



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





REPORT • MAY 2023

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

I enjoyed meeting new potential buyers and connecting with other exhibitors.

Kathy Carton,
Heavenly Treats

35%
already made
sales from event
connections

29% have
sales pending

Avg # of
buyer contacts
made: 9

Avg # of new*
buyers
interested: 4



*opposed to pre-existing
relationships

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

It was a great event! We were so happy to meet vendors, and we found specific items we were looking for and will be bringing in!

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





***Thanks to our generous
food sponsors!***

**Minnesota Farmers Union
Kowalski's Markets
City of Cannon Falls EDA
Country View Dairy
Carlson Roasting
Coconut Whisk**

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](https://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.

