



REPORT • MAY 2024

The 2024 FEAST! Local Foods Tradeshow—March 21st in Cannon Falls—marked the third year for the one-day, standalone event focused on industry connections with wholesale buyers, service providers and food-entrepreneur peers.

Buyer attendance increased 17% over 2023, with a significant increase in school foodservice buyers. Vendor participation was at capacity, and the afternoon Founders Forum discussion was well attended. Areas for improvement include refining the schedule during transitions and optimizing the available venue space. Stats shown below include data from online surveys with vendors (n=36) and buyers (n=18).

VENDORS

57* farms & food businesses

*14 new to FEAST; 23 new to the Tradeshow

MN:41 WI: 12 IA: 4

The FEAST Tradeshow was a great networking event that allowed me to connect with buyers from different segments like schools, distributors, local markets, and national chains.

Mark Petersen,
Facepunch Foods

42% already made sales from event connections

44% have sales pending

Avg # of buyer contacts made: 13

Avg # of new* buyers interested: 7



*opposed to pre-existing relationships

BUYERS

120 registered; 75 attended from 36 companies

61%: first time attending a FEAST! event

76% are increasing # of local food vendors

50% are interested in attending the fall festival

The event was great! The time flew by but we were able to connect with SO many vendors from Minnesota, Wisconsin, and Iowa... It really made it easy for us to expand the horizon of our organizational purchasing plan.

Jason Garcia,
Indigenous Food Market

28% made purchase arrangements that day or in the following month;
61% are still considering products



FEAST! 2024 Industry Awards

Local Food Champion — Ferndale Market (left)

Inspiring Social Benefit — Indigenous Food Lab (center)

Innovative Local Sourcing — Hidden Springs Creamery (right)



An extended 4-hour expo provided ample time for networking among the 200+ attendees.



When you are busy being a maker and starting a small local food business, it is hard to find the time to travel all over to meet with buyers, and buyers are very busy people as well! FEAST creates a venue where both makers and buyers can be the most efficient with their time.

Melissa Driscoll,
Seven Songs Organic Farm





REPORT • DEC 2024

The 11th annual FEAST! Local Foods Marketplace was our biggest yet! There was an increased number of food and beverage businesses, 35% of which were new to the festival, and the total attendee count was up by 25% over last year. In addition to samples and sales from 85 businesses, attendees enjoyed five engaging cooking demos, kids activities that included seed crafts and veggie sampling with nutritionists, and over 300 people voting for their favorite booth. The People's Choice Award was presented by John Monson of Compeer Financial to Josey Chu of Madame Chu, a Southeast Asian sauces company out of Madison, WI who has participated in every FEAST event since 2019 and was runner-up in the 2023 voting.

EXHIBITORS

Q: What does FEAST do well that we should not change?

“The venue, the layout—great atmosphere.”

“Marketing was on point, organization was wonderful. I felt like I knew exactly where to go when and what to expect.”

Total # of Booths:
98*

*includes farmers' market area
*MN vendors: 85%; WI vendors: 13%

craft alcohol booths: 19

educational booths: 8

Average sales:
\$917*

*Highest avg in event history;

*up 35% from 2023

Q: Suggestions for improvement?

“Food truck/meals; can't satisfy hunger with just samples.”

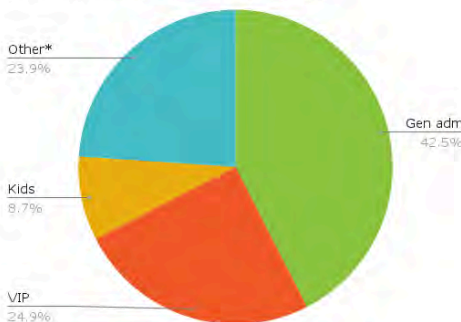
Q: Final comments?

“Keep on keeping on! Well done! STAFF DID AN EXCELLENT JOB. As a newcomer, we felt very welcome and the vibe is chill - awesome! Thank you! :D”

ATTENDANCE

FEAST! 2024 Attendance by Category

*Other=sponsors, exhibitors, volunteers, comps



Total Attendance: 1,754

1,334 ticket holders + 420 others*

*exhibitors, sponsors, staff, volunteers

Ticket Sales

745 general admission

437 wristband (alcohol sampling)

Advance Sales (8/22-11/1): \$7,993

Total ticket revenue: \$19,323

VENDOR HUDDLE



**PEOPLE'S
CHOICE
AWARD**

Winner:
Madame Chu

Runners-up:
Kalahari Foods, Mango Man Cooks!



EVENT SUCCESSES

- All attendees received a FEAST canvas bag for shopping, and wristband ticket holders received a commemorative sampling glass.
- 300 attendees voted for their favorite booth.
- 24 attendees utilized the 'bag check'
- 5 attendees won a gift basket full of donated local foods
- 87% of vendors said they plan to return for 2025.



MAGAZINE—V.7

- 56 pages
- 6,000 copies
- 50:50 ads: editorial
- 28 pages of ads from 51 advertisers including 23 food & bev businesses, 18 technical assistance and business development orgs



| TABLE of CONTENTS | | |
|------------------------|----------------------|-----------------------|
| 8 Upcycled Foods | 18 FEAST! | 20 People's Choice |
| 22 Shared Kitchen | 28 Agroforestry | 37 Farm Succession |
| 45 Hot Off the Pass | 50 On Farm Events | 52 Last Call |

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