

From: [Rob Davis](#)
To: [Patton, Bob \(MDA\)](#); [Roos, Stephan \(MDA\)](#)
Subject: MN Leadership in new hero ingredients
Date: Friday, November 15, 2019 9:10:02 AM
Attachments: [image003.png](#)
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Hi Bob, Stephan,

Exciting national food trends and Minnesota's leadership, prompted me to reach out to Brian Erickson to ask for a meeting with you and Cm Bailey.

Whole Foods has identified a top food trend for 2020 as regenerative agriculture — a practice that describes farming and grazing practices that restore degraded soil, improve biodiversity and increase carbon capture to create long-lasting environmental benefits, such as positively impacting climate change.

Minnesota is a national leader and poised to take advantage of this fast-growing food trend and recently highlighted two key ingredients:

- #1 the perennial grain called Kernza
- #2 honey harvested from flowering solar farms

MN-based [Bare Honey](#) has already signed deals with:

- Clif Family Winery
- Owned by Gary Erickson and Kit Crawford, the co-Presidents of **Clif Bar & Company**
- Clif Family Winery is retailing Solar Grown Raw Honey, harvested and packaged by Bare Honey
- **LUSH Cosmetics**
— they're using Bare Honey's product across their entire portfolio of bath bombs and beauty products
- Mpls's own **56 Brewing** has created two beers:
- Solarama Crush, made using honey from solar farms and Kernza
- Kernza Harvest Lager, a collaboration with Cascadian Farm made using honey from solar farms and Kernza

Looking forward, Bare Honey sees a growing market for using Solar Grown honey as a hero ingredient in a wide variety of products.

Bare Honey is highlighted in the Emmy-award winning segment of Prairie Sportsman www.Fresh-Energy.org/Emmy

Warm regards,

Rob

On Thu, Oct 31, 2019 at 10:44 AM Minnesota Department of Agriculture
<MNagriculture@public.govdelivery.com> wrote:



Learn more about how Minnesota Pavilions can help your business grow!

It's a Team Minnesota Kickoff Event!

October 31, 2019

**Join the New Markets team
on November 7, 4-7 p.m.**

The Food Building

1401 Marshall St NE

Minneapolis, MN 55413

[Free to attend – Register Here \(registration closes 11/5/19\)](#)

Join MDA's New Markets Program and event partners Xcel Energy, Greater MSP and DEED, founders from participating companies, and local tradeshow and demo-booth hardware makers and creative service providers.

We've got a great schedule coming up in 2020 including:

- Winter Fancy Foods
- Expo West (SOLD OUT)
- BrewExpo America
- National Restaurant Association Expo
- Sweets & Snacks Expo

Team Minnesota Kickoff Event Agenda:

4 – 4:30 p.m. – Nosh & network

Charcuterie, bread & cheese from the fantastic Food Building makers.

Refreshments from the bar, provided by participating service partners

Network and check out local tradeshow services, equipment & ideas

4:30 – 5:30 p.m. – Forever Green, honey from flowering solar farms and local ingredient sourcing- What's all the buzz?

Environmental is overtaking personal health as a food-buying decision driver!

Lets hear from some folks on the front lines, and discuss the inter-related: *How can your CPG company participate in the regenerative food ingredient boom? And, How can we help you make farmer/CPG connections?*

- The U of M's Connie Carlson and Colin Cureton present how the U is working to improve, license & launch new crops like the perennial, Kernza™, to regenerate soils, sequester carbon & diversify farms
- Fresh Energy and Bare Honey's Dustin Vanasse are working to turn sterile solar arrays into living spaces that provide honey that sweetens local craft beer
- Seven Sundays has been working to incorporate local ingredients into their muesli by sourcing ingredients like buckwheat from MN farms.

5:30 –6 p.m. – 2020 MN Pavilion details & tradeshow tips from other founders

View opportunities to exhibit with Team Minnesota

Travel to an event with Walk-the-Floor mentorship cost-sharing

Learn what to expect and glean priceless tips from food company founders

6 – 6:30 p.m. – Tips and tradeshow advice from booth makers & service providers

Marketing agencies, hardware makers, consultants, and others can help you put together a ROI-forward booth that is consistent with your brand!

6:30 – 7 p.m. – More networking and noshing!

Questions? Email ariel.kagan@state.mn.us or brian.j.erickson@state.mn.us

[Register now!](#)

Registration closes 11/5/19

Team Minnesota Kickoff Event

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