

A vibrant display of autumnal produce including pumpkins, squash, corn, and herbs. The image is a close-up, high-angle shot of a variety of fresh vegetables and fruits. In the center, a large red pumpkin sits prominently, topped with a small, dark green, teardrop-shaped squash. Surrounding it are several orange pumpkins of different sizes, yellow and white squash, ears of yellow corn, and bunches of green leafy vegetables like basil. Several small, clear plastic containers filled with fresh green herbs are scattered throughout the arrangement. The background is filled with more produce, creating a sense of abundance and freshness. The overall color palette is dominated by warm autumn tones: oranges, yellows, and reds, contrasted with the greens of the leafy vegetables.

# *Feast!*

LOCAL FOODS MARKETPLACE  
FINAL REPORT • 2019



# TABLE OF CONTENTS

Introduction	3
Programs	4
Numbers at a Glance	5
Planning Committee & Process	6
Marketing and Outreach	7
Sponsorship	8
Budget	9
Tradeshow Overview	10
Festival Overview	11
Arts Activities	12
Restaurant Week	14
Public Surveys	15
Tradeshow Evaluations	16
Festival Evaluations	17
Buyer Evaluations	18
Awards	19
Exhibitors	20





# INTRODUCTION



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 6th annual event, held on Friday, Dec. 6 and Saturday, Dec. 7, 2019.

Each year, dozens of experts and stakeholders have brought their skills and interests to the table to plan this event with the goal of strengthening and growing the food system in Minnesota, Iowa, and Wisconsin. 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.

The 2019 tradeshow and public marketplace offered many returning features: the FEAST! Local Foods Magazine, a popup Rochester Farmers Markets, and a wine/beer/cider sampling & sales area. In addition, new arts activities were offered in the lobby (see p.12).

FEAST! Local Foods Marketplace continues to be a valued community event for connecting with local foods, made by local folks, with local ingredients. See page 5 for numbers at a glance.

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 the 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 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.

## Festival

- Generate increased demand for and access to local and sustainably produced food.
- Strengthen community appreciation for local farms, food businesses, and related issues.
- Support the growth of local farms and locally owned food businesses.
- Facilitate collaborations between local farms, businesses, and public and non-profit organizations.

## Magazine

- Communicate the ideals behind the food festival.
- Increase awareness of local foods issues and people across MN, WI & IA.
- Promote the FEAST! festival as a unique opportunity to sip, sample and shop.
- Finance production through ad sales.

Volume Two was expanded from 36 to 48 pages, allowing for 8 feature articles (compared to five in Vol. 1). We increased the number of paid advertisers from 26 to 42 while keeping content to just 38% ads; half of advertisers in Vol. 2 were event exhibitors.



## Restaurant Week

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

Fourteen restaurants in and around Rochester came together to create the Fourth FEAST! Restaurant Week, held Oct. 7-13. Offerings included entire Prix Fixe dinners to daily specials, highlighting menu items and even cocktails that featured local ingredients. Patrons who ordered the specials were eligible to receive a coupon to attend the FEAST! festival.



# NUMBERS AT A GLANCE



## Tradeshow

### Entities

Exhibitor Booths	57
Buyer Companies	37
Technical Advisor Booths	13

### Individuals

Exhibitors	120
Buyers	85
Technical Advisors	30
Planning Committee	14
Volunteers	11

---

TOTAL	260
-------	-----

## Festival

### Entities

Exhibitor Booths	81
------------------	----

Includes 3 Breweries & 14 Wineries

### Individuals

Sponsors/Buyers/Press	28
Volunteers/Staff	46
Artists & Chefs	19
Exhibitors	250
Public (737 General Admission & 356 Wristbands)	1094

---

TOTAL	1437
-------	------

*Total unique booths over 2 days - 92*  
*77 makers / 12 support services / 3 non-maker sponsors*



# PLANNING COMMITTEE & PROCESS

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 7 times, beginning in February 2019, to brainstorm and develop strategies and workplans. Five subcommittees were formed that took on specific aspects of the workplan.

Those committees were:

- Restaurant Week
- Tradeshow
- Marketing
- Exhibitor Jury
- Sponsorship

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

To the right, staff from the Southern Minnesota Initiative Foundation, a key FEAST! organizer, passed out reusable bags during the festival.



