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**Team Minnesota Kickoff**



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**Overview**

Thursday, November 7

4:30 – 7pm

[Food Building  
1401 Marshall St NE  
Minneapolis, MN 55413](https://www.google.com/maps/place/1401+Marshall+St+NE,Minneapolis,MN,55413)

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| 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.  **It’s a Team Minnesota Kickoff Event!**  4-4:30pm - **Mingle, nosh & network**  Charcuterie, bread & cheese from the fantastic Food Building makers.  Refreshments from the bar, provided by participating service partners  Great networking and shopping for tradeshow services, equipment and ideas  4:30 – 5:30pm – **Forever Green & Solarama Crush - What’s all the Buzz?**  *Environmental* is overtaking *personal health* as a food-buying decision driver!  The U of M’s Connie and Colin present how the U is working to improve, license & launch new crops like the perennial, Kernza™, to regenerate soils, sequester carbon, and enable farm diversification. Fresh Energy’s Rob Davis and Bare Honey’s Dustin Vanasse talk about how they turn sterile solar arrays into living spaces that provide honey that sweetens local craft beer. Then, lets discuss - *How can your CPG company participate in the regenerative food ingredient boom, and, can we help you make farmer/CPG connections?*  5:30–6pm - **2020 MN Pavilion details & tradeshow tips from founders you know**  View opportunities to exhibit in a discounted booth or travel to an event with Walk-the-Floor mentorship cost-sharing  Learn what to expect and glean priceless tips from food company founders that come from having *been there and done that*; learn how to be effective at projecting your brand offer.  6–6:30pm **– 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 presentation and strategy that’s consistent with your brand!  6:30-7pm – More networking and noshing!  Questions? Email [ariel.kagan@state.mn.us](mailto:ariel.kagan@state.mn.us) or [brian.j.erickson@state.mn.us](mailto:brian.j.erickson@state.mn.us) |
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