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FEAST! Local Foods Marketplace is an annual tradeshow and festival designed to expand markets for local food entrepreneurs - from farmers to food manufacturers. This Final Report presents the outcomes for the 5th annual event, held on Friday, Nov. 30 and Saturday, Dec. 1, 2018.

The vision for this event is to build exposure for quality regional foods and emphasize regional sourcing to buyers of all kinds, from wholesale to consumer retail markets. Each year, dozens of experts and stakeholders have devoted their time and expertise to help reach our goal of strengthening and growing the food system in Minnesota, Iowa, and Wisconsin.

The tradeshow and public marketplace was a continued success in 2018, as we got creative with our floor layouts and added exciting new partnerships. 2018 saw the launch of the FEAST! Local Foods Magazine, a popup Rochester Downtown Farmers Market, and a special area for sampling craft beer, wine and cider that allowed bottle sales of wine and cider for the first time in our five years. Exhibitor participation was steady, with a mix of new and returning vendors, and public attendance was strong despite a snowstorm during the festival.

FEAST! Local Foods Marketplace continues to be a valued community event for connecting with local foods, made by local folks, with local ingredients.

FEAST! Local Foods Marketplace is a production of the FEAST! Local Foods Network, an ad hoc partnership of stakeholders from diverse backgrounds, including non-profits, state departments of agriculture, academic organizations and private businesses. Co-founded by Southern Minnesota Initiative Foundation and Renewing the Countryside, the Network is committed to growing a sustainable, local and regional food system that encourages innovation.
PROGRAMS - Goals and Objectives

Tradeshow

- Foster peer networking and relationship building for regional food makers.
- Support the growth and development of local farms and locally owned food-related businesses.
- Facilitate introductions between regional food buyers and food growers and makers.
- Position Southern Minnesota as a leader in local foods based economic development.

Magazine

- Communicate the ideals behind the food festival.
- Increase awareness of the event and participants ahead of the busy festival day.
- Promote the FEAST! festival as a unique opportunity to sip, sample and shop.

This first-ever venture was possible through the expertise of the marketing committee, which includes a graphic artist and a former magazine editor. Many undocumented hours were spent ensuring that the product was professional and beautiful; also difficult to measure is the benefit of increased communications involved in building magazine content around our shared passion for local foods. The Magazine was an honor to work on and a joy to behold as a cohesive collection of articles and images that tell our story well.

Restaurant Week

- Highlight and promote area farm-to-table restaurants doing authentic local sourcing.
- Introduce area restaurants to regional food businesses for potential ingredients.
- Introduce consumers to regional products in a unique way.
- Promote the FEAST! festival as a unique opportunity to sip, sample and shop.

Seventeen restaurants in and around Rochester came together to create the Third FEAST! Restaurant Week, held Nov. 26 to Dec. 1. Offerings included entire Prix Fixe dinners to daily specials, highlighting menu items and even cocktails that featured ingredients sourced from FEAST! exhibitors. Patrons who ordered the specials were eligible to receive a coupon to attend the FEAST! Local Foods Marketplace that Saturday.

FEAST! Restaurant Week is possible with vision from People’s Food Co-op and the collaboration of volunteers and staff dedicated to promoting and exemplifying strong farm-to-table practices. This year we enjoyed assistance from Experience Rochester, as well as from local foods champion Nicci Sylvester, who served as a liaison to the bustling restaurant community.

Festival

- Generate increased demand for and access to local and sustainably produced food.
- Support the growth and development of local farms and food businesses.
- Facilitate collaborations between local farms, businesses, and public and nonprofit organizations.
# NUMBERS AT A GLANCE

## Tradeshow

<table>
<thead>
<tr>
<th>Entities</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Booths</td>
<td>62</td>
</tr>
<tr>
<td>Buyer Companies</td>
<td>17</td>
</tr>
<tr>
<td>Technical Advisor Booths</td>
<td>10</td>
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<table>
<thead>
<tr>
<th>Individuals</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>151</td>
</tr>
<tr>
<td>Buyers</td>
<td>27</td>
</tr>
<tr>
<td>Technical Advisors</td>
<td>14</td>
</tr>
<tr>
<td>Planning Committee</td>
<td>35</td>
</tr>
<tr>
<td>Volunteers</td>
<td>16</td>
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**TOTAL** 243

## Festival

<table>
<thead>
<tr>
<th>Entities</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Booths</td>
<td>97</td>
</tr>
<tr>
<td>Includes 3 Breweries, 2 Cideries, &amp; 14 Wineries</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors/ Buyers/ Press</td>
<td>25</td>
</tr>
<tr>
<td>Volunteers/ Staff</td>
<td>25</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>253</td>
</tr>
<tr>
<td>Public</td>
<td>1005</td>
</tr>
</tbody>
</table>

**TOTAL** 1308

*Total unique booths over 2 days - 115*

102 makers / 10 support services / 3 non-maker sponsors
FEAST! is the product of an amazing group of volunteers and staff who share a vision of creating a venue for food makers and growers that will lead to a robust local foods system in Iowa, Minnesota, and Wisconsin.

