Feast!
LOCAL FOODS MARKETPLACE

TRADE SHOW
Friday, November 30, 2018
Mayo Civic Center
Rochester, Minnesota

sip sample shop
8:00 am  
**Makers’ Forum Begins: Breakfast, Support Services Mini Expo Open**

8:30  
**Welcome & Introductions**

9:00 – 9:50  
**Benefits of Peer Network Groups**  
Exhibit Hall

Strategies and best practices for entrepreneur peer groups, impact of peer group support for three unique businesses, why and how—managing a peer network, plus Q&A and some sample “fast burn” sessions.

- Greg Thomas, Peer Group Facilitator
- John Katz, Southern Minnesota Initiative Foundation
- Deann Luftin, CannonBelles Cheese
- Mary Mohn, Flower Valley Vineyards
- John Shonyo, The Bee Shed

10:00 – 10:50  
**Local Sourcing Strategies**  
Exhibit Hall

FEAST! is all about local sourcing, but what are the factors involved in making it work for both the farmer and the processor (food business)? We’ll hear from both sides, as well as from some service providers that work to facilitate those relationships.

- 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

Facilitated by Jan Joannides, Renewing the Countryside

10:00 – 10:50  
**A Tale of Two Branding Journeys**  
Dr. WJ Mayo Reception Hall

Two different paths to refine branding, plus what led them on those journeys and how the approaches are suited to the business goals. Each tale will be told from the perspective of the entrepreneur and the consultant.

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

Facilitated by Brian Erickson, Minnesota Department of Agriculture

10:00 – 10:50  
**Pitching: at Tradeshows and Beyond**  
Dr. WJ Mayo Reception Hall

We’ll hear from a buyer and two entrepreneurs about national tradeshows experience, and how those conversations differ from one-on-one sales meetings. Plus the in-between: how to get from A to B, and maintaining that relationship after making the sale.

- Julie Blubaugh, Whole Foods
- Melina Lamer, Superior Switchel
- Jane Hawley Stevens, Four Elements Herbals

Facilitated by Brett Olson, Renewing the Countryside
11:00 – 11:50

**Buyer Panel—Retail**
Exhibit Hall

Hear directly from buyers about their daily challenges so you can better serve their needs. Broaden your understanding across different store and distributor sizes, and ask your burning questions to strategize your growth.

- Jason Robinson, Agricultural Utilization Research Institute
- Steve Sorensen, Lands & Byerlys
- Mike Reineck, Market Distributing
- Katie Ruff, By the Spoonful
- Sherri Meyers, Just Food Co-op

**Buyer Panel—Institutional**
Dr. WJ Mayo Reception Hall

Growing in the institutional direction? This panel will give you insight into the needs of unique types of foodservice buyers and what you can do to build those relationships.

- David Ramlow, Bon Appetit
- Austin Jevne, Forager Brewery
- Jennifer Geier, Federal Medical Center Rochester
- Paula Thompson, Saint Elizabeth Medical Center
- Facilitated by Brett Olson, Renewing the Countryside

*Speaker bios available on local-feast.org/tradeshow2018*

12 pm

**Networking Lunch**

1:00 – 4:30

**Buyers Expo**
All booths must be staffed

4:30

**Awards Ceremony :: see back page**

Dinner on your own: **Restaurant Week :: local-feast.org/restaurantweek**

- **BAR BUFFALO**
  20 3rd St SW
  Rochester, MN 55902
  freightyardbar.com

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

- **CAMEO**
  115 1/2 N Broadway Ave
  Rochester, MN 55906
  cameoatthecastle.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

- **Porch & Cellar**
  20 4th St SE
  Rochester, MN 55904
  porchandcellar.com

- **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
The Agricultural Utilization Research Institute 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.

