

# Feast!

## LOCAL FOODS MARKETPLACE

# TRADE SHOW

Friday, December 6, 2019 • Mayo Civic Center • Rochester, Minnesota

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LocalFeast

# FRIDAY December 6, 2019 – FEAST! TRADE SHOW

**7am** Check-in/booth setup

**8:00** Breakfast

**9:30** Welcome

**10:00** Buyers' Expo (Tradeshow Floor Open)

**2:15** Buyer's Panel :: Best Practices for Working with Buyers

These panelists provide a view into the challenges faced by a range of local food buyers, from restaurants to grocery stores and distributors, crucial to developing relationships with these industry partners and growing your markets.

Kurt Nygaard, 1910 Grille

Murlyn Kreklau, Mason Bros (formerly)

Brian Kummrow, Lakewinds Co-op

Katie Ruff, By The Spoonful

**3:00** Support services intros + open networking

AURI

SCORE

Fifth Season Co-op

Iowa Food Hub

Rochester Farmers' Market

Compeer

Bellmont Partners

RCTC

Forward Food Solutions

MN Grown/MDA

ePac Flexible Packaging

Collapsible Cooler Co., LLC

Farmers' Market Aggregation Project

**4:15** Branding and Marketing Panel :: Choose your Own MARKETING Adventure

From working with print media, social media and video, to preparing for tradeshow and strategic marketing in retail and public relations, these consultants will have timely, tailored advice you can put into action.

Moderator: Brian Erickson

Caity Viren, Brand Yourself

Nancy Goodwin, Goodwin Consulting

Marlene Petersen, Petersen Communications

Jill Holter, Food Makers Academy

**5:30** Awards Ceremony

For presenter bios please visit:

[www.local-feast.org/tradeshow2019](http://www.local-feast.org/tradeshow2019)

## FEAST! Awards & Sponsors

### Welcome

Tim Penny, SMIF

### Nicci Sylvester Award

FEAST! Network member Nicci Sylvester passed away November 30, 2018. This new award commemorates her dedication to supporting farmers through local sourcing.

Tim Wiste, Tonic Local Kitchen & Juice Bar

### MDA Ready to Grow Award

Brian Erickson, MDA

### Something Special from Wisconsin Award

Linda Murch, CTL Foods

### Inspiring Social Benefit Award

Sai Thao, Compeer Financial

### Most Engaging Booth Award

Bob Cole, Ag Ventures Foundation

### Innovative Local Sourcing Award

Jess Joyce, Rochester Farmers Markets

# FEAST! Support Services Mini Expo

## **Agricultural Utilization Research Institute (AURI)**

Michael Sparby, [msparby@auri.org](mailto:msparby@auri.org), [auri.org](http://auri.org)

AURI helps develop new uses for agricultural products through science and technology, partnering with businesses and entrepreneurs to bring ideas to reality. We provide applied research services and product development assistance to create new ag-based products, process refinements and to help move them to market.

## **Bellmont Partners**

Sara Grasmon, [sara@bellmontpartners.com](mailto:sara@bellmontpartners.com), [bellmontpartners.com](http://bellmontpartners.com)

Bellmont Partners is a strategic communications/marketing agency with a deep-rooted understanding of agriculture and extensive professional experience in the food industry. From product launches to messaging development, media relations, social media and more, this team delivers big ideas, creativity and senior-level thinking – plus proven ability to drive business impact.

## **Collapsible Cooler Co., LLC**

Jayne Ann Valley [jayne@collapsiblecooler.com](mailto:jayne@collapsiblecooler.com), [collapsiblecooler.com](http://collapsiblecooler.com)

At Collapsible Cooler, our goal is to be the preferred partner for your temperature sensitive distribution materials – stock/custom coolers, coolants, thermal bags, more. Our unique, affordable shipping solutions save space, time, and money with better durability and insulating quality. Stop by our booth to compare and receive your free sample!

## **Compeer Financial**

Sai Thao, [sai.thao@compeer.com](mailto:sai.thao@compeer.com), [www.compeer.com](http://www.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.

