

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/Green Energy & Bees/Local Sourcing Panel

Environmental is overtaking *personal health* as a food-buying decision driver! Let's hear from some folks on the front lines and discuss: *How can your CPG company participate in the regenerative food ingredient boom and take advantage of consumer trends. How do you make farmer/CPG connections?*

- *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* has worked with Fresh Energy to turn sterile solar arrays into living spaces that provide honey that sweetens local craft beer (10 min.)
- *Brady Barnstable of Seven Sundays* has been working to incorporate local ingredients into their muesli by sourcing 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

- Hear about opportunities to exhibit with Team Minnesota
- Travel to an event with the help of Walk-the-Floor mentorship
- Glean priceless tips from food company founders and tradeshow service providers, who can help you put together a ROI-forward tradeshow booth that's consistent with your brand!

6:30-7pm – More networking and noshing!