The Feast Network is 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

Peoples 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



# MARKETING & OUTREACH

	MEDIA OUTLET	DATE	CONTENT
PRINT / ONLINE	<i>Driftless Food Guide</i>	MAY	AD + EVENT LISTING
	<i>Albert Lea Tribune</i>	SEPT	ARTICLE: <i>Partners key to growing local foods economy</i>
	<i>Morning Ag Clips</i>	SEPT	ARTICLE: <i>14 eateries participating in Restaurant Week</i>
	<i>Rochester Women magazine</i>	NOV	ARTICLE: <i>Feast Your Eyes on This</i>
	<i>ShopWise Magazine Rochester</i>	NOV	AD WITH COUPON
	<i>Minnesota Grocer</i>	NOV	AD
	<i>Post-Bulletin</i>	NOV-DEC	PRINT/WEB AD + TARGETED EMAIL
	<i>Agri-News</i>	NOV	AD
	<i>507 magazine</i>	NOV, DEC	AD
	<i>Rochester Marketplace</i>	NOV	AD
	<i>Rochester Moms Blog</i>	DEC	FACEBOOK POST SHARE
	<i>Rochester Magazine</i>	DEC	ARTICLE: <i>FEAST On</i>
	<i>Post-Bulletin</i>	DEC 5	ARTICLE: <i>Local food expo returns to Rochester</i>
RADIO	Linder / MN 97.5	NOV-DEC	AD, GIVEAWAYS, REMOTE BROADCAST 12/7 WITH INTERVIEWS
	Iowa Public Radio	NOV-DEC	AD
	Wisconsin Public Radio	NOV-DEC	AD
	Radio Mankato AM 1420	NOV-DEC	AD / INTERVIEW / TICKET GIVEAWAY
	Rochester radio FM 102.5/101.7	NOV-DEC	AD / INTERVIEW / TICKET GIVEAWAY
	Food Freedom Radio	DEC 7	INTERVIEW
TV / ONLINE	KIMT / CBS	AUG	NEWS COVERAGE OF FEAST! ARTS GRANT (INTERVIEW @MCC)
	KIMT / CBS	OCT	NEWS COVERAGE OF RESTAURANT WEEK (INTERVIEW @FORAGER)
	KIMT / CBS	NOV	30-SEC FESTIVAL PROMO VIDEO
	KIMT / CBS	DEC	<i>FEAST! showcases local farms and food vendors</i> (DEC 6)
POST-EVENT COVERAGE			
	<i>Post-Bulletin</i>	DEC 7	Slideshow: <i>Local food samples at the FEAST! festival</i>
	KTTC / NBC	DEC 7	<i>Mayo Civic Center transforms into a food heaven</i>
	<i>Post-Bulletin</i>	DEC 11	<i>Nicci Sylvester remembered with new FEAST! Local Foods award</i>
SOCIAL MEDIA			
	FACEBOOK posts, May 7 - Dec 7: <b>138</b> (similar period 2017: 68, 2018: 96)	Page likes as of Dec 10: <b>3,000</b>	Exhibitor Registration launched on May 7. Content posted includes newsletter segments and contests.
	Twitter posts, May 7 - Dec 7: <b>82</b>	Followers: <b>446</b>	# followers increased 8%
	Instagram posts, May 7 - Dec 7: <b>53</b>	Followers: <b>331</b>	# followers increased 270%

For our 6th annual event, FEAST! enjoyed coverage from Rochester's KIMT TV regarding the Arts Grant announcement in August, and for Restaurant Week in October. Closer to the event, we had print coverage in Rochester Women magazine as well as Rochester Magazine, and we had a video ad that played on KIMT-Channel 3 TV and online. During the tradeshow, KIMT came to do video interviews with various event planners and vendors, which aired Friday night on Channel 3 News. During the festival, Minnesota 97.5 radio joined us for a live remote broadcast from 10-noon, and KTTC did a video interview in front of the Veggie Alfombra that aired Saturday evening.

The FEAST! Local Foods Magazine, Volume 2 was released October 3rd, ahead of Restaurant Week and two months before the festival. In addition to the earlier release, 50% more copies were printed, with more time for distribution west to Mankato, north to the Twin Cities, east to La Crosse and Madison, and south into northern Iowa. Costs of production were covered by ad revenue.

The FEAST! Local Foods SCOOP e-newsletter was produced monthly throughout 2019, with segments shared on social media (Facebook, Twitter, Instagram) and published on the FEAST! blog. SCOOP boosts our engagement with our audience ahead of the event through contests and profiles on food businesses, farms, restaurants and partners.



# SPONSORSHIP

Sponsorship generation is led by the Southern Minnesota Initiative Foundation, with a handful of in-kind sponsors coordinated by Renewing the Countryside for strategic assistance with marketing and festival activities.

## 2019 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



### Bronze Teaspoon Sponsorship: \$2,500

AgVa Foundation  
Experience Minnesota's Rochester  
KIMT-News 3  
Minnesota 97.5 Greatest Hits  
Post Bulletin  
Rochester Farmers Markets

### Wooden Spoon Sponsors: \$1,000

Destination Medical Center  
Lakewinds Food Co-op  
Minnesota Children's Museum  
Minnesota Grocers Association  
People's Food Co-op  
Something Special from Wisconsin

### Business Sponsor: \$500

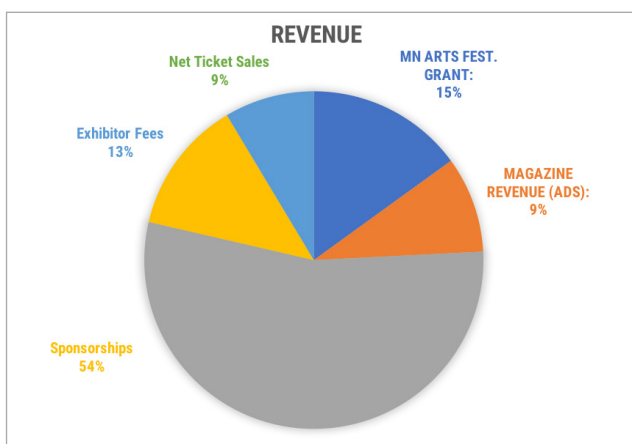
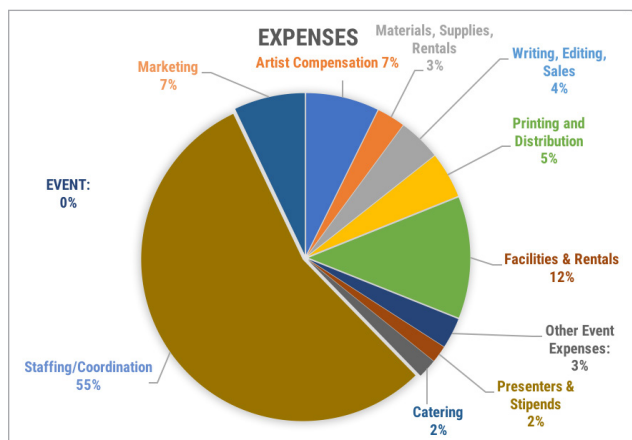
Agricultural Utilization Research Institute (AURI)  
D & S Gardens  
REAP Food Group  
*Shopwise Magazine* Rochester

### Small Business Sponsor: \$100

Historic Hutchinson House B&B  
Michael Sparby  
Saint Peter Food Co-op

# BUDGET

The majority of 2019 revenue was provided by sponsorships, with the Southern Minnesota Initiative Foundation and the Minnesota Department of Agriculture staying on as premier sponsors in addition to more than 20 other cash and in-kind sponsors. Revenue from ticket sales has been increasing over previous years, though exhibitor registration revenues have trended downwards due to a lower exhibitor turnout. New in 2019, a Minnesota State Arts Board Festival Support Grant provided \$18,150 for adding interactive arts activities to the event. The second issue of the *FEAST! Local Foods Magazine* just met goals for ad revenue at \$11,145 which covered all publishing costs excluding staff time.