## **ePac Flexible Packaging**

Kate Queram, [kqueram@epacllc.com](mailto:kqueram@epacllc.com), [www.epacflexibles.com](http://www.epacflexibles.com)

ePac Flexible Packaging supports small to medium sized business by being a local supplier of high quality, digitally printed flexible pouches and rollstock. Our turnaround time is 10-15 business days, we offer low minimums, and there are no plate fees, set up costs, etc. Our St. Paul, MN location is at the Midway Business Center off of Energy Park Drive. We are happy to help!

## **Farmers Market Aggregation Project**

Sara George, [saralgeorge@gmail.com](mailto:saralgeorge@gmail.com) [www.farmersmarkethub.org](http://www.farmersmarkethub.org)

The Farmers Market Aggregation Project is a grant-funded pilot creating regional, low-overhead food hubs that rely on the existing resources of established farmers markets. The purpose of the project is to connect institutions and other buyers to local food from small farmers in their communities, increasing sales opportunities for farmers and purchasing opportunities for buyers.

## **Forward Food Solutions**

Elise Forward, [Elise@forwardfoodsolutions.com](mailto:Elise@forwardfoodsolutions.com), [www.forwardfoodsolutions.com](http://www.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.

## **Fifth Season Cooperative**

Kristen Martinek, [kristen@fifthseasoncoop.com](mailto:kristen@fifthseasoncoop.com), [www.fifthseasoncoop.com](http://www.fifthseasoncoop.com)

Fifth Season is a multi-stakeholder cooperative building a more sustainable regional food system by producing, processing and providing healthy, local foods throughout our region. Fifth Season supports sustainable growing methods that produce nutritious, high-quality food while also taking into account ecological stewardship & quality of life for growers. Rooted in Fifth Season's mission & values is the notion that we are mutually responsible to the planet, our community and one another's needs and through our work we are supporting the values of environmental, social and economic fairness for all.

## **Iowa Food Hub Working Group**

Jason Grimm, [jason@ivrfd.org](mailto:jason@ivrfd.org), [www.fifthseasoncoop.com](http://www.fifthseasoncoop.com)

The Iowa Food Hub Managers Working Group brings actively engaged food hub managers together in quarterly meetings, addresses current operating and start-up challenges and emerging needs for food hub businesses and determines the long term role of a statewide food hub manager's network in leveraging new funds, creating new opportunities and new partners, and supporting the sustainability of food hubs in Iowa.

## **MN Dept Ag**

Brian Erickson, [brian.j.erickson@state.mn.us](mailto:brian.j.erickson@state.mn.us), [www.mda.state.mn.us](http://www.mda.state.mn.us)

The Minnesota Department of Agriculture's New Markets Program helps small Minnesota food & beverage companies with business development, offering a cost-sharing program that reimburses for store demos & B2B tradeshow, like FEAST. Export Promotion is also a part of our mission; we are a conduit to the voluminous resources available to companies interested in exporting, through the Chicago organization, Food Export Midwest.

## **RCTC Business & Workforce Education**

Sarah Quincey, [sarah.quincey@rctc.edu](mailto:sarah.quincey@rctc.edu), [rctcbwe.com](http://rctcbwe.com)

Our professional staff and instructors work directly with business and industry to provide comprehensive workplace solutions customized to meet your specific needs. We provide the expertise and guidance that every small business owner needs to flourish in today's competitive and ever-changing business world, including helping to prepare documentation for business loans.

## **Rochester Farmers' Market**

Jessica Joyce, [rochfarmmkt@gmail.com](mailto:rochfarmmkt@gmail.com), [www.rochfarmmkt.org](http://www.rochfarmmkt.org)

We are a group of 100+ local growers who share a passion for providing quality and variety to the community. Farm-fresh products, music, and special events for the whole family! Check our website or follow [@rochfarmmkt](https://twitter.com/rochfarmmkt) on social media for more information.