From registered dietitians and professional journalists to experts on community development and event management, the FEAST! Planning committee is made up of dedicated and hardworking people from the three state region.

The full planning committee met six times, beginning in January 2018, to brainstorm and develop strategies and workplans. Five subcommittees were formed that took on specific aspects of the workplan.

Those committees were:

- Restaurant Week
- Tradeshows
- Marketing
- Exhibitor Jury
- Sponsorship

Over 1,200 hours of volunteer and in-kind time (from partner organizations) are contributed to making this event possible.

The steering committee and sub committees are comprised of dozens of individuals and organizations:

- AURI
- Channel One Food Bank
- City of Cannon Falls
- Compeer Financial
- Experience Rochester
- Ferndale Market
- Marlene Peterson, Consultant
- Minnesota Department of Agriculture
- People’s Food Co-op
- Randy Gutzman, Consultant
- Region Nine Development Commission
- Renewing the Countryside
- Rochester Downtown Farmers Market
- Rochester Minnesota Children’s Museum
- Southern Minnesota Initiative Foundation
- U of M SouthEast Regional
- Sustainable Partnerships
- USDA Rural Development
MARKETING & OUTREACH

For our 5th annual event, FEAST! enjoyed some familiarity and repeat coverage from Rochester media. We were excited to host the Linder Farm Network for an on-site broadcast from 10-noon; in addition, we had a video ad that played on KIMT-Channel 3 TV and online. KIMT broadcasted interviews about Restaurant Week, about the FEAST! Magazine launch on November 19, and also came to the tradeshow to shoot video and photos for a story that aired that evening.

The FEAST! Magazine was a tremendous team effort that served to connect us to our many partners that were included in the content, so as to bring FEAST! front of mind in advance of the typical marketing phase. As the Magazine was released 12 days ahead of the festival, it provided a chance for more audience engagement and understanding of the event. 5,000 copies were printed and distributed west to Mankato, north to the Twin Cities, east to La Crosse, and south into northern Iowa. With the in-house graphics skills of on-staff personnel and expert guidance from our editor, the costs of production were covered by ad revenue.

In addition, a monthly e-newsletter—the FEAST! Local Foods SCOOP—was launched in July 2018. Like the Magazine, this provided an impetus for the marketing team to communicate with the vendors, restaurants, farms and partners, and to then provide value by sharing their information with our mailing list of approximately 1300 FEAST! Network members, vendors, buyers, and past festival attendees. SCOOP boosted our engagement with our audience ahead of the event through the monthly contests; since the newsletter content is also shared on social media, it kept us on schedule with interesting posts earlier in the cycle than our previous social media calendar shows.

