIC

The Pumper, Peddler, and Politician