## **SCORE**

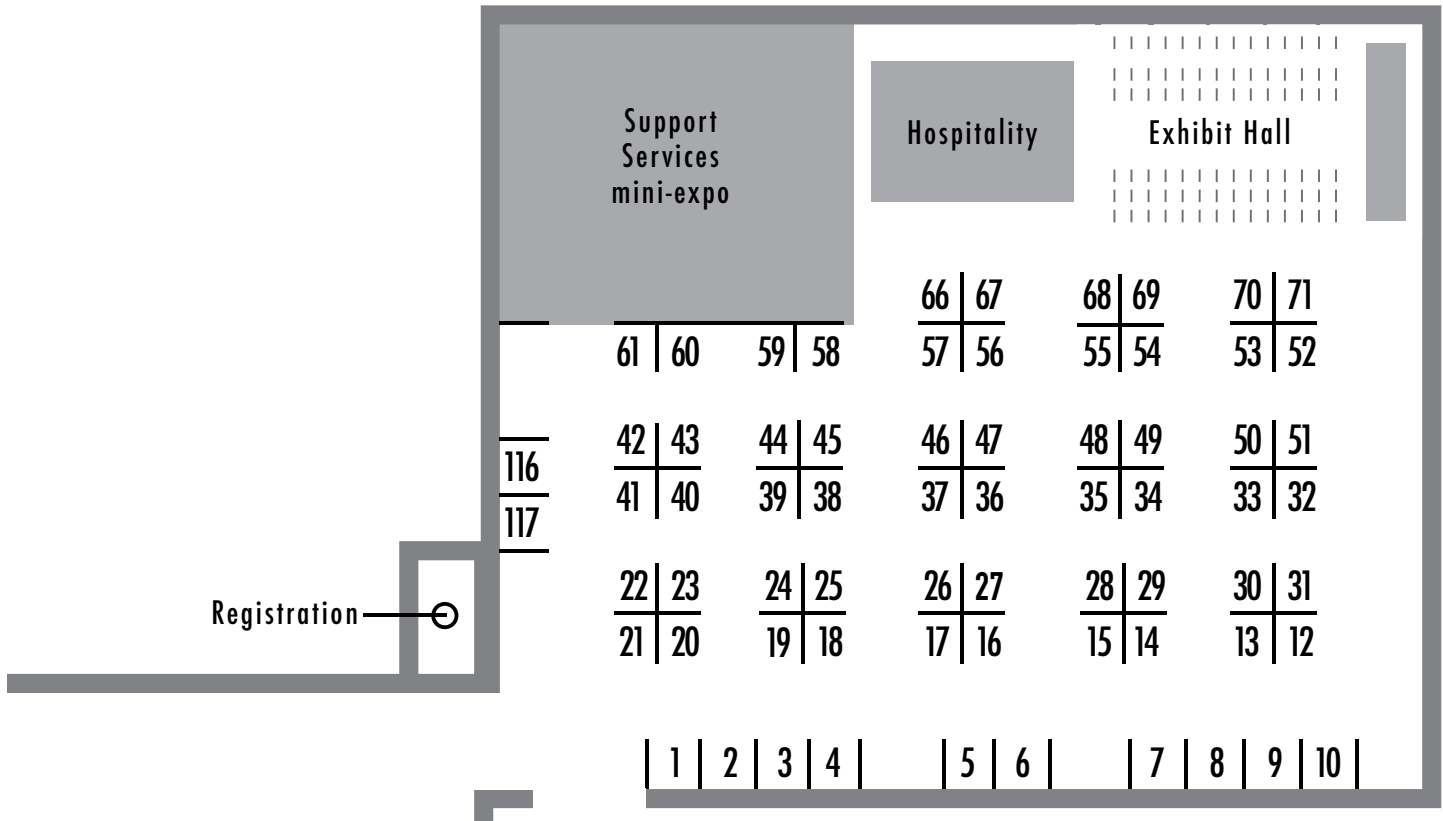
Jamie Bjerke, [jamie.bjerke@scorevolunteer.org](mailto:jamie.bjerke@scorevolunteer.org), [www.score.org](http://www.score.org)

The SCORE Mission is to Foster Vibrant Small Business Communities Through Mentoring And Education. Ensuring that every person has the support necessary to thrive as a small business owner. SCORE is volunteer business people helping small business people solve business problems. Volunteers give freely of their time, energy and knowledge to help others. SCORE volunteers donate over 1 million hours of their time each year to support their communities.