Income	
MN Arts Festival Grant	\$18,150
Magazine Revenue (Ads)	\$11,145
Event	
Sponsorships	\$65,900
Exhibitor Fees	\$15,496
Net Ticket Sales	\$10,379
<b>Total Income</b>	<b>\$ 121,070</b>
Expenses	
Arts Festival Support Grant	
Artist Compensation	\$8,500
Materials, Supplies, Rentals	\$3,288
Magazine	
Writing, Editing, Sales	\$4,932
Printing & Distribution	\$5,334
Event	
Facilities & Rentals	\$14,169
Other Event Expenses	\$3,558
Presenters & Stipends	\$1,978
Catering	\$2,244
Shared Expenses	
Staffing/Coordination	\$64,382
Marketing	\$8,271
<b>Total Expenses</b>	<b>\$116,655</b>
<b>Income Less Expenses</b>	<b>\$4,415</b>



# TRADESHOW OVERVIEW

## Introduction

The tradeshow committee includes members from MDA, SMIF, AURI, Grow North MN, and RTC, who again endeavored to maximize the impact of the day for our exhibitors. Demonstrating our responsive and innovative approach, we shifted the schedule to hold the Buyers' Expo earlier in the day than ever before.

The afternoon offered the Support Services Mini Expo and Makers' Forum panels. To cap off the day, an awards ceremony featured speakers from partner organizations presenting four FEAST! awards and two state ag department awards (see page 19).

**Welcome:** 9:30 am

**Buyers' Expo:** 10 am - 2 pm

**Makers' Forum:** 2 pm - 5 pm

**Awards Ceremony:** 5:30 pm - 6 pm

## Panel Sessions

### Best Practices for Working with Buyers

*Moderator: Jason Robinson, AURI*

- Murlyn Kreklau, Mason Bros. Wholesale Grocers
- Brian Kummrow, Lakewinds Food Co-op
- Kurt Nyguard, 1910 Grille
- Katie Ruff, By the Spoonful

### Choose your Own Marketing Adventure

*Moderator: Brian Erickson, MDA*

- Nancy Goodwin, Goodwin Consulting
- Jill Holter, Food Makers Academy
- Marlene Petersen, Petersen Communications
- Caity Viren, BrandYourself Consulting

## Support Services Mini Expo

Agricultural Utilization Research Initiative  
Bellmont Partners  
Collapsible Cooler Co., LLC  
Compeer Financial  
ePac Flexible Packaging  
Fifth Season Cooperative  
Forward Food Solutions  
Iowa Food Hub Working Group  
Minnesota Department of Agriculture  
Rochester Community and Technical College  
Business & Workforce Education  
Rochester Farmers Markets  
SCORE



# FESTIVAL OVERVIEW



## Introduction

From 10:00 a.m. - 4:00 p.m., farmers and food makers showcased and sold their products at about 69 exhibit booths. Arts activities in the lobby were a new addition this year—for details, see pages 12 and 13. Many other event features were continued from previous years, including the local food gift basket giveaways, and the following:

## Kids' Area

The kids' area featured veggie stamps; Veggie Grand Prix racing, Kids Choice Veggie Sampling, parent surveys with PoP (Power of Produce) farmers market tokens and nutrition tips from Mayo Clinic Dietetic Interns, encouraging kids to “eat the rainbow.”

## Farmers' Market

The Rochester Farmers Markets relocated its semi-monthly winter market to FEAST!, with offerings from fresh produce to meat, dairy and honey. The market vendors brought their own tents and food stands which created an authentic market feel.

## Cooking Demos

Cooking demonstrations took place hourly at the local food sampling station and featured chefs as shown below:

- **Jena Eria**  
*Kitchen manager, People's Food Co-op*
- **Erik Kleven**  
*Chef and Co-owner, Bleu Duck Kitchen*
- **Shari Mukherjee**  
*a.k.a. Spiced Up Mom Blog writer, Cooking/baking teacher, MasterChef Season 10 Top 6 Contestant*
- **Adrian Williams**  
*Kitchen manager, Tonic Local Kitchen and Juice Bar*
- **Beth Dooley**  
*Beth Dooley's Kitchen*

## Wine, Beer, and Cider Festival

Again in 2019, FEAST! Wine and cider vendors were able to sell up to 6 bottles to each wristband-bearing attendee. Almost 400 off-sale bottles were sold, nearly 2 cases per winery. 356 festival-goers purchased wristbands for the area, which featured 14 wineries and 3 breweries.



# ARTS ACTIVITIES

## Introduction

Renewing the Countryside was thrilled to add arts activities to the FEAST! Festival in 2019, thanks to a Minnesota Festival Support grant from the Minnesota State Arts Board. Four artists were contacted and written into a proposal in March 2019 that was awarded in July. The funding allowed us to hire an array of artists for a range of activities designed to engage, involve and entertain FEAST! attendees.