<table>
<thead>
<tr>
<th>MEDIA OUTLET</th>
<th>MODE</th>
<th>CONTENT</th>
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</thead>
<tbody>
<tr>
<td>Driftless Food Guide</td>
<td>PRINT</td>
<td>AD</td>
</tr>
<tr>
<td>Inspire(d) magazine</td>
<td>PRINT</td>
<td>ARTICLE: PROFILE ON BUYER KATIE RUFF (IOWA GROCERY)</td>
</tr>
<tr>
<td>Radish</td>
<td>PRINT</td>
<td>AD + ARTICLE: Feed Your Curiosity</td>
</tr>
<tr>
<td>507 magazine</td>
<td>PRINT</td>
<td>ARTICLE: Savor Local Flavor</td>
</tr>
<tr>
<td>Rochester Women magazine</td>
<td>PRINT</td>
<td>AD + ARTICLE: Feast Your Eyes</td>
</tr>
<tr>
<td>507 magazine</td>
<td>PRINT</td>
<td>AD + ARTICLE: FEAST! by the Numbers</td>
</tr>
<tr>
<td>Albert Lea Tribune</td>
<td>PRINT</td>
<td>ARTICLE: Support Small Businesses this Holiday Season</td>
</tr>
<tr>
<td>ShopWise Magazine Rochester</td>
<td>PRINT</td>
<td>AD</td>
</tr>
<tr>
<td>Post-Bulletin</td>
<td>PRINT/ONLINE</td>
<td>AD + SOCIAL MEDIA CONTEST</td>
</tr>
<tr>
<td>The Country Today</td>
<td>PRINT</td>
<td>CALENDAR LISTING + AD</td>
</tr>
<tr>
<td>Agri-News</td>
<td>PRINT</td>
<td>AD</td>
</tr>
<tr>
<td>Rochester marketplace</td>
<td>PRINT</td>
<td>AD</td>
</tr>
<tr>
<td>Minnesota Grocer</td>
<td>PRINT</td>
<td>AD</td>
</tr>
<tr>
<td>Frontline newsletter (MN Grocers Assoc)</td>
<td>PRINT INSERT</td>
<td></td>
</tr>
<tr>
<td>Linder Network</td>
<td>RADIO</td>
<td>REMOTE BROADCAST 12/1 WITH INTERVIEWS</td>
</tr>
<tr>
<td>KDEC (Iowa)</td>
<td>RADIO</td>
<td>AD/INTERVIEW/GIVEAWAY</td>
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<tr>
<td>Alpha Media (Mankato)</td>
<td>RADIO</td>
<td>AD/GIVEAWAY</td>
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<tr>
<td>Rochester radio FM 102.5/101.7</td>
<td>RADIO</td>
<td>AD/INTERVIEW/GIVEAWAY</td>
</tr>
<tr>
<td>Rochester Moms Blog</td>
<td>SOCIAL</td>
<td>AD, FACEBOOK SHARES</td>
</tr>
<tr>
<td>KTTC TV</td>
<td>ONLINE</td>
<td>AD</td>
</tr>
<tr>
<td>KTTC / NBC</td>
<td>TV</td>
<td>“AROUND TOWN” INTERVIEW WITH TIM PENNY</td>
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<tr>
<td>KIMT / CBS</td>
<td>TV/ONLINE</td>
<td>30-SEC FESTIVAL PROMO VIDEO</td>
</tr>
<tr>
<td>KIMT / CBS</td>
<td>TV</td>
<td>NEWS COVERAGE OF FEAST! MAGAZINE LAUNCH</td>
</tr>
<tr>
<td>KIMT / CBS</td>
<td>TV</td>
<td>NEWS COV. OF RESTAURANT WEEK (INTERVIEW AT FORAGER)</td>
</tr>
<tr>
<td>KIMT / CBS</td>
<td>TV/ONLINE</td>
<td>5TH ANNUAL FEAST! LOCAL FOODS MARKETPLACE (NOV. 30)</td>
</tr>
<tr>
<td>Google AdWords</td>
<td>ONLINE</td>
<td>AD</td>
</tr>
</tbody>
</table>

POST-EVENT COVERAGE

| Post-Bulletin                 | photo slideshow | Slideshow: 5th Annual Feast                                            |
| KTTC / NBC                    | on-location video interview/article | FEAST! Local Foods Marketplace holds 5th annual farmers market |

SOCIAL MEDIA

Facebook posts, May 29 - Dec 1: 96 (68 for similar period in 2017)  
Page likes: 2,882  
Includes newsletter postings and contests

Twitter posts, May 29 - Dec 1: 53  
Followers: 413

Instagram posts, May 26 - Dec 1: 27  
Followers: 121

Questions? Email elena@rtcinfo.org. For links, see the website Media Kit page: local-feast.org/media2018.
**SPONSORSHIP**

Sponsorship generation is led by Southern Minnesota Initiative Foundation, with a handful of in-kind sponsors coordinated by Renewing the Countryside for strategic assistance with marketing and festival activities. We tried to play up the fun in the sponsorship level labels, as shown below. The logos shown here were in the tradeshow and festival programs, as well as in the 5,000 copies printed of the FEAST! Local Foods Magazine.

