

# Welcome New Markets Program Advisory Team Fall 2019 Meeting



# **New Markets Program Advisory Team Agenda**

## **Fall 2019 Meeting** *(revised 10/30/19)*

3:00 - 3:30 pm

Intro's - Project & Partner Updates (Everyone contributes!)  
MDA Staff & MN Pavilion Partners: Greater MSP, DEED and Xcel Energy  
AURI update on AGRI/AURI Copacker project (Region 9/Costello), etc.  
Food Ag Ideas Week was a smashing success  
Other Team Member Updates

3:30 – 3:50 pm

Results from New Markets Program fiscal year '19, ended June 30, 2019 (cost sharing & MN Pavilions)

Review ongoing FY '20 programming and initiatives

“Q1” results from changes to cost sharing - requests have exceeded supply

New MN Pavilion at BrewExpo, Dropped Summer Fancy Food

Progress at our FY '20 MN Pav events: WFF, NPEW, NRA/AFF, S & S Expo

Other Activities (Salesforce, Mentorship, MN Hospitality, MN Cup, Feast, Int'l/Food Export MWst,  
Value Added Grants, Halal, etc.)

3:50 – 4pm Review strategic goals and comment

4:00 pm Discuss Next Meeting Date/Format/Location

Adjourn

4- 4:30 pm Enjoy refreshments from Food Building makers and service providers

4:30 – 7pm Team Minnesota Kickoff Event (please stay and help us execute this inaugural party!)