## Vegetable Alfombra

**Susan Waughtal**

Artist Susan Waughtal was excited about the opportunity to create a Vegetable “Alfombra,” or carpet at FEAST!. Inspired by South American street festivals, she curated the project in collaboration with the Rochester Farmers Market Aggregation Project to source product from local farms. A special viewing stage was constructed so attendees could view the masterpiece from above, and the produce was donated to Channel One Food Bank after the event.

## String Survey

**Arlene Birt/Background Stories**

Background Stories founder Arlene Birt has participated in installations around the world with her work intersecting art, design, and visual storytelling. The “String Survey” invited attendees to weave their own yarn as they responded to questions, for a collective display that represents attendees’ thoughts about local foods.

**Susan Waughtal,  
*Vegetable Alfombra***



**Arlene Birt,  
*String Survey***



**Ross Ballinger  
*Videography***



## Videography

### Ross Ballinger

Ross captured festival-goers creating the alfombra and string survey, and enjoying the music. This will help festival planners as they work to document how the public engages with and enjoys this arts addition to the local foods show.

## Live Music

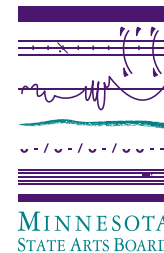
**Mary DuShane & Nick Jordan:** a lively array of vintage old time, Cajun and swing songs, with Appalachian and some Irish fiddle tunes.

**CBB Jazz Combo:** Nathan Davidson on saxophone and Dan “The Piano Man” Rengstorf on keys, featuring holiday pops.

**Ilika Ward Guitar Duo:** Jake Ilika and Joel Ward with smooth guitar grooves and vocal harmonies.

## Acknowledgement

*These arts activities were made possible by the voters of Minnesota through a grant from the Minnesota State Arts Board, thanks to a legislative appropriation from the arts and cultural heritage fund.*



Mary DuShane & Nick Jordan



CBB Jazz Combo



Ilika & Ward





# 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](http://bleuduckkitchen.com)

CAMEO  
121 N Broadway  
Rochester, MN 55906  
[cameoatthecastle.com](http://cameoatthecastle.com)

CHESTER'S KITCHEN & BAR  
111 S. Broadway  
Rochester, MN 55904  
[chesterskb.com](http://chesterskb.com)

FALLS LANDING  
Artisan Plaza  
1223 4th St S  
Cannon Falls, MN  
[fallslandingmn.com](http://fallslandingmn.com)

FIDDLEHEAD COFFEE CO.  
412 3rd Ave SE  
Rochester, MN 55904  
[fiddleheadcoffee.co](http://fiddleheadcoffee.co)

FORAGER BREWERY  
1005 6th St NW  
Rochester, MN 55901  
[foragerbrewery.com](http://foragerbrewery.com)

LE PETIT CAFÉ  
301 N Broadway Ave  
Rochester, MN 55901  
[le-petit-cafe.com](http://le-petit-cafe.com)

LITTLE THISTLE  
2031 14th St NW  
Rochester, MN 55901  
[littlethistlebeer.com](http://littlethistlebeer.com)

MARROW  
4 3rd St SW  
Rochester, MN 55902  
[marrowmn.com](http://marrowmn.com)

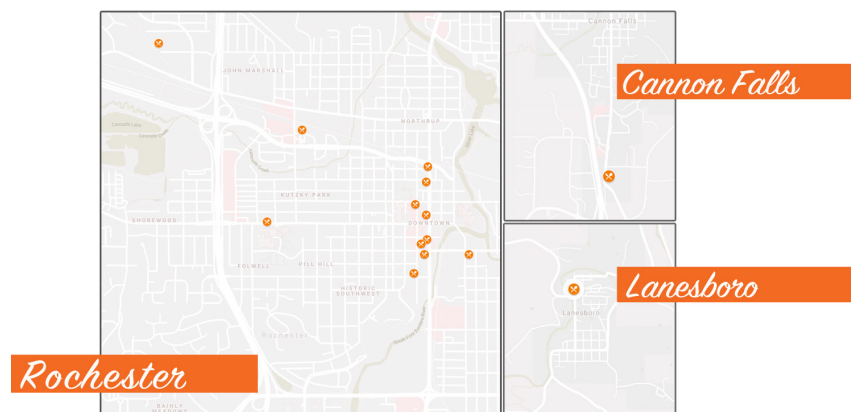
PEDAL PUSHERS CAFE  
121 Parkway Ave N  
Lanesboro, MN 55949  
[pedalpusherscafe.com](http://pedalpusherscafe.com)

PEOPLE'S FOOD CO-OP  
519 1st Avenue SW  
Rochester, MN 55902  
[pfc.coop](http://pfc.coop)

THE LOOP  
318 1st Ave SW  
Rochester, MN 55901  
[thelooprochester.com](http://thelooprochester.com)

TONIC  
1217 2nd St SW  
Rochester, MN 55902  
[tonicfreshjuice.com](http://tonicfreshjuice.com)

VICTORIA'S RESTAURANT  
7 1st Ave SW  
Rochester, MN 55902  
[victoriasmn.com](http://victoriasmn.com)