# FEAST! Tradeshow Exhibitor Directory

## NORTH ENTRY - LOADING AREA



**3 American Hazelnut Company**  
 Brad Niemcek  
 16381 WI Hwy 131  
 Gays Mills, WI 54631  
 www.americanhazelnutcompany.com  
 bradniemcek@gmail.com  
 608-485-3413

**59 B&E's Trees**  
 Larkin Breckel  
 1210 N Main #5  
 Viroqua, WI 54665  
 www.bandestrees.com  
 farmers@bandestrees.com  
 (608)799-9380

**20 The Bee Shed, SBC**  
 John Shonyo  
 13147 18 Ave NW  
 Oronoco, MN 55960  
 www.thebeeshed.com  
 John@thebeeshed.com  
 507-261-2150

**48 Big River Kombucha**  
 Jessica Remington  
 4970 Service Drive  
 Goodview, MN 55987  
 www.bigriverkombucha.com  
 bigriverkombucha@gmail.com  
 715-281-5309

**27 Bootlegger Brewing**  
 Jake Haneman  
 14607 Felton Ct  
 Apple Valley, MN 55124  
 Bootleggerkombucha.com  
 jake@bootlegger-brewing.us  
 763-312-0177

**10 Caldo foods**  
 Mona Khemakem  
 8819 Knollwood Den  
 Eden Prairie, MN 55347  
 www.caldofoods.com  
 mona@caldofoods.com  
 612-239-5946

**19 CannonBelles Cheese**  
 Deeann Lufkin  
 402 Mill St W  
 Cannon Falls, MN 55009  
 CannonBelles.com  
 deeann@cannonbelles.com  
 507-757-1155

**9 Carlson Roasting Co.**  
 Robert Carlson  
 101 W Cedar St, PO Box 8  
 Houston, MN 55943  
 bob@carlsonroasting.com  
 507-459-1951

**17 Chocolate San Jose-Minneapolis**  
 Monica Jimenez  
 2744 Ensign Ave. N  
 New Hope, MN 55427  
 www.chocolatesanjose-minneapolis.com  
 mjimenez@chocolatesanjose-minneapolis.com  
 612-986-7211

**61 Colonel Pabst**  
 Kate Quartaro  
 PO Box 511684  
 Milwaukee, WI 53202  
 www.colonelpabst.com  
 kquartaro@colonelpabst.com  
 262-894-0942

**41 Country View Dairy**  
 Bob Howard  
 15197 230th St.  
 Hawkeye, IA 52147  
 www.countryviewdairy.com  
 cvdbob@netins.net  
 563-422-8633

**60 CTL Foods, Inc.**  
 Linda Murch  
 507 Pine Street  
 Colfax, WI 54730  
 www.ctlfoods.com  
 LindaM@ctlcifax.com  
 715-962-3121