# Project and Partner Updates

Greater MSP

Xcel Energy

DEED

# **Results from AGRI-New Markets Program State Fiscal Year '19**

# **FY '19 Cost Sharing & MN Pavilion Results**

# **FY '20 programming and initiatives underway**

- **‘20 Minnesota Pavilions Update**

Winter Fancy Food Show

Natural Products Expo West

BrewExpo America

Sweets & Snacks Expo

National Restaurant Association/American Food Fair



# 45th Winter Fancy Food Show

January 19-21, 2020

Moscone Center • San Francisco • fancyfoodshows.com

## Minnesota Pavilion North Hall (excellent location)



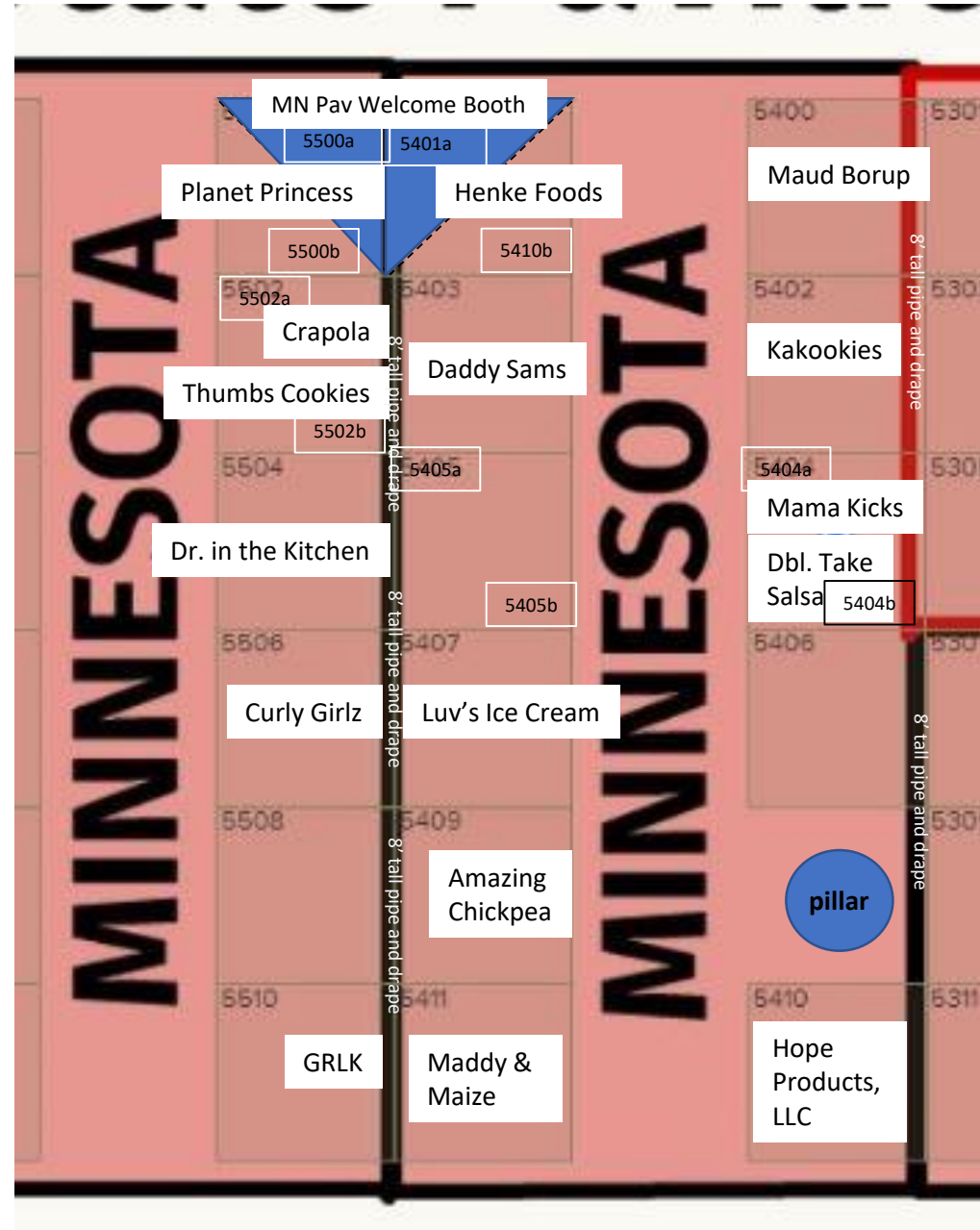
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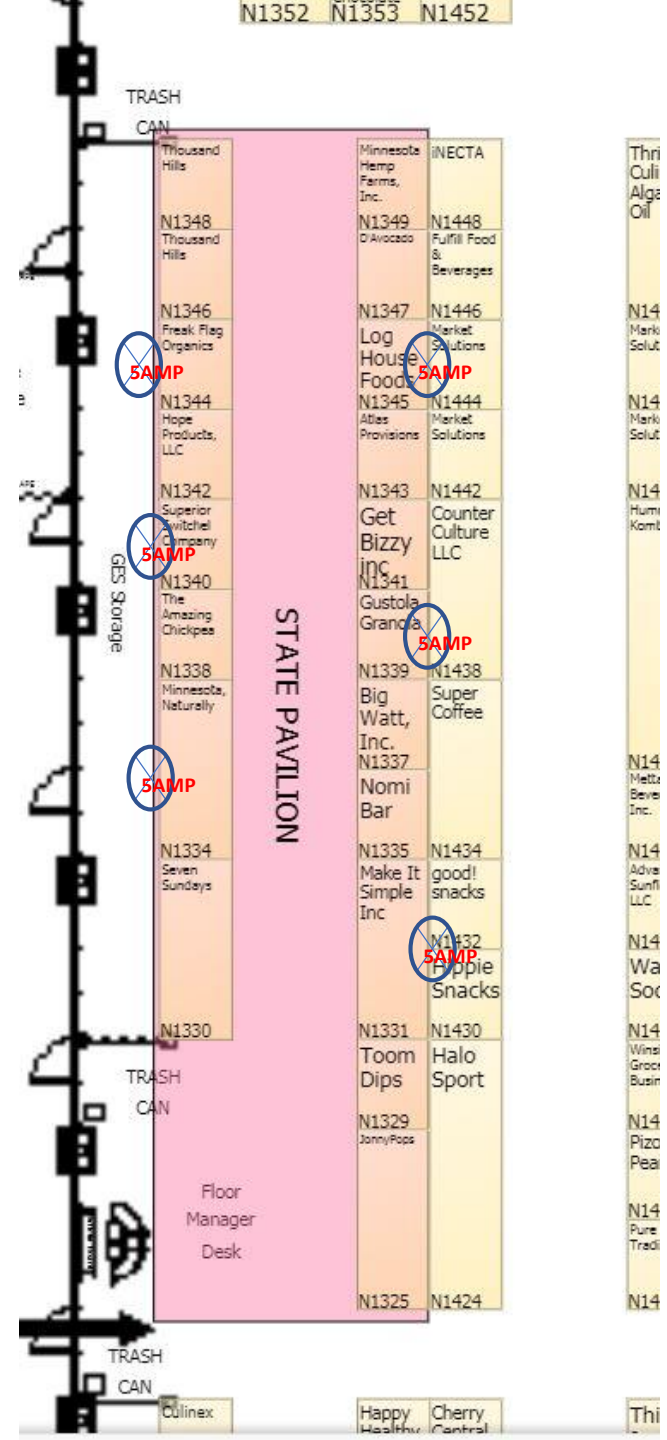