### 2018 Sponsorship Levels

#### Premier Partnership: $25,000
- Minnesota Department of Agriculture
- Renewing the Countryside
- Southern Minnesota Initiative Foundation

#### Silver Tablespoon Sponsorship: $5,000
- Compeer Financial
- Ferndale Market
- Post-Bulletin

#### Bronze Teaspoon Sponsorship: $2,500
- Ag Ventures Alliance
- Experience Rochester
- KIMT-News 3
- Minnesota Grocers Association
- Rochester Downtown Farmers Market

#### Supporter: $1,000
- Channel One Food Bank
- City of Cannon Falls
- Linder Farm Network
- Mayo Clinic
- Midwest Food Products Association
- Minnesota Children’s Museum Rochester
- Minnesota Farmers Market Association
- People’s Food Co-op
- Region Nine Development Commission
- Something Special from Wisconsin
- U of MN Extension - Regional Sustainable Development Partnerships
- USDA Rural Development

#### Friends of FEAST!: $500
- Agricultural Utilization Research Institute (AURI)
- Riverland Community College
- Rochester MN Moms Blog
- ShopWise Magazine Rochester
The Budget for 2018 continues the trend of both lower Income and Expense over previous years and yet still shows a slight positive income. Southern Minnesota Initiative Foundation and Minnesota Department of Agriculture continued to provide major support for FEAST! by providing matching $25,000 sponsorships and another $15,930 was raised by 10 additional donors. Registration fees and public ticket fees were raised in 2018, which increased revenues by over $5,000 more than last year. Despite a severe winter storm which lowered public attendance, public ticket sales were up more than $2,400. The addition of discounted online advanced sales and the wine off-sale greatly helped increase the quantity of ticket sales and the number of premium (alcohol sampling) wristbands purchased. On the expense side, Facilities/Rentals, Coordination and Presenters were all lower this year. The Friday night reception was also cut which lowered expenses.

## Income:

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<th>Description</th>
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<td>Sponsorships</td>
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<tr>
<td>Registration Fees</td>
<td>$19,960</td>
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<tr>
<td>Ticket Sales</td>
<td>$9,363</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$95,253</strong></td>
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</table>

## Expenses:

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<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Coordination</td>
<td>$53,000</td>
</tr>
<tr>
<td>Facilities/Rentals</td>
<td>$13,803</td>
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<tr>
<td>Marketing</td>
<td>$12,919</td>
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<tr>
<td>Other</td>
<td>$6,299</td>
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<tr>
<td>Presenters</td>
<td>$1,304</td>
</tr>
<tr>
<td>Catering</td>
<td>$2,949</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$90,275</strong></td>
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</tbody>
</table>
TRADESHOW OVERVIEW

Introduction
The tradeshow committee, with members from MDA, SMIF, AURI, Grow North MN, and RTC, endeavored to maximize the networking and participation aspects of the Makers’ Forum, while also shortening that portion of the day to allow for the Buyers’ Expo to be earlier in the schedule.

Concurrent with the Makers’ Forum was the Support Services Mini Expo, which featured 10 booths with services ranging from insurance and marketing to food safety and tracking software.

To cap off the day, an awards ceremony featured speakers from partner organizations as well as time for remarks about the new awards.

Makers’ Forum
Welcome and Introductions
Pam Bishop (SMIF) and Jan Joannides (RTC) welcomed everyone to the gathering, and each of the support services providers introduced themselves and gave a brief description of their services.

Support Services Mini Expo
Agricultural Utilization Research Initiative
Brand Yourself
Compeer Financial
Coverra Insurance
Food Export Assoc. of the Midwest
Forward Food Solutions
Life’s Pure Balance
Minnesota Farmers Union/MN Cooks
Minnesota Grown
Quigistics

Breakout Sessions
Benefits of Peer Network Groups
Greg Thomas, Peer Group Facilitator
John Katz, Southern Minnesota Initiative Foundation
Deeann Luftkin, CannonBelles Cheese
Mary Mohn, Flower Valley Vineyards
John Shonyo, The Bee Shed

Branding Strategies
Tami Enfield, Brand Yourself
Austin Jevne, Forager Brewery
Jeff Johnson, Replace Inc.
Tom Johnson, nomi

Local Sourcing Strategies
Kim Olson, Grandma’s Gourmets
Joe Silberschmidt, You Betcha Kimchi
Melissa Driscoll, Seven Songs Organic Farm
Ben Penner, Ben Penner Farms
Emily Coll, Iowa State Univ. Value Added Ag Prog
Natalie Vandenburgh, The Good Acre

Pitching: at Tradeshows and Beyond
Julie Blubaugh, Whole Foods
Melina Lamer, Superior Switchel
Jane Hawley Stevens, Four Elements Herbals

Buyer Panel–Retail
Jason Robinson, Agricultural Utilization Research Institute
Steve Sorenson, Lunds & Byerlys
Mike Reineck, Market Distributing
Sherri Meyers, Just Food Co-op