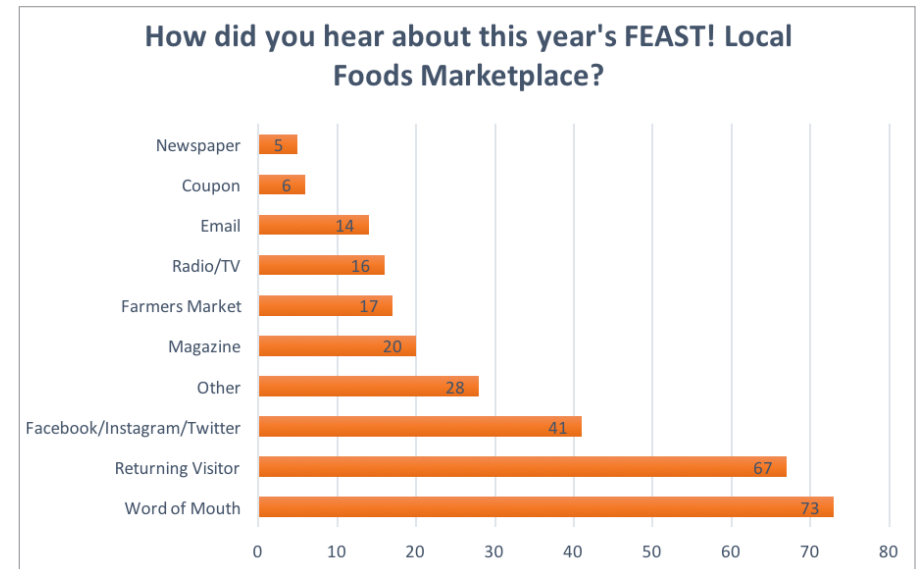


# PUBLIC SURVEYS



We collected information from public attendees with a Dot Survey. The survey asked three questions by placing dot-stickers, and a staff member recorded the respondents' zip codes and other feedback. In addition to the respondents shown on the map to the left, respondents were also from Arizona, Colorado, Georgia, Michigan, North Carolina, Pennsylvania, and Wyoming.

We also utilized a post-event follow-up SurveyMonkey, where we asked about attendees' engagement with the arts activities and artists as well as whether their participation in the arts exhibits affected how they thought about local food producers and makers.





# TRADESHOW EVALUATIONS

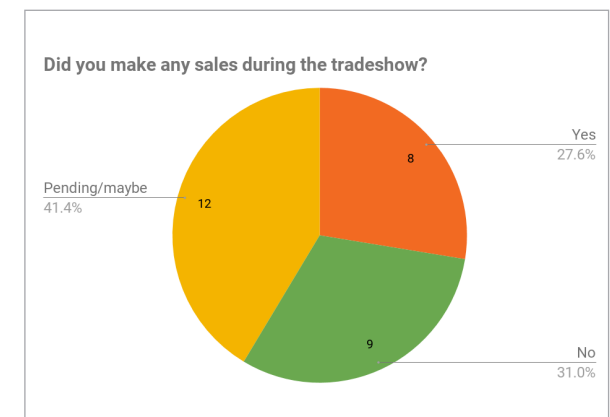
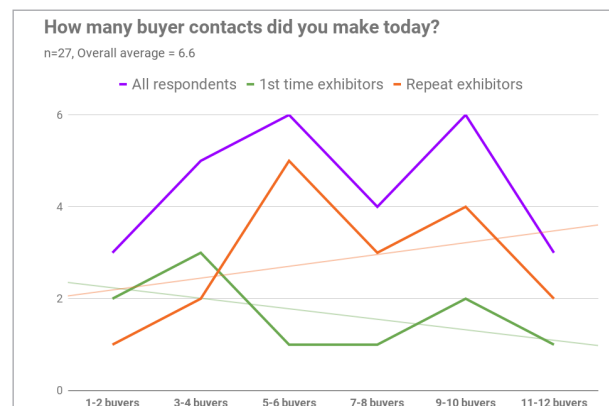
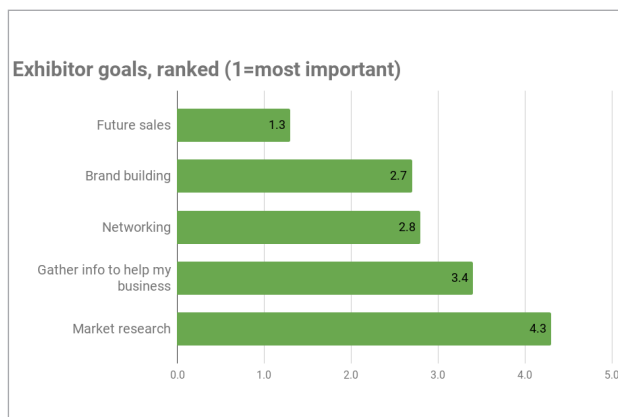
The FEAST! 2019 industry-only tradeshow was held on Friday, December 6, with a new format. In response to exhibitor and buyer feedback, and in the interest of increasing buyer attendance, the schedule was flipped: instead of beginning the day with networking and education, a brief welcome was followed by the Buyers Expo. This presented challenges in arranging the afternoon schedule, and also for collecting evaluations. The questionnaire was distributed and collected at the end of the day, but a significant number of vendors had left early. The results presented here represent feedback from 27 exhibitors.