# Minnesota Pavilion, NPEW 2020

Anaheim Convention Center – North Hall, Level 200

March 4-6, 2020



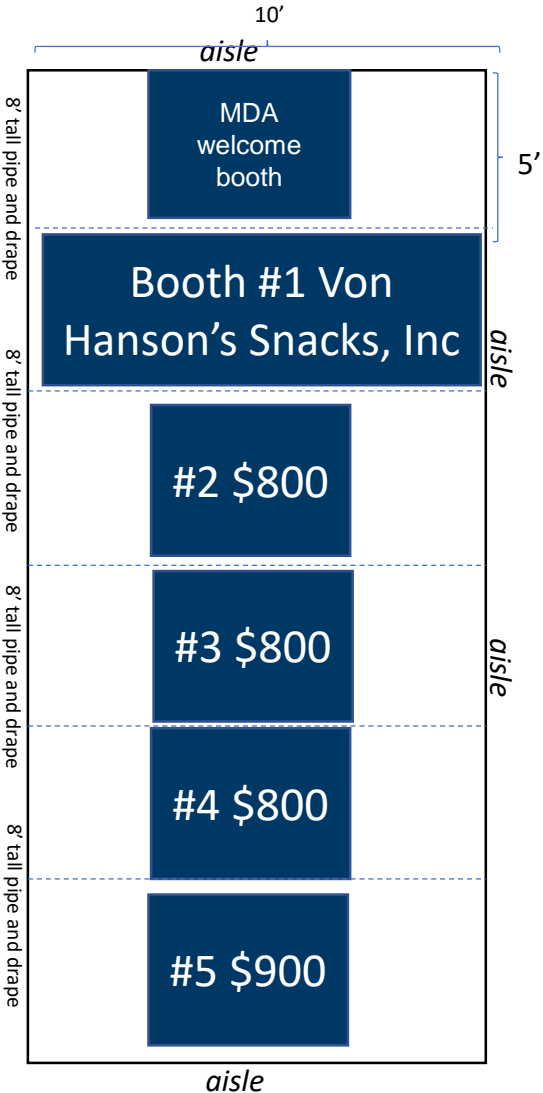


# Minnesota Pavilion at BrewExpo America

April 20-22, 2020

San Antonio, TX

MN Pavilion Layout

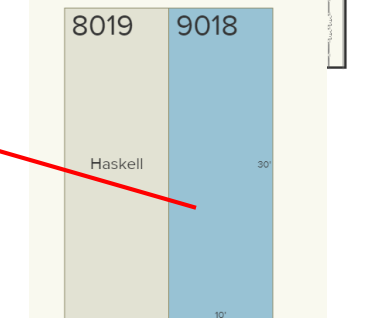


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Booth #9018  
10' x 30' MN Pavilion

Five 5' W x 10' D booths available first-come, first-served

# Minnesota Pavilion

National Restaurant Association (NRA) - American Food Fair Pavilion (AFF) 2020

Chicago, IL - McCormick Place, North Hall

May 16-19, 2020 (4 days)

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**Minnesota Pavilion at Sweets & Snacks Expo**  
 May 19-21, 2020  
 West Building, McCormick Place, Chicago, IL

Minnesota Pavilion  
 available booth space

<b>Dutch House</b> 275d 10'x10' \$3,100	8' tall pipe and drape	Booth 275e 10'x10' \$3,100
Booth 275c 10'x10' \$2,975	8' tall pipe and drape	<b>Loghouse Foods</b> Booth 275f 10'x20' \$6,725
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MDA Welcome Booth		

