The March 17, 2022 FEAST! Local Foods Tradeshow differed from previous events held in the fall alongside the annual festival. We shifted to provide a more intimate and streamlined B2B format at a more convenient time and location for wholesale buyers.

Exhibitors expressed increased satisfaction with the buyer-to-exhibitor ratio, a key goal. Surveys showed appreciation for the schedule, shorter expo duration, and new Cannon Falls venue. Areas for improvement include increasing buyer attendance, allowing more time for networking, and decreasing the total duration of the event.

### VENDORS

34 farms & food businesses  
24 returning; 10 new

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# of wholesale accts: mean = 35  
three ranges: 0 - 150

Sales to wholesale accts: mean = 130K  
three ranges: 1K - 575K

Avg # of buyer contacts made: 6  
(range 1-25)

#1 priority is sales leads; #2 is networking

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### BUYERS

44 registered; 34 attended from 19 companies

36%: first time attending a FEAST! event

82%: increasing local food offerings in store

45%: interested in attending the fall festival

55% made a purchase arrangement that day; the remaining 45% are considering purchases
Great time frame, excellent location. The set up had a really good flow. It was easy to talk with potential buyers without feeling overly cramped by space. The format was good, however there were a number of vendors who left after lunch was served. I'm not sure how to keep us there. We had several participants who were disappointed about canceling the tour.

2022 Tradeshow Vendor