## What was most helpful about today?

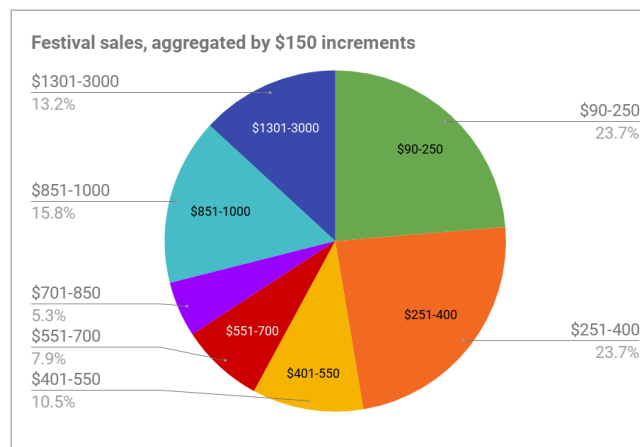
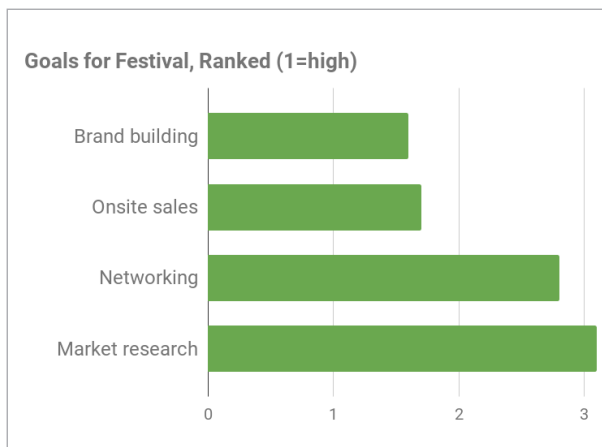
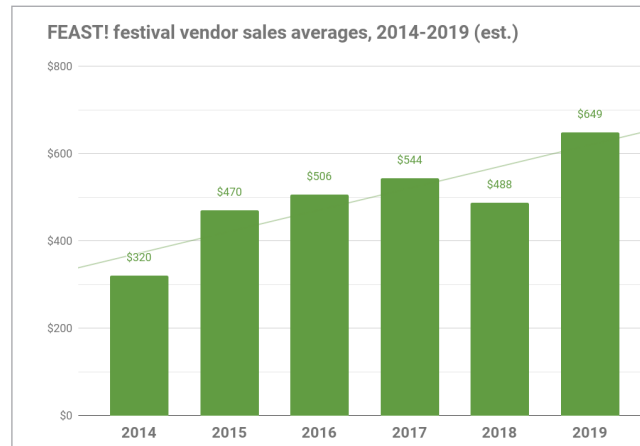
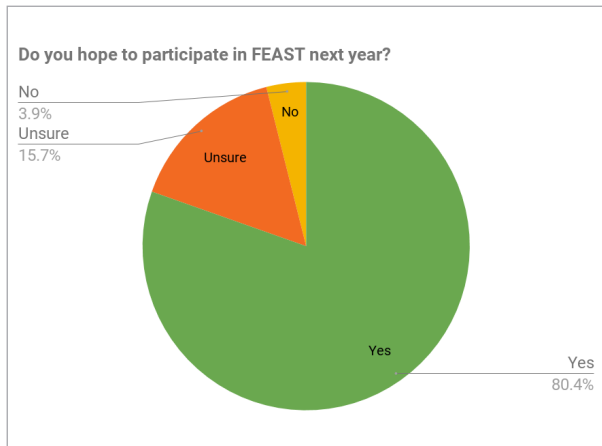
- *Getting re-connected with makers—sharing info!*
- *very interesting & helpful service booths*
- *this is a great group! everyone here is so nice & willing to give advice!!*  
*Thank you!*

## General comments

- *Not enough buyers to make it worth a full day away from business; good location. Saturday's market is always a good event for us, but the Friday event has become less helpful. Suggestion: keep the Saturday market in early Dec but move the buyer/business showcase to Jan/Feb when our businesses are slower.*
- *Too much time between panels*
- *Very nice itinerary today - went very smoothly. Everything was great! Super job to all!*



# FESTIVAL EVALUATIONS



On December 7th, FEAST! welcomed the general public for the 6th 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 \$649, which is higher than the past two years. Data is from 54 questionnaires collected from exhibitors at the end of the day.

## Exhibitor comments

- *Really, I felt welcomed, supported and part of the community. Thank you!*
- *Thank you for hosting this event, love supporting local vendors!*

## Suggestions for improvement

- *Concerned about the admission charge to the public...not sure it can go much higher*
- *Advertise North of Rochester (Nfld, Fgtn, Lakeville, Burnsville); Keep entry fee lower - hard for 1st time vendors just starting out - even with reimbursement most of us don't know about.*
- *increase social media advertising*
- *Give a cheaper rate for businesses that sell under \$5,000/yr. Hardship.*



# BUYER EVALUATIONS

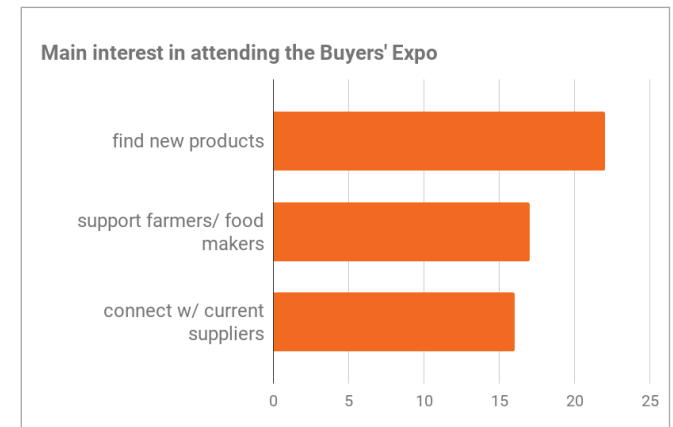
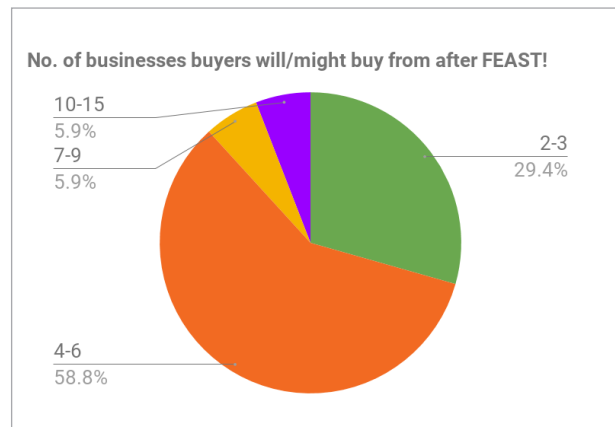
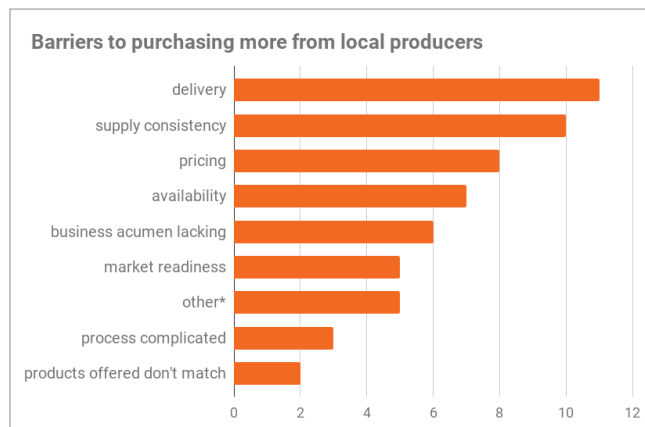
For FEAST! 2019, changes to increase buyer participation included offering a referral bonus to exhibitors for buyer registrations, and starting the Buyers' Expo at 10am, much earlier than in previous years. A brief questionnaire was collected from buyers in attendance; to boost response levels, we also sent a link to the questionnaire online. Eighteen questionnaires were completed at the event and five were submitted online for a total of 23 responses. Of those, 16 (70%) had not attended FEAST! the previous year. 83% said the earlier timeframe was preferable, and 89% agreed that four hours was a sufficient duration. 94% said they hope to attend next year.