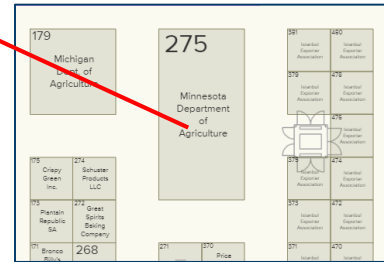
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**Booth 275**  
 20 x 40



# Other Staff and Program Activities

MN Cup (sponsor/judge)

Feast (help plan tradeshow program, table and attend w/MN Grown)

MN Hospitality (had a booth)

Various conferences and events

Copacker RFP (planning, interface w/Regulatory Div's for research)

Salesforce CRM (Ariel executing, admin. will require investment)

Walk-the-Floor Mentorship (3 so far – matchmaking)

International/Food Export Midwest (booth \$ available!!!)

Value Added Grants (January deadline)

Halal Meats

Packaging - held Sustainable pkg. meeting, helped AURI fund pkg. report

1:1 consults – resources and intro. to our programs

Website – copacker, commercial kitchen lists (distributor list proposed), etc

# New Markets Program Strategic Goals

## 3 Goals with corresponding initiatives

## FY20 Measures

### Enhance Minnesota's economy through food and beverage business growth

- Coordinate Minnesota Pavilions at domestic tradeshows
- Cost-share on in-store demos and tradeshow booth space
- Identify challenges in co-packing landscape (AURI partnership), and update co-packing directory
- Networking & sponsorship (MN Cup, Feast, 1:1 consults)

- Estimated sales
- Estimated market growth

### Foster connections between MN CPG companies and MN agricultural products

- Understand business uses of MN Grown ingredients
- Understand bottlenecks in supply chain
- Encourage food and beverage companies to use MN Grown ingredients

- Measure number of participating companies using MN Grown ingredients
- Number of high value connections made between CPG companies and MN grown producers

### Make the business case for sustainability, equity and public good

- Promote and educate participants through newsletters and webinars
- Attend and participate in community events to expand our program with minority owned businesses.

- Number of high value conversations related to sustainability/equity throughout the year
- Number of events attended/participated in with new and diverse community partners

# Welcome to the Team Minnesota 2020 Kickoff

## *Great Brands, Fun People!*



# Team Minnesota Kickoff Event Agenda

## Food Building

November 7, 2019, 4 – 7pm

**4:00 - 4:30pm**

### **Nosh & Network with Service Providers**

Charcuterie, bread & cheese from the fantastic Food Building makers. Network and check out local tradeshow services, equipment & ideas (Refreshments provided by participating service partners)

**4:30 – 5:30pm**

### **Forever Green/Solar Honey/Local Sourcing Panel**

*Connie Carlson and Colin Cureton present* how the U of M is working to improve, license & launch new crops like the perennial, Kernza™, to regenerate soils, sequester carbon & diversify farms (20 min.)

*Bare Honey's Dustin Vanasse* worked with Fresh Energy to turn solar arrays into living spaces that provide honey that sweetens local craft beer (10 min.)

*Brady Barnstable of Seven Sundays* has been working to source local ingredients like buckwheat from MN farms (10 min.)

Discussion, and Q & A (20 min.)

**5:30 – 6:30pm**

### **2020 MN Pavilion details & tradeshow tips from founders and service providers**

Opportunities to exhibit with Team Minnesota, and some details on what it means, how much is the investment, etc.

Winter Fancy Food Show

Natural Products Expo West

BrewExpo America

Sweets & Snacks Expo

National Restaurant Association/American Food Fair

Walk-the-Floor mentorship

Tips from food company founders and service providers

**6:30-7pm**

### **More networking and noshing!**



Forever Green

Bare Honey

# Seven Sundays

# Discussion

# MDA Work “In the Space”

## Regulatory

AGRI Grants – VAG equipment and facilities upgrade (Jan.)

Local Foods/MN Grown (80% grown here, ingredient claim possible)

Export Promotion/Food Export MW

New Markets Program (Domestic Marketing)

Copacker/Commercial Kitchen Lists, Starting a Food Biz Roadmap

Cost Sharing Program – demos and tradeshow: Q2 (Oct/Nov/Dec)

**Minnesota Pavilions**

# **About Readiness for National Tradeshows**

Marketing Strategy

Tactics and Goals – ROI Measured

If you don't know how to do this, get help!