- 34 Daddy Sam's BBQ**  
 Kyle Oglesby  
 PO Box 19673  
 Minneapolis, MN 55419  
 kyle@daddysams.com  
 612-669-0218
- 35 Deane's Kombucha**  
 Bryan Bertsch  
 326 11th Ave N  
 Hopkins, MN 55343  
 www.deaneskombucha.com  
 bryan@deaneskombucha.com  
 612-388-7667
- 42 Driftless Provisions**  
 Ryan Wagner  
 PO Box 169  
 Viroqua, WI 54665  
 www.driftlessprovisions.com  
 ryan@driftlessprovisions.com  
 920-860-0481
- 40 Ferndale Market**  
 John Peterson  
 31659 Willow Trail  
 Cannon Falls, MN 55009  
 www.ferndalemarket.com  
 john@ferndalemarketonline.com  
 507-263-4556
- 33 Fritz Toffee Company**  
 Molly Fritz  
 1315 Glendale Ave  
 Ames, IA 50010  
 www.fritztoffeeco.com  
 molly@fritztoffeeco.com  
 515-291-4334
- 5 Grandma's Gourmets LLC**  
 Kimberly A. Olson  
 2610 Yh Hanson Avenue  
 Albert Lea, MN 56007  
 www.grandmasgourmets.com  
 grandmas.gourmets@gmail.com  
 507-202-3299
- 38 Granola Me Please**  
 Angela Satcher  
 3929 13th Ave S  
 Minneapolis, MN 55407  
 www.granolameplease.com  
 angamangia@gmail.com  
 206-915-8874
- 8 Healthy Solutions**  
 Teresa and Tessi  
 512 2nd St.  
 Hudson, WI 54016  
 HealthySolutions.biz  
 SolHealthySolutions@gmail.com  
 715-972-1155
- 2 Heartland Burrito**  
 Kyle Sieck  
 722 Willow St  
 Iowa City, IA 52245  
 Heartlandburrito.com  
 accounts@heartlandburrito.com  
 563-241-2857
- 30 Infusion Gardens**  
 David Gallion  
 1601 West River Road N.  
 Minneapolis, MN 55411  
 dagallion@q.com  
 612-599-7604
- 13 Infuzn Foods LLC**  
 Anantha Kollengode  
 611 20th Street SW  
 Rochester, MN 55902  
 www.infuznfoods.com  
 akollengode@yahoo.com  
 913-461-7612
- 39 JACARANDA Artisanal Snacks**  
 Raquel Imbert  
 1803 5th Ave SW  
 Austin, MN 55912  
 JacarandaSnacks.com  
 imbert.raquel@gmail.com  
 507-589-5916
- 14 Jajja Wellness**  
 Henry Kisitu  
 1337 Allen Avenue  
 Saint Paul, MN 55118  
 www.jajjawellness.com  
 jajjawellness@gmail.com  
 808-312-2334
- 43 Joanna's Premium Tonic Syrups**  
 Joanna Mouming  
 4218 Yvette Street SW Unit B4  
 Iowa City, IA 52240  
 thisisjoannas.com  
 joanna@thisisjoannas.com  
 319-631-3335
- 18 Kakookies**  
 Sue Kakuk  
 500 Sycamore Lane N  
 Plymouth, MN 55441  
 www.kakookies.com  
 sue@kakookies.com  
 763-544-9662
- 68 Lake State Kombucha**  
 Drake Ellingboe  
 4328 Zenith Ave N  
 Robbinsdale, MN 55422  
 www.lakestatekombucha.com  
 drake@lakestatekombucha.com  
 612-363-9063
- 50 Leafy Legacy Herb Farm**  
 Jane S. Peck  
 33949 Golden Drive  
 Lanesboro, MN 55949  
 www.facebook.com/leafylegacyherbfarm  
 revels@janypeck.com  
 612-823-0776
- 54 Madame Chu**  
 Josey Chu  
 3282 Edmonton Dr  
 Sun Prairie, WI 53590  
 www.madame-chu.com  
 joseychu@gmail.com  
 608-698-9647
- 26 Main Street Farm**  
 Josephine Trople  
 4905 315th St. W  
 Northfield, MN 55057  
 www.mainstreetproject.org  
 jtropole@mainstreetproject.org  
 360-561-1760
- 22 Midwest Elderberry Cooperative**  
 Christopher J. Patton  
 3520 East 33rd Street  
 Minneapolis, MN 55406  
 midwest-elderberry.coop  
 info@midwest-elderberry.coop  
 612-418-4624
- 21 MN Dept Agriculture**  
 Brian Erickson  
 625 N Robert St  
 Saint Paul, MN 55155-2538  
 brian.j.erickson@state.mn.us  
 651-246-5149
- 117 Mostly Made**  
 Jillian McGary  
 18315 Minnetonka Blvd  
 Deephaven, MN 55391  
 www.mostly-made.com  
 jillian@mostly-made.com  
 612-968-6063
- 15 My Sweet Greens MN**  
*in Transition to The GREENSTED*  
 Dean A. Bredlau  
 45179 Nygren Rd  
 Zumbrota, MN 55992  
 mysweetgreensmn.com  
 mysweetgreensmn@gmail.com  
 507-358-2680
- 23 O'Brien's Own Gourmet Granola**  
 Rick and Belinda O'Brien  
 207 Franklin Street  
 Center Point, IA 52213  
 obriensowngranola.com  
 obriensowngranola@yahoo.com  
 319-849-3933
- 16 Oak Valley Creations**  
 Debra Fairbanks  
 7131 149th Street West  
 Savage, MN 55378  
 oakvalleycreations.com  
 oakvalleycreations@gmail.com  
 952-212-4331
- 51 OnUp Protein Water**  
 Ilene Rauscher  
 16208 Hidden Valley Road  
 Minnetonka, MN 55345  
 www.onupwater.com  
 ilene@onupwater.com  
 631-974-2388
- 55 Out Of The Kitchen LLC**  
 Mitch Maier  
 P.O. Box 45  
 Prairie du Sac, WI 53578  
 chefmitchmaier.com  
 outofthekitchen@hotmail.com  
 608-206-0436