Buyer Panel–Institutional
Brett Olson, Renewing the Countryside
David Ramlow, Bon Appetit
Austin Jevne, Forager Brewery
Jennifer Geier, Federal Medical Center Rochester

Tradeshow Floor Open to Buyers
The tradeshow floor was open to buyers from 1:00 - 4:30 pm.
FESTIVAL OVERVIEW

Introduction
From 10:00 a.m. - 4:00 p.m., farmers and food makers showcased and sold their products at about 100 exhibit booths. Cooking demonstrations featuring FEAST! vendors’ products took place hourly at the local food sampling station. Children played and learned with food-related activities in the Kids Area. The Wine, Cider and Beer festival was a separate area within FEAST! featuring nearly 20 vendors.

Cooking Demos
There were ongoing cooking demos by local chefs and makers at our local food sampling and demo station.

Farmers’ Market
The Rochester Downtown Farmers’ Market relocated its semi-monthly winter market to FEAST!. Market offerings ranged from fresh produce to meat, dairy and honey. This was a great way to make the connection from the farmer to the maker. The market vendors brought their own tents and food stands which created an authentic market feel.

Kids’ Area
The kids’ area featured hands-on crafts, vegetable car racing, vegetable sampling and nutrition tips from Mayo Clinic Dieticians. The Minnesota Children’s Museum brought their Farmers’ Market activities and program to encourage physical activity and healthy eating.

Wine, Beer, and Cider Festival
New in 2018, FEAST! partnered with the Minnesota Grape Growers Association and was able to utilise a state statute allowing the off-sale of wine bottles. This area was set off in a corner and made use of a voucher system to allow purchases to redeem wine bottles at a bottle room when exiting the event.

Over 300 bottles were sold for people to take home, nearly 2 cases per winery. A record 341 festival-goers purchased wristbands which allowed alcohol sampling and wine purchasing. Fourteen wineries, three breweries, and two cideries participated. Some, ineligible to sell under the state provision, just provided samples.
RESTAURANT WEEK

Establishments from Lanesboro, through downtown Rochester to Lake City have once again collaborated with local farmers and food producers to bring six days of culinary creations featuring local ingredients.

BLEU DUCK KITCHEN
14 4th St SW
Rochester, MN 55902
bleuduckkitchen.com

CASABLANCA
1151 6th St NW #106
Rochester, MN 55901
casablanca-cuisine.net/

CHESTER’S KITCHEN AND BAR
111 S Broadway #108
Rochester, MN 55904
chesterskb.com

FORAGER BREWERY
1005 6th St NW
Rochester, MN 55901
foragerbrewery.com

THE HALF BARREL
BAR AND KITCHEN
304 1st Ave SW
Rochester, MN 55902
halfbarrelbar.com

LITTLE THISTLE BREWING
2031 14th St NW
Rochester, MN 55901
littlethistlebeer.com

THE LOOP
318 1st Ave SW
Rochester, MN 55902
thelooprochester.com

NOSH RESTAURANT AND BAR
310 ½ S. Washington St.
Lake City, MN 55401
noshrestaurant.com

PEDAL PUSHERS CAFE
121 Parkway Ave N
Lanesboro, MN 55949
pedalpusherscafe.com

People’s Food Coop
3304, 519 1st Ave SW,
Rochester, MN 55902
pfc.coop

THE TAP HOUSE ON HISTORIC THIRD
10 3rd St SW
Rochester, MN 55902
taphousemn.com

TONIC - LOCAL KITCHEN & JUICE BAR
318 1st Ave SW
Rochester, MN 55902
tonicfreshjuice.com

VICTORIA’S ITALIAN RESTAURANT
7 1st Ave SW
Rochester, MN 55902
victoriasmn.com

Participants too new to get in the nifty graphic!
PORCH & CELLAR,
BAR BUFFALO,
CAMEO...

Check online for complete list.
www.local-feast.org/restaurantweek
We collected information from public attendees with a Dot Survey that was active for an hour about halfway through the event. Festival goers responded to two questions by placing dot-stickers and a volunteer recorded the respondents’ zip codes.
On November 30th, FEAST! held its fifth industry-only tradeshow focused on facilitating growth and connections for exhibitors and buyers. A short questionnaire was collected from exhibitors at the end of the day to help us understand the effectiveness of the schedule and programming content.

“Good networking; the workshop we attended was good, could have been longer.”