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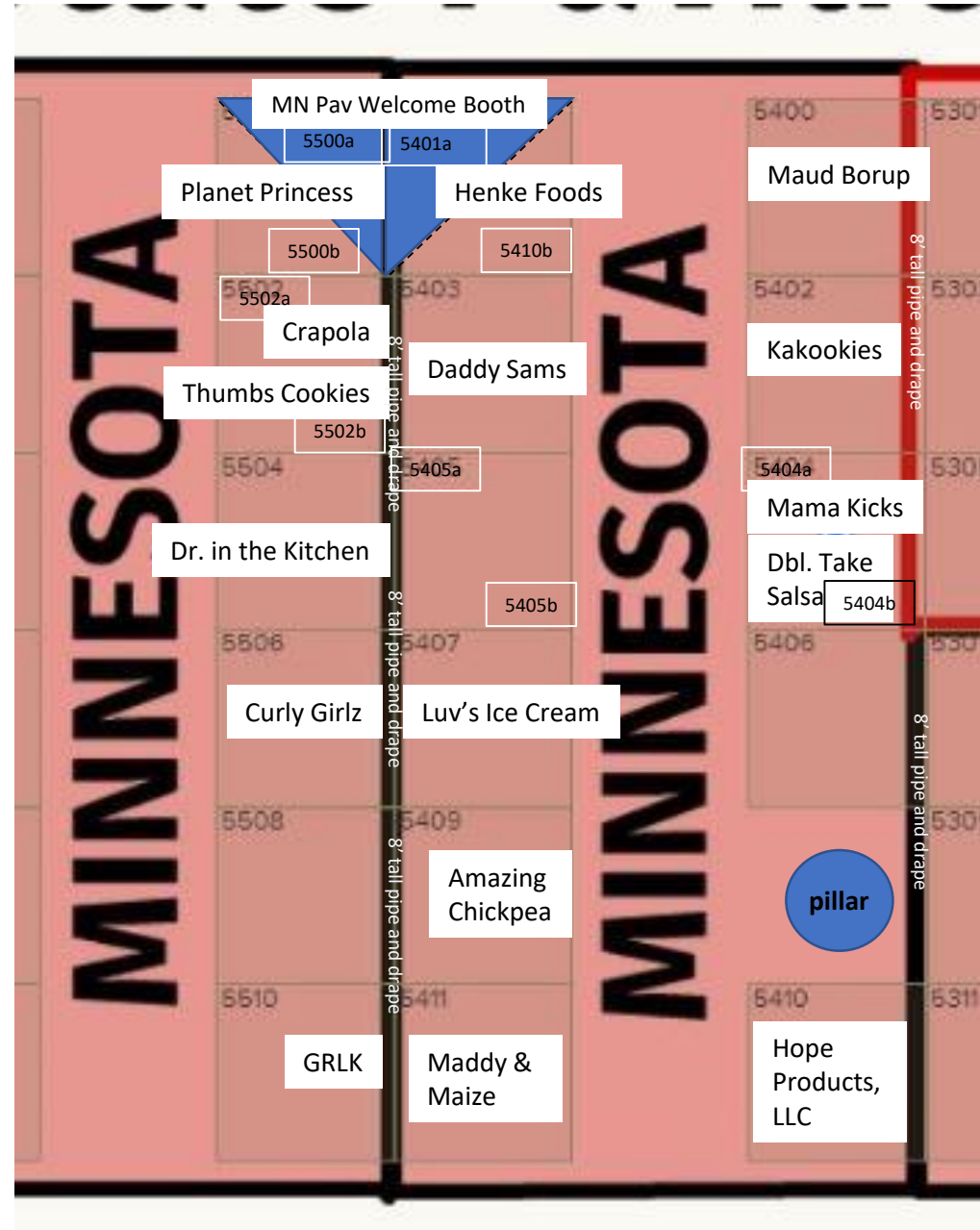
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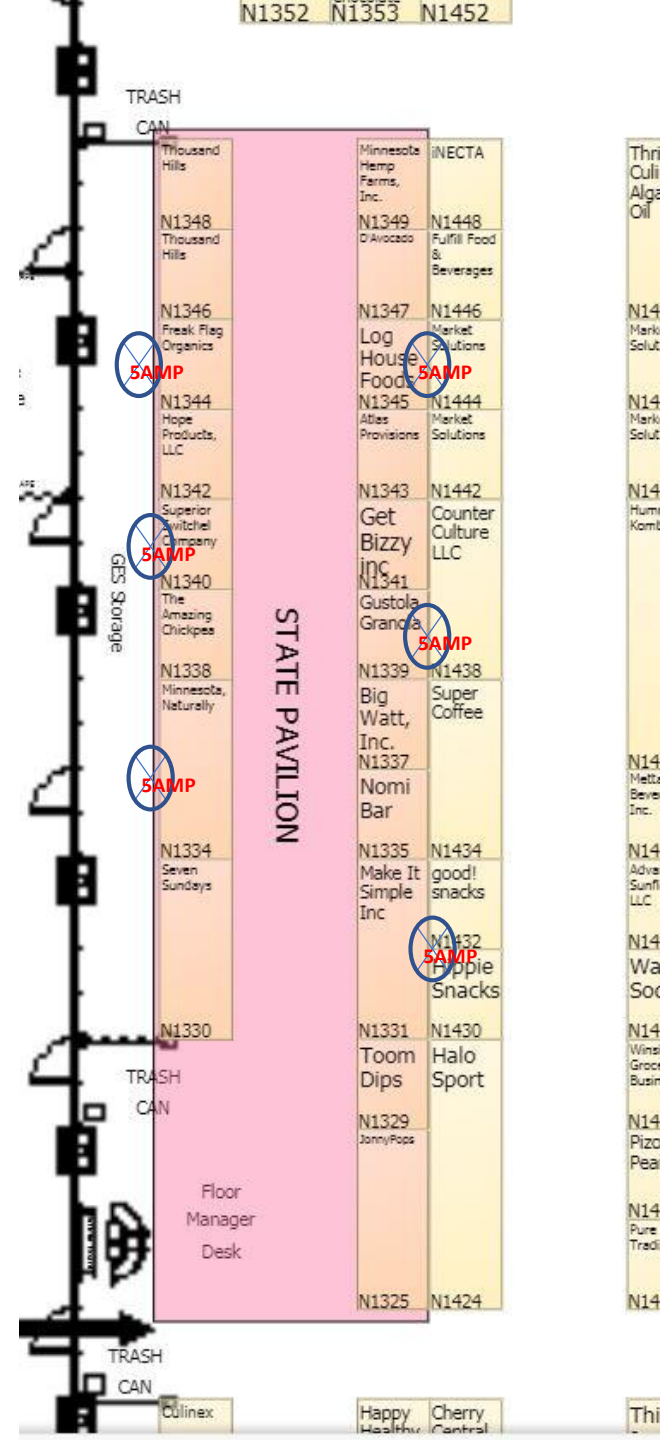