**Brand Yourself Consulting**
Tami Enfield
tami@brandyourselfconsulting.com

Brand Yourself is a marketing agency that specializes in brand identity and digital marketing strategies. We assist all types of businesses, both large and small, define their differentiator and increase brand awareness through storytelling. We utilize online tools such as Facebook and Hubspot to distribute content to potential clients, ultimately driving sales.

**Compeer Financial**
Sai Thao
sai.thao@compeer.com

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.

**Coverra Insurance**
Katie Gunderson
kgunderson@coverrainsurance.com

We specialize in Property, Liability, and Workers Compensation Insurance for businesses in the Food and Beverage industry. We represent Society Insurance, and our agency is bringing some of the broadest and most comprehensive coverages with a competitive price advantage to the Minnesota market. Society has a dominating presence within the industry and an excellent track record for handling claims. Let us be the secret ingredient to protecting your business!

**Food Export Association of the Midwest USA**
Enrique Rubio
crubi@foodexport.org

Food Export Association of the Midwest USA is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. We've been helping U.S. suppliers of Midwestern food and agricultural products sell overseas since 1969. Working with our 13 Midwestern member states, Food Export-Midwest provides a wide range of services to facilitate trade between local food suppliers and importers around the world. These services include Export promotion, Customized export assistance, and a cost-share funding program.

**Forward Food Solutions**
Elise Forward
Elise@forwardfoodsolutions.com

Forward Food Solutions, LLC is a western Wisconsin based technical assistance company providing food safety and quality expertise to companies big and small, local and international. Contact us for a personalized approach to your company and your specific needs.

**Life’s Pure Balance**
Gene Wood
gene@lifespurebalance.com

A unique product designed to anchor your food quality and safety program! It cleans bio films, dirt, wax, pesticides, pathogens and anti-microbial wash residues off the surface of the produce. It can be used in addition to anti-microbial washes or as a stand-alone, leaving pristine flavors that are typically not experienced. You will also generate 3 to 4 days extended shelf life and crispier products, especially lettuce….Stop by our booth for a live taste test!

**Minnesota Farmers Union / Minnesota Cooks**
Bruce Miller
bruce@mfu.org

Minnesota Farmers Union is a statewide family farm organization working on cooperation, legislation and education. We stand up for agriculture and fight for family farmers.

Minnesota Cooks - an education and outreach program designed to demonstrate that locally grown food is a viable economic opportunity for some of Minnesota’s family farmers, rural communities and restaurants.