## On incentives to boost buyer attendance:

- *More vendors (x3)*
- *Presentations*
- *Lunch*
- *It would be great if it was earlier in the year so there was time to order ahead of the holidays.*

## Buyer comments:

- *It would be great if vendors came with wholesale price lists and ordering minimums. It would also be great if Feast was held earlier in the year. This is tough to attend and tough to order for Christmas. We think it is great that you support local and we want to do that at our shop. We order from a lot of the current vendors. I think most of our local vendors were at Feast.*
- *It was smaller than I anticipated but still productive use of my time.*
- *Keep it up! Great show.*



# AWARDS



FEAST! Awards were presented during the tradeshow and festival to honor outstanding effort. We debuted the Nicci Sylvester Award, with Nicci's business partner Tim Wiste presenting an award to Bleu Duck Kitchen. Tim said, "I remember when Nicci started the Tonic concept, she started by introducing herself to all of the farmers and vendors at the Rochester Farmers Market. From there she made lifetime friends and local sources for her fresh, handmade food."

From Left to Right:

1. Most Engaging Booth: Dani Dircks of Sailor Mercy, who makes elderberry syrup.
2. Nicci Sylvester Award: To Bleu Duck Kitchen, and to Tim Wiste, for keeping Tonic going strong
3. People's Choice: CannonBelles Cheese, who earned 10% of the public votes for favorite booth.
4. Inspiring Social Benefit: John Petersen of Ferndale Market, who donates turkeys during holidays among other times.
5. Innovative Local Sourcing: Layne Cozzolino of Siren Shrub Co., who creates each product flavor as a collaboration with a Wisconsin farmer who provides the key ingredient.



Minnesota Department of Agriculture presented an award to Sara's Topsy Pies; Something Special from Wisconsin™ program, to Out of the Kitchen.



# EXHIBITORS

## FEAST! Festival

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

**Heartland Burrito,**  
Premium frozen burritos with local and organic ingredients, Iowa City, IA;  
heartlandburrito.com

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

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

**Grandma's Gourmets,**  
Jams, jellies, salsa, pickles, and shrubs, Albert Lea, MN; grandmasgourmets.com

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

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

**Healthy Solutions,**  
CBD oil extracted with cold CO2 technology, Hudson, WI;  
HealthySolutions.biz

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

**Planet Princess,**  
Gluten-free, grain-free, Keto and Paleo friendly buns and 'bagels,' St. Paul, MN;  
planetprincessfoods.com

**Infuzn Foods,**  
Vegan, Vegetarian and Gluten free meal kits with a global twist, Rochester, MN; infuznfoods.com

**Jajja Wellness,**  
Tonics inspired by indigenous Ugandan recipes and infused with African superfoods, St. Paul, MN; jajjawellness.com

**The GREENSTED, MN**  
Urban farm-to-table grower specializing in microgreens, Zumbrota, MN;  
mysweetgreensmn.com

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

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

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

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

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

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

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

**O'Brien's Own Gourmet Granola,**  
Health conscious granola with all natural ingredients, Center Point, IA;  
obriensowngranola.com

**Grand View Beef,**  
100% grass fed beef, no added hormones, no antibiotic growth promotants, Clarion, IA; grandviewbeef.com

**Main Street Farm,**  
Perennial and regenerative agroforestry farm, Northfield, MN; mainstreetproject.org

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

**Sailor Mercy,**  
Elderberry syrup, small batches, sourcing local ingredients, Stillwater, MN;  
sailormercy.com

**Infusion Gardens,**  
Bloody Mary Mix, 100% Tomato Juice not from concentrate, Minneapolis, MN

**UFisheries,**  
Asian-style, specialty smoked fish, Minneapolis, MN; ufisheries.com

**Valerie's Canned Creations,**  
Salsas, pickles, jams, jellies, pie fillings and more, Lewiston, MN

**Fritz Toffee Company,**  
Toffee, handcrafted in small batches, Ames, IA; fritztoffee.com

**Daddy Sam's BBQ,**  
All-natural West Texas style BBQ sauces, Minneapolis, MN; daddysams.com

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

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

**JACARANDA Artisanal Snacks,**  
Austin, MN; jacarandasnacks.com

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

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

**Driftless Provisions,**  
Hand crafted, dry-cured salami, Viroqua, WI; driftlessprovisions.com

**Joanna's Premium Tonic Syrups,**  
Hand crafted tonic syrups for cocktails and mocktails, Iowa City, IA;  
thisisjoannas.com