# WFF important action items, dates and deadlines

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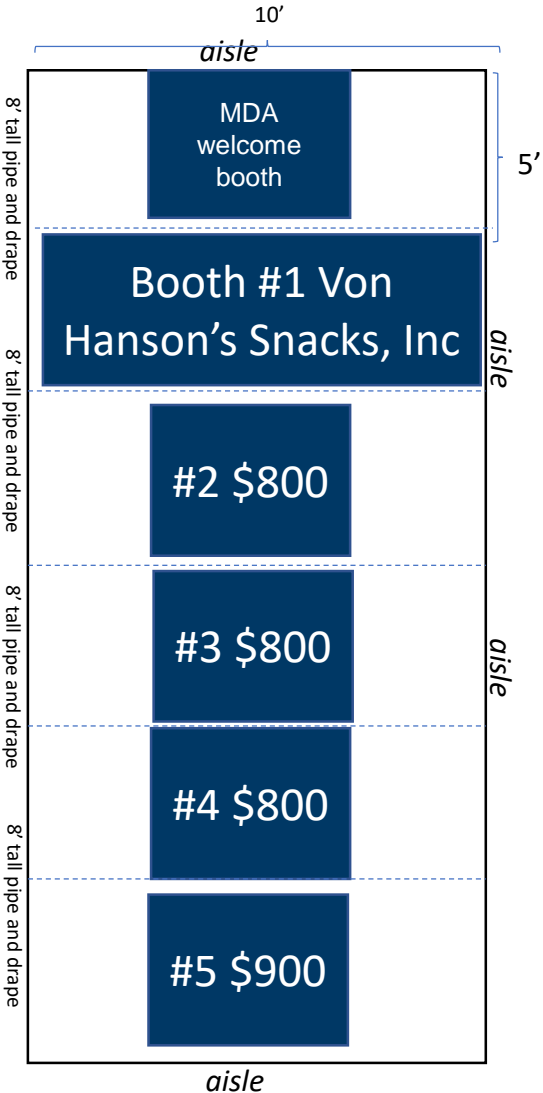