“Would have loved some advanced panels for companies that have been around longer.”

“It was so helpful that the support services people came by the booth to see if we had questions!”

“Met just a few current and potential buyers, but they were very important.”

Of 49 total questionnaires, 46 exhibitors gave a numerical response, while two left the question blank and one answered, “none.” This chart shows just the numerical responses, which averaged 4.5. Of the 46, 19 were returning exhibitors and 27 were new to FEAST. Surprisingly, the returning exhibitors averaged 5.2 buyer contacts, higher than the new exhibitors’ average of 4.0. The opposite trend was observed in the FEAST! 2017 responses to this question.
On December 1st, FEAST! welcomed the general public for the 5th Annual Festival, featuring special areas for the Rochester Downtown Farmers Market and craft wine/cider/beer, where wine and cider sales were allowed, by the bottle (limit 6).

Self-reported sales, shown aggregated, averaged $488. This average is lower than in previous years, likely due to the reduced attendance due to the significant snowstorm that day. Data is from questionnaires collected from exhibitors at the end of the day.

Really loved this year’s event! Missed the Friday night reception, that was fun in years past. Thanks so much for putting on another great event.

I think the breweries and food vendors should be closer

why did it snow today?
BUYER EVALUATIONS

For FEAST! 2018, changes to increase buyer participation included expanding the popular buyer panel into two panels covering both retail and institutional market channels, as well as starting the Buyers’ Expo at 1pm, earlier than in previous years. A brief questionnaire was collected from buyers in attendance; not all buyers completed the questionnaire, however.

*It’s a great show. We enjoy seeing new products & established ones.*

*Very nice people & products are delicious*

*Thanks for panel discussion and lunch!*
FEAST! Awards were bestowed during the Friday Tradeshow at an Awards Ceremony that capped off the day, and one final award—The People’s Choice Award—was presented in the final moments of the Saturday festival. We were delighted to be able to commission specially-engraved cheeseboards for these new, mission-specific awards.

During the Awards Ceremony, we were honored to feature an opening message from Tim Penny (SMIF), and remarks from Jamie Pfuhl of the Minnesota Grocers Association, a new marketing partner. We presented the Something Special from Wisconsin™ Award to CTL Foods, and Brian Erickson of MDA presented the Ready to Grow Award to CannonBelles Cheese; John Monson, Chief Mission and Marketing Officer at Compeer Financial presented the Inspiring Social Benefit Award to Kyle Sieck of Heartland Burrito; Jamie Sundsbak of Collider Coworking presented the Most Engaging Booth Award to Dean Bredlau of My Sweet Greens MN; and Kathy Zeman, President of the Minnesota Farmers Market Association presented the Innovative Local Sourcing Award to Kim Olson of Grandma’s Gourmets.

Votes were collected and tallied throughout the festival, and at day’s end, we announced the winner, presenting the People’s Choice Award to The Bee Shed.
EXHIBITORS

FEAST!
Festival

Southern Minnesota Initiative Foundation, Sponsor, Owatonna, MN; smifoundation.org

American Hazelnut Company, Grower owned producers of hazelnut products, Gay Mills; WI; americanhazelnutcompany.com

Heartland Burrito, Frozen burritos with local and organic ingredients, Hutchinson, MN; heartlandburrito.com

Grandma’s Gourmet, Jams, jellies, salsa, pickles, and shrubs, Albert Lea, MN; grandmasgourmets.com

Frederick Sound Fish Co, Hook and line caught, wild Alaskan salmon, Rochester, MN; fredericksoundfishco.com

Trail Creek Coffee Roasters, small batch, fair trade, single origin specialty coffee, Kasson, MN; facebook.com/trailcreekcoffee

Midwest Elderberry Cooperative, Elderflowers & elderberries, Minneapolis, MN; midwest-elderberry.coop

The Farm of Minnesota, Certified organic elderberry and mushroom grower, Hutchinson, MN; thefarmofmn.com

Salsa Joe L. Diablo, Award-winning, gourmet salsa, Rochester, MN; salsaldiablo.com

Infuzn Foods, Vegan, vegetarian and gluten free meal kits with a global twist, Rochester, MN; infuznfoods.com

You Betcha Kimchi, A Minnesota twist on all local, organic kimchi, Minneapolis, MN; youbetchakimchi.com

Raw Bistro, Raw food for dogs, Cannon Falls, MN; rawbistro.com

West Indies Soul Food, Flavorful Caribbean sauces, Saint Paul, MN; westindiessoulfood.com