- 12 Planet Princess Foods**  
Alisa Dale  
885 Amble Road  
St. Paul, MN 55126  
planetprincessfoods.com  
planetprincessfoods@gmail.com  
651-895-0174
- 93 Renewing the Countryside**  
Jan Joannides  
2637 27th Avenue South, Suite 17  
Minneapolis, MN 55406  
www.renewingthecountryside.org  
info@rtcinfo.org  
507-291-3663
- 45 Ruth's Vegetarian Gourmet**  
Tina Van Aernum  
1211 7th St  
Two Harbors, MN 55616  
Ruthsgourmet.com  
tina@ruthsgourmet.com  
651-235-3338
- 28 Sailor Mercy**  
Dani Dircks  
14785 Manning Ct  
Stillwater, MN 55082  
www.sailormercy.com  
sailormercycompany@gmail.com  
651-890-6113
- 25 Sara's Tipsy pies**  
Sara Hayden  
824 4th St S  
Stillwater, MN 55082  
Sarastipsypies.com  
Sara@tipsypies.com  
651-208-4247
- 57 Scholze Family Beef**  
Theodore Scholze  
W11218 Scholze Rd  
Humbird, WI 54746  
www.scholzefamilybeef.com  
orders@scholzefamilyfarms.com  
715-501-4120
- 70 Shokolade Haven**  
Ana Gawtry  
15559 280th St  
Lindstrom, MN 55045  
www.shokoladehaven.com  
KRISTIKARENINA@GMAIL.COM  
651-257-0481
- 56 Siren Shrub**  
Layne Cozzolino  
3453 Welton Drive  
Amherst Junction, WI 54407  
sirensshrubs.com  
info@sirensshrubs.com  
715-544-7873
- 53 Slide Gourmet Potato Chips**  
Christine Armeigh  
2109 Sheridan Drive  
Madison, WI 53704  
slidegourmetpotatochips.com  
slidersandbeyond@gmail.com  
608-630-4824
- 116 Sno Pac Foods, Inc.**  
Ryan Stenzel  
521 West Enterprise Drive  
Caledonia, MN 55921  
www.snopac.com  
ryan@snopac.com  
507-725-5281
- 1 Southern Minnesota Initiative Foundation**  
525 Florence Ave  
Owatonna, MN 55060  
www.smifoundation.org  
507-455-3215
- 71 Stony Creek Dairy**  
Patrick Caulfield  
1817 Sargent Ave  
Saint Paul, MN 55105  
www.caulfieldandassociates.com  
pat@caulfieldandassociates.com  
612-412-9444
- 4 Trail Creek Coffee Roasters**  
Jim and Crystal Whitmarsh  
305 13th Ave NW  
Kasson, MN 55944  
www.trailcreekcoffee.roasters.com  
trailcreekcoffee@gmail.com  
507-951-7251
- 6 Treats by T~the pepper people**  
Trudi Lloyd & Tom Hinman  
1206 Lupine Drive  
Northfield, MN 55057  
TreatsbyT.com  
treatsbyt@hotmail.com  
651-353-7264
- 31 UFisheries**  
Julie Wong  
3033 27TH AVE S  
PO BOX 6161  
Minneapolis, MN 55406  
julie@UFisheries.com  
206-551-5252
- 32 Valerie's Canned Creations**  
Valerie Robertson  
75 S Fremont  
Lewiston, MN 55952  
vroberton11@gmail.com  
507-454-5687
- 52 Warm Fields Farm**  
Lisa Mueller  
N5001 810th Street  
Ellsworth, WI 54011  
www.warmfieldsfarm.com  
warmfieldsfarm@gmail.com  
715-222-8267
- 7 West Indies Soul Food Inc.**  
Sharon Richards-Noel  
1799 Nevada Avenue E  
Saint Paul, MN 55119  
www.westindiessoulfood.com  
westindiessoulfood1@gmail.com  
651-331-9523