



Feast!

2022 LOCAL FOODS MARKETPLACE

REPORT • FEBRUARY 2023

In 2022, the FEAST! Local Foods Network expanded to a full year of programming. Following a successful spring tradeshow, we transitioned into planning our 5th edition of the *LOCAL FEAST!* magazine, which was published in October, and the 9th Annual FEAST! Local Foods Marketplace, a public festival held November 5, 2022 at the Mayo Civic Center in Rochester, MN. More info at local-feast.org.

EXHIBITORS

"Thank you for taking the stress out of us vendors by anticipating every thing that can go wrong and finding solutions to them. Looking forward to the next event."

2022 festival vendor

Total # of Booths: 90

Percent of vendors from MN: 90%

Average reported sales: \$677*

**Highest sales avg recorded in event history*

Successes included vendors gaining public exposure and wholesale accounts.

ATTENDANCE

Total Attendance: 1,300

1,000 ticket holders + 300 others*

**exhibitors, sponsors, staff, volunteers and press*

Ticket Sales

501 adult/general admission

393 wristband (alcohol sampling)

65 children (free admission)

Advance sales (Oct. 13 - Nov. 4): \$6,810

Total ticket revenue: \$11,840



MAGAZINE

56 pages | 6,000 copies

31.5 pages of editorial
from 12 diverse writers

24.5 pages of ads
from 51 advertisers,
including 14

FEAST! vendors & 3 buyers

local-feast.org/magazine

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EVENT FEEDBACK



"We carry many local-food producers, so we are always looking for the best in local. Attending FEAST! allows us to meet with and sample the latest and greatest in the region."

Kayla Yang-Best, owner,
Seasoned Specialty Foods Market

Event exit poll findings:

60% attended to sample &
buy from local makers

78% found the event "Very Satisfying"

45% want more on-farm activities
(tours, volunteering or festivals)

Survey conducted by FM360, an
independent metrics service, during the festival