Treats by T, Ghost pepper sauce, Northfield, MN; treatsbyt.com

Oak Valley Creations, Dips, Jellies, and Salts, Savage, MN; oakvalleycreations.com

My Sweet Greens, MN Urban farm-to-table grower specializing in microgreens, Zumbrota, MN; mysweetgreensmn.com

CannonBelles Cheese, Artisan cheese, Northfield, MN; cannonbelles.com

Kakookies, Nutrient dense homestyle cookies, Plymouth, MN; kakookies.com

The Bee Shed, Local, healthy and natural products from honeebees, Oronoco, MN; thebeeshed.com

Minnesote Department of Agriculture, Sponsor, St. Paul, MN; mda.state.mn.us

Ferndale Market, Free-range turkeys, Cannon Falls, MN; ferndalemarket.com

Agri-Cultured Foods, Functional raw fermented foods, Waukee, IA; facebook.com/AgriCulturedFoods

HoneyberryUSA, Honeyberries and tart cherries, frozen and preserves, Bagley, MN; honeyberryusa.com

Coconut Whisk, Premium vegan baking mixes, Rosemount, MN; coconutwhisk.com

You Betcha!, Box, Artisan food subscription boxes, delivered quarterly, Saint Paul, MN; youbetchabox.com

KellyG’s Wild Rice Burgers, Vegetarian and gluten free wild rice burgers, White Bear Lake, MN; kellygswildriceburgers.com

K-Mama Sauce, LLC, Vegan Korean hot sauce, Minneapolis, MN; kmamasauce.com

Ames Farm, Single sourced, Minnesota Honey, Delano, MN; amesfarm.com

Nami Chips, SuperFood, Meal in a chip with local, organic ingredients, Viroqua, WI; facebook.com/namichips

Chocolate San Jose-Minneapolis, Fully traceable single origin chocolate, New Hope, MN; chocolatesanjose-minneapolis.com

Pickle Creek Herbs, Artisan infused oils and vinegars, Fairfield, IA; picklecreek.com

Sacred Blossom Farm - Living Herbal Teas, Delicious herbal teas from our small Wisconsin farm, Mondovi, WI; SacredBlossomFarms.com

Folly Coffee Roasters, Single origin, small batch, craft coffee roaster, Silver Lake, MN; follycoffee.com

Fierce Ferments, Flavorful, probiotic-rich, sauerkrauts, kimchi, pickles and tonics, St. Paul, MN; fierceferments.com

Creature Comfort Hot Sauce, Hand crafted, locally sourced spicy condiments, Minneapolis, MN; creaturecomforthotsauce.com

Leafy Legacy Herb Farm, Farm fresh herb salt, herb infused syrups, and herbal teas, Lanesboro, MN; facebook.com/leafylegacyherbfarm

Atlas Provisions, Popped lotus snacks, Saint Paul, MN; atlasprovisions.co

Country View Dairy, Artisan yogurt made on the farm in small batches, Hawkeye, IA; countryviewdairy.com

Bare Honey, Raw honey paired with complimentary spices, Plymouth, MN; barehoney.com

Baba’s Food Company, Authentic hummus, Burnsville, MN; babasfoodcompany.com

Post Bulletin, Rochester Daily Newspaper, Rochester, MN; postbulletin.com

Freak Flag Foods, Delightfully unique and full-flavored organic master sauces, Buffalo, MN; freakflagfoods.com

Goodnola, Small batch, artisan granola with local ingredients, Independence, MN; goodnola.com

Mama Stoens’, Quality, delicious gluten free products, Owatonna, MN; mamastoens.com

Ruth’s Vegetarian Gourmet, Vegetarian and vegan foods made with quality ingredients, Two Harbors, MN; ruthsvegetarian.com

Bolton Bees, Distinct and unique flavored honey, Saint Paul, MN; boltonbees.com

Sustainable Farmers Association
Renewing the Countryside, Sponsor, Minneapolis, MN; renewingthecountryside.org
JRS Country Acres, Cage free brown eggs, from family farms with small flocks, Lake Mills, WI; jrscountryacres.com

CJ’s Premium Spices, Certified organic and gluten free spice blends, Hartland, WI; cjspremiumspices.com

Fizzeology Foods, Raw, local & certified organic, Viroqua, WI; fizzeology.com

CTL Foods Inc, Soda Fountain® Malted Milk Powder, Colfax, WI; ctlfoods.com

Honestly Cranberry, Dried cranberries, Wisconsin Rapids, WI; honestlycranberry.com