**Ruth's Vegetarian Gourmet,**  
Vegetarian and Vegan Foods made with quality ingredients, Two Harbors, MN;  
Ruthsgourmet.com

**Big River Kombucha,**  
Hand-crafted, small batch kombucha made with only local honey, Goodview, MN; bigriverkombucha.com

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

**OnUp Protein Water,**  
Protein water with electrolytes designed to rehydrate, replenish, and repair, Minnetonka, MN; onupwater.com

**Warm Fields Farm,**  
Golden Sun Salsa and Zesty Pepper Jelly Glaze made from ingredients on Warm Fields organic farm, Ellsworth, WI;  
warmfieldsfarm.com

**Slide Gourmet Potato Chips,**  
Thicker cut potato chips made with Wisconsin potatoes, Madison, WI;  
slidegourmetpotatochips.com

**Madame Chu,**

All natural, vegetarian, vegan, representing authentic flavors of Singapore, Malaysia and Indonesia, Sun Prairie, WI; madame-chu.com

**Out Of The Kitchen,**

Prairie du Sac, WI; chefmitchmaier.com

**Siren Shrub,**

A sweet vinegar concentrate to be served with sparkling/still water or used in your favorite vinaigrettes/marinades, Amherst Junction, WI; sirenshrubs.com

**Scholze Family Beef,**

Shipped direct from farm to consumer, locally raised beef products, Humbird, WI; scholzefamilybeef.com

**Superior Small Batch,**

Vegan food with simple, trustworthy ingredients, Duluth, MN; superiorsmallbatch.com

**B&E's Trees,**

Certified organic, bourbon age maple syrup, Viroqua, WI; BandEsTrees.com

**CTL Foods Inc,**

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

**Colonel Pabst,**

Small-batch Worcestershire Sauce with a beer base, Milwaukee, WI; colonelpabst.com

**Squash Blossom Farms,**

Vegetables, meats, and baked goods, Oronoco, MN; squashblossomfarm.org

**Shokolate Haven,**

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

**Hidden Stream Farm,**

100% Grass fed beef, Pastured Chickens and naturally raised hogs, Elgin, MN; hiddenstreamfarm.com

**Sno Pac Foods,**

Organic frozen fruits and vegetables, Caledonia, MN; snopac.com

**Mostly Made,**

Savory fillings with fresh ingredients, Deephaven, MN; mostly-made.com

**FEAST!****Tradeshaw Only****Country View Dairy,**

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

**Deane's Kombucha,**

Naturally carbonated, using organic ingredients (local when available), fermented in oak barrels, St. Paul, MN; deaneskombucha.com

**Granola Me Please,**

Grainless, nut and seed granola, Minneapolis, MN; facebook.com/angamangia

**Lake State Kombucha,**

Family-owned and operated, brewing the smoothest booch on the market by never adding carbonation and never pasteurizing, Minnetonka, MN; lakestatekombucha.com

**Sara's Tippy Pies,**

Hand pies made with a splash of local beer, wine or spirits for a unique flavor infusion, Stillwater, MN; sarastippypies.com

**Stony Creek Dairy,**

7th generation family Dairy Farm, all product produced on Farm using slow pasteurization process, Melrose, MN; caulfieldandassociates.com

**FEAST!**  
**Wine, Cider, & Beer Festival****Alexis Bailly Vineyard,**

Minnesota's oldest winery and vineyard, Hastings, MN; abwvines.com

**Aspelund Winery,**

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

**Chankaska Creek Winery,**

Award winning Ranch and Winery; Kasota, MN; chankaskawines.com

**Flower Valley Vineyards & Winery,**

Proudly grow almost all the grapes for our wines in our own vineyard, Red Wing, MN; flowervalleyvineyard.com

**Four Daughters Vineyard & Winery,**

local family winery, cidery and event center, Spring Valley, MN; fourdaughtersvineyard.com

**Garvin Heights Vineyards,**

Family owned and operated, vine-to-glass experience, event hosting, Winona, MN; ghvwine.com

**Grand Rounds Brewing,**

Rochester's only downtown Brewpub located, fresh beer and homemade pub food, Rochester, MN; grandroundsbrewpub.com

**Indian Island Winery,**

Indian Island Winery, Minnesota's largest winery producing only 100%, Minnesota grown, award winning grape wines, Janesville, MN; indianislandwinery.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

**Little Thistle Brewing,**

Community-focused brewery focusing on small-batch craft beers., Rochester, MN; littlenthistlebeer.com

**Millner Heritage Vineyard & Winery,**

Minnesota Grown, Minnesota made wine and ciders, Kimball, MN; millnerheritage.com

**Round Lake Vineyards & Winery,**

Family-owned business with 13 varieties of grapes on 30 acres, Round Lake, MN; roundlakevineyards.com

**Saint Croix Vineyards,**

Opened in 1992 and has built a reputation for producing award-winning wines, Stillwater, MN; scvwines.com

**Salem Glen Winery,**

Boutique, small-batch winery using regionally grown grapes, Rochester, MN; salemglenvineyard.com

**Three Oak Wines,**

Minnesota's southernmost winery, offering over 16 award winning wines, host special events and weddings, Albert Lea, MN; threeoakwines.com

**Vintage Escapes Winery,**

Veteran owned and family operated, offering locally crafted wines and vintage-inspired tasting room, Kilkenny, MN; VintageEscapesWinery.com



# FEAST!

## LOCAL FOODS NETWORK

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