**Minnesota Grown**
Brian Erickson
brian.j.erickson@state.mn.us

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

**Quigistics**
Vivek Sharma
Vsharma@quigistics.com

Cloud-based traceability and inventory management software customized for small food companies. Use Quigistics to improve operations and achieve FSMA compliance at the same time. Quigistics has apps to support all your operations. From purchasing to production to sales, Quigistics does it all. Use it on computers, tablets or smartphones. It also interfaces with QuickBooks and online stores.
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<table>
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<th>Name</th>
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</table>
| 1 | 26 Coconut Whisk                          | Bella Lam  
1079 140th Street East  
Rosemount, MN 55068  
coconutwhisk.com  
coconutwhisk@gmail.com  
952-486-3527       |                                                                           |                      |             |
| 2 | 45 Freak Flag Foods                       | Mary Jane Miller  
1307 Lakeside Circle  
Buffalo, MN 55313  
freakflagfoods.com  
maryjane.miller@freakflagfoods.com  
612-501-0392       |                                                                           |                      |             |
| 3 | 5 Frederick Sound Fish Co.                | Ryan J. Mulvihill  
3910 Chesapeake Lane NW  
Rochester, MN 55901  
fredersoundsfishco.com  
fredersoundsfishco@gmail.com  
307-683-6577       |                                                                           |                      |             |
| 4 | 36 Creature Comfort Hot Sauce              | Joe Hoczel  
4048 Park Avenue  
Minneapolis, MN 55407  
creaturecomforthotsauce.com  
joe@creaturecomforthotsauce.com  
612-840-1896       |                                                                           |                      |             |
| 5 | 35 Goodnola                                | Kelly L'Esperance  
3175 Brei Kessel Road  
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goodnola.com  
kellylesperance@mac.com  
248-561-0598       |                                                                           |                      |             |
| 6 | 22 Ferndale Market                        | John Peterson  
31659 Willow Trail  
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john@ferndalemarketonline.com  
507-263-4556       |                                                                           |                      |             |
| 7 | 47 Fierce Ferments                        | Galen Kanazawa  
284 Winona Street E  
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fierceferments.com  
fierceferments@gmail.com  
507-581-1527       |                                                                           |                      |             |
| 8 | 55 CTL Foods, Inc.                        | Peter Klug; Linda Murch  
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lindam@ctlcolfax.com  
715-962-3121       |                                                                           |                      |             |
| 9 | 19 Kakookies                              | Sue Kakuk  
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sue@kakookies.com  
763-544-9662       |                                                                           |                      |             |
| 10| 28 KellyG's Wild Rice Burgers             | Kelly Porter  
2285 South Shore Blvd  
White Bear Lake, MN 55110  
kellygswildriceburgers.com  
khporter@outlook.com  
612-718-0245       |                                                                           |                      |             |
| 11| 46 Kettle Fudge LLC                       | David Christenson  
PO Box 9125  
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888-874-9028       |                                                                           |                      |             |
| 12| 38 Leafy Legacy Herb Farm                 | Jane Skinner Peek  
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| 14| 7 Midwest Elderberry Cooperative          | Christopher Patton  
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13 Raw Bistro Pet Food
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612-644-0231

98 Ready-2-Fruit Mushrooms LLC
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We'll hear from FEAST! Network members and partners about where the Network goes from here, after year five. Invited speakers will share their perspectives on the importance of local foods, the entrepreneurial spirit, and contribution to local economies & communities.

FEAST! has always emphasized local sourcing, and we’re proud that more than a third of this year’s exhibitors are “Grower/Producers”—processing their own crops or livestock into consumer packaged goods. This year we created the Innovative Local Sourcing Award because for those purchasing ingredients, choosing local sources can be challenging. We commend those efforts.

In the competitive world of food sales, authenticity is a treasure. Beyond the authenticity of locally-sourced ingredients, another action that speaks volumes is building social benefit causes into a business model. This shows community values, strong ethics, and trustworthiness. While it is daunting for a small business to dedicate funds in this way, many of the FEAST! businesses are showing leadership in this direction, and we are glad to commend those efforts this year with the Inspiring Social Benefit Award.

The FEAST! booths are a delight for the senses—both sights and tastes—and we’re going to force ourselves to pick just one of those with our Most Engaging Booth Award this year. And be aware, that “engaging” is an action word!

FEAST! Local Foods Network Awards

Welcome
Tim Penny, Southern Minnesota Initiative Foundation

Partner Message
Jamie Pfuhl, Minnesota Grocers Association

Awards

Something Special from Wisconsin Award
Brian Erickson, Minnesota Department of Agriculture

Inspiring Social Benefit Award
John Monson, Compeer Financial

Most Engaging Booth Award
Jamie Sundsbak, Collider Coworking

Innovative Local Sourcing Award
Kathy Zeman, Minnesota Farmers Market Association

FEAST! Partners & Sponsors

Premier Partners

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Bronze Teaspoon Sponsors

Supporters of FEAST!
U of MN Extension - Regional Development Partnerships, Minnesota Children’s Museum - Rochester, Channel One Food Bank, City of Cannon Falls, Linder Farm Network, Mayo Clinic, Minnesota Food Processors Association, MN Farmers Market Association, People’s Food Co-op, Region Nine Development Commission, Something Special from Wisconsin, USDA Rural Development, Winona County, Wisconsin Grocers Association

Friends of FEAST!
Agricultural Utilization Research Institute (AURI), Riverland Community College, ShopRite Magazine Rochester, Rochester MN Moms Blog