B&E’s Trees, Certified organic, bourbon aged maple syrup, Viroqua, WI; BandEsTrees.com

NessAlla Kombucha, Certified organic, fresh, craft brewed kombucha, Madison, WI; nessalla.com

Out Of The Kitchen, Prairie du Sac, WI; chefmitchmaier.com

Heil Ginseng, Wisconsin ginseng producer, Edgar, WI; heilharvest.com

Shokolate Haven, Artisan chocolates with local ingredients, Lindstrom, MN; shokolatehaven.com

Philtera Cold Brewers, Cold brewed coffees for a discerning palate, Wayzata, MN; philtera.coffee

Squash Blossom Farms, Vegetables, meats, and baked goods, Onamooce, MN; squashblossomfarm.org

Hidden Stream Farm, 100% Grass fed beef, pastured chickens and naturally raised hogs, Elgin, MN; hiddenstreamfarm.com

Blue Fruit Farm, Perennial Fruits, Winona, MN; bluefruitfarm.com

Badgersett Research Farm, Chestnut, pecan and hazelnut grower, Canton, MN; badgersett.com

Bootlegger Brewing Kombucha, Certified organic, midwest sourced kombucha, Apple Valley, MN; bootleggerkombucha.com

Yoga Pops, Hand roasted, Asian water lily seeds, a healthy popcorn alternative, Minneapolis, MN; routetoinindia.com

Minnesota Hemp Farms, MN’s largest hemp grower & supplier of hemp products, Hastings, MN; mnhempfarms.com

Timberlake Orchard, Apples and apple products, Fairmont, MN; timberlakeorchard.com

Ready-2-Fruit Mushrooms, Mushroom growing kits and cultivation supplies, Pine River, MN; ready2fruitmushrooms.com

MN Turkey Council, Promoting turkey products, farmers, and research, Buffalo, MN; minnesotaturkey.com

Sno Pac Foods, Organic frozen fruits and vegetables, Caledonia, MN; sнопac.com

Carlson Roasting Co, Artisan small batch coffee roaster, Houston, MN; carlsonroasting.com

FEAST! Wine, Cider, & Beer Festival

Alexis Bailly Vineyard, Minnesota’s oldest winery and vineyard, Hastings, MN; abwines.com

Aspelund Winery, Specializing in fruit wines, experience unique taste sensations, Kenyon, MN; aspelundwinery.com

Cannon River Winery, Cannon River Wine, Cannon Falls, MN; cannonriverwinery.com

Flower Valley Vineyard, Minnesota winery located near the beautiful Lake Pepin, Woodbury, MN; flowervalleyvineyard.com

Forager Brewery, Locally focused brewpub and scratch kitchen, Rochester, MN; foragerbrewery.com

Four Daughters Vineyard & Winery, Local family winery, cidery and event center, Spring Valley, MN; fourdaughtersvineyard.com

Hoch Orchard, Estate grown, biodynamic and certified organic hard apple ciders, La Crescent, MN; hochorchard.com

Kinney Creek Brewery, Hand-crafted beer, Rochester, MN; kinneycreekbrewery.com

Lake Pepin Winery, Delicious and unique wines entirely from locally grown grapes, Lake City, MN; facebook.com/LakePepinWinery

L’Etoile du Nord Vineyard, Handcrafted, small batch wines, Parkers Prairie, MN; letoiledunordvineyard.com

Little Thistle Brewing, Community-focused brewery focusing on small-batch craft beers, Rochester, MN; littlethistlebeer.com

Millner Heritage Vineyard & Winery, Minnesota grown and made wine and ciders, Kimball, MN; millnerheritage.com

Next Chapter Winery, Sustainably crafted, barrel-aged wine, New Prague, MN; nextchapterwinery.com

Salem Glen Winery, Boutique, small-batch winery using regionally grown grapes, Rochester, MN; salemglenwinery.com

Sociable Cider Werks, Fresh pressed ciders with fruits, grains, hops & spices, Minneapolis, MN; sociablecider.com

Sweetland Orchard, Minnesota’s original farmhouse cider, Webster, MN; sweetlandorchard.com
The FEAST! Local Foods Network is a partnership of many organizations, businesses, and individuals committed to growing a sustainable, local and regional food system which encourages innovation. As a result of our work, we hope to see current businesses flourish and new businesses get established.

www.local-feast.org