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

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
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

“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
The 2023 FEAST! Local Foods Tradeshow—March 23rd in Cannon Falls—marked the second year for the one-day, standalone event focused on industry connections with wholesale buyers, service providers and food-entrepreneur peers.

Buyer attendance nearly doubled over 2022, while the number of vendors increased 68% to 57 (with spaces filled by early March). Participation in networking sessions increased, and a small group enjoyed an optional tour of Cannon Falls area food businesses. Areas for improvement include optimizing the space and schedule for networking sessions and to fit more vendors. Data below shown in green and white is from online surveys with vendors (n=31) and buyers (n=23).

**VENDORS**

57 farms & food businesses...including 11 new to FEAST!

| MN:44 | WI: 9 | IA: 4 |

35% already made sales from event connections

29% have sales pending

Avg # of buyer contacts made: 9

Avg # of new* buyers interested: 4

*I opposed to pre-existing relationships

Kathy Carton, Heavenly Treats

**BUYERS**

78 registered; 64 attended from 24 companies

54%: first time attending a FEAST! event

61% say # of local food vendors is increasing

83% are interested in attending the fall festival

30% made purchase arrangements that day or in the following month;

57% are still considering products

Alina Hornfeldt, Mastel’s Health Foods
FEAST! 2023 Industry Awards
Inspiring Social Benefit — Jenny Quiner, Dogpatch Gardens, Des Moines, IA (left)
Local Food Champion — Kowalski’s Market, Minneapolis/St. Paul (middle)
Innovative Local Sourcing — Spirit Creek Farm, Wrenshall, MN (right)

An extended 3-hour expo provided ample time for networking among the 200+ attendees.

FEAST! Local Foods Tradeshow truly provided us with opportunities to speak with those who could help us grow our business both in sales and expansion. It was such a valuable experience. Thank you FEAST!

Chad Simons, 3 Cricketeers
Breakout sessions offered technical assistance and the opportunity to network. Many thanks to our session presenters!

Agricultural Utilization Research Institute (AURI): Jason Robinson, Michael Sparby, Lolly Occhino
Brand Yourself Consulting: Tami Enfield
Food Finance Institute: Peter Robertson
Forward Food Solutions: Elise Forward
MN Dept of Agriculture: Jennifer Alexander, Brian Erickson
Their support, along with food vendors who donated product, helped provide locally-sourced coffee, tea, cream, milk, sandwiches, yogurt, chips, apples, pie and cookies, which supported another 13 area businesses!

MORE AT LOCAL-FEAST.ORG/TRADESHOW2023

It was a great day that far exceeded expectations. Thanks to all who made it so, including FEAST! Local Foods Network members and partners who attended, and the FEAST! Premier Sponsors.