

Agriculture and Main Street Webinar

Wednesday, September 30, 2020



Shopping local has never been more important, and downtowns across rural Minnesota are uniquely situated to activate partnerships between local producers and Main Street businesses to deepen community ties and strengthen their local economies.

This webinar is for Main Street staff and volunteers, Chamber, Tourism, and EDA staff, business owners, restaurant owners, and local producers who have or are looking for connections or ideas on how to activate their downtowns.

9:00-9:05: Welcome

9:05-9:50: Keynote: "Cultureshed: Food festivals and downtown revitalization" (Donna Neuwirth, Co-founder and Executive Director of Wormfarm Institute)

9:55-10:25: Breakouts

- Agritourism: Growing tourism through Local Food (Kate Carlson, Visit Winona)
- Farm to Restaurant Table: Why and How (Jan Joannides, Renewing the Countryside)
- Retail Strategies for Local Growers and Producers (Madison Taylor, Ferndale Market)
- Beyond the Farmer's Market: How to maximize farmer's market customers to drive downtown commerce (Simone Wai, Folkways)

10:25-10:30 Break

10:30-10:55 Roundtable -- 30 Second Success Stories Roundtable Conversation

11:00-11:50 Panel Discussion: Communities Making it Happen

- Laura Qualey from Cannon Roots in Cannon Falls, MN
- Staff from Oneota Food Co-op, Decorah, IA
- Chef Mateo Mackbee from Krewe Restaurant in St. Joseph, MN

11:50-12:00: Wrap-up

Register online at www.rethos.org/events

Free to Rethos Main Street Network and Designated Communities

\$10 for General Registration

Presented by:



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Keynote Presenter:

Donna Neuwirth is the co-founder and Executive Director of Wormfarm Institute, a Reedsburg Wisconsin – based non-profit organization formed in 2000 whose mission is to integrate culture and agriculture to build strong communities across the rural/urban continuum. A self-described impresario, Donna has led numerous projects inspired by, and centered at the fertile intersection of farming and the arts including Wormfarm's award-winning annual Fermentation Fest – A Live Culture Convergence. Though arts are at the core of Wormfarm's work, we are collaborators with commerce, farming, education, tourism and civic life. Donna holds a BFA from the School of the Art Institute of Chicago and, after several years in professional theater, ran her own scenic design company creating themed special events.

Breakout Session Presenters:

Kate Carlson (Agritourism: Growing Tourism through Local Food) is a photographer, writer, designer, communicator and Winona enthusiast who wants to shout the city's praises from the bluff-tops. As partnership director at Visit Winona, the convention and visitors' bureau for the city of Winona, Kate is a self-described Winona cheerleader. She graduated from Winona State University with a Mass Communications-Photojournalism degree in 2007, worked as a full-time journalist for many years and has had images published in *Time Magazine* and *Newsweek*.

Jan Joannides (Farm to Restaurant Table: Why and How) is the Executive Director and co-founder of Renewing the Countryside. For the past twenty years, she has been an advocate and organizer for rural communities and citizens working to stimulate economic growth and enhance their communities through sustainable uses of their landscapes and resources, including developing strong local food systems.

Madison Taylor (Retail Strategies for Local Growers and Producers) grew up on her family's century farm in Randolph, MN growing corn, soybeans and sweet peas, and raising turkeys for Ferndale Market. She interned with Ferndale Market in 2016 and then accepted a full time role after graduating from the University of Minnesota - Twin Cities, in the spring of 2018. Madison is the Partnership and Outreach Coordinator at Ferndale Market Turkey and she is involved in many different parts of the organization, from sales and working with chefs and meat managers to live production and working with Ferndale's Partner Farmers and Turkeys.

Simone Wai (Beyond the Farmers Market) is a community builder and co-founder of Folkways. Though she is a student of marketing and business, the theme of her career has been working with artists, musicians, makers, and creators of all kinds. In her work and life, Simone revels in creating moments of wonder and magic in everyday life. At Folkways, she uses these immersive experiences to solve problems in the community like workforce retention, economic vitality, and communal belonging. Her most notable being Alley Fair, Red River Market, Night Bazaar, a Canoe Parade, and a German style Christmas market.

Communities Making it Happen Panel:

Laura Qualey: Laura joined CEDA in April 2020 as an Economic & Business Specialist for the city of Cannon Falls. Laura has a background in sales, marketing, management and digital and social marketing. She has been an advocate for Cannon Falls over her over 30 years of living in the community and volunteers on many different organizations. In her spare time, she offers her skill set to local merchants to keep them relevant by increasing their online presence in today's digital world, while still maintaining a brick and mortar business.

The mission of the **Oneota Community Food Co-op**, located in Decorah, Iowa, is to build vibrant communities and ecosystems by providing organic, locally produced and bulk foods, as well as other products and services that are sustainable for those who consume and produce them. The vast majority of the food we sell is either locally grown, organic, or fair trade. The Co-op is a regional destination for anyone who wishes to find great tasting food that is good for both people and the environment.

Krewe's co-founder, **Chef Mateo Mackbee** developed a deep love for New Orleans' culture as he spent the summers of his youth watching his grandfather cook for family and friends throughout the city. A native of Bloomington, MN, Chef Mackbee heeded the call to follow the family tradition of nourishing appetites and feeding souls in 2008, and the rest, as they say, is history. Using those old and much-loved family recipes of his grandfather's, Mateo is passionate about using farm-fresh ingredients to create delicious, satisfying food in the New Orleans tradition, including dishes like muffuletta, jambalaya, gumbo, and more. Krewe Restaurant is located in St. Joseph, MN.