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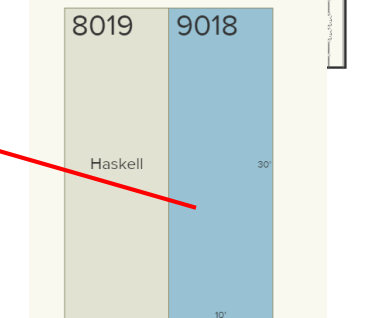


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BrewExpo America important action items,  
dates and deadlines

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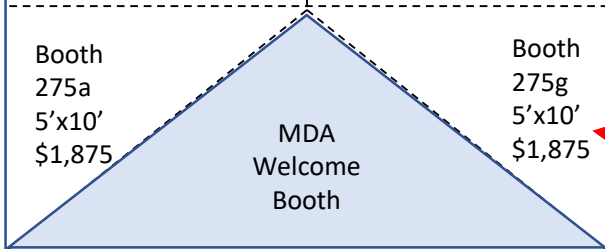
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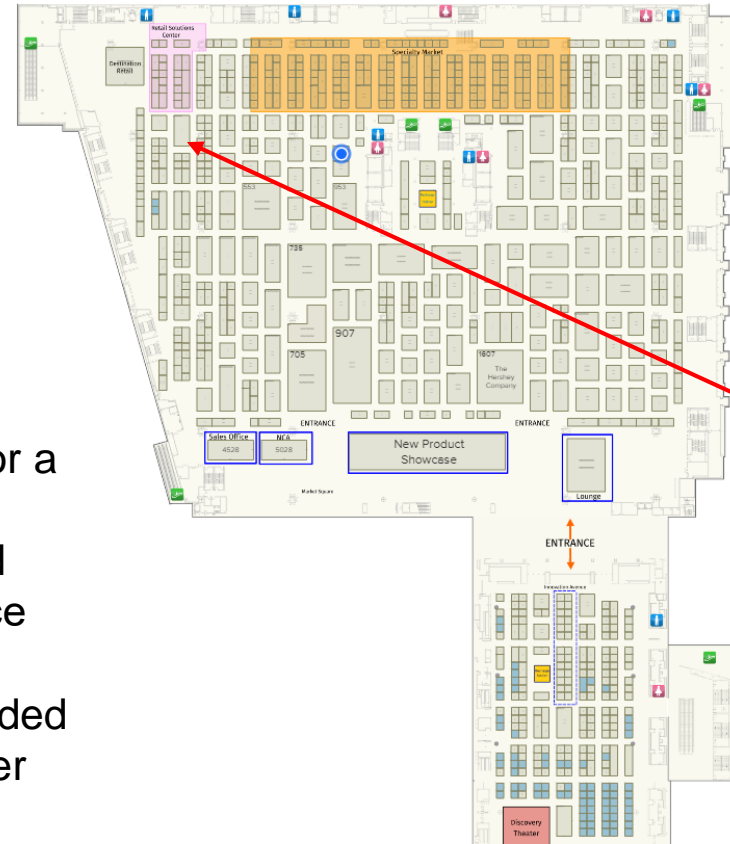
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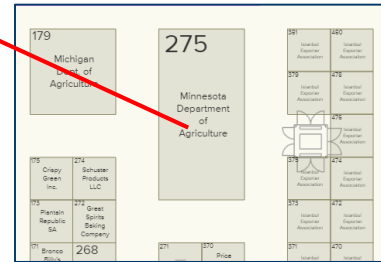
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Sweets and Snacks Expo important action items, dates and deadlines

# Walk the Floor Mentorship Bennies

learn about booth planning

time in booth (hear conversations)

Educational Sessions (SFA great program)

Competitive research on the floor

1:1 meetings and other events (Mingle)





