

What: Marketing Study of Opportunities for Foods Grown Locally or Sustainably in Minnesota

Keywords: Food system > Sustainability, Agricultural practices > Local food, Distribution > Retail / sales opportunities

When/Where: May 2009
Surveyed Twin Cities & Greater MN markets

Who: Sponsored by: Agricultural Utilization Research Institute & Minnesota Farmers Union; Research conducted by: Food Alliance Midwest
Local producers looking to sell locally and sustainably produced food

Why: To investigate the market for sustainable & local foods, and give producers feedback on how to effectively market these goods (growth opportunities, categories w/ most market demand & potential, consumer expectations, lessons from others)

How: Investigated trends in the industry (from industry sources, research reports, & FAM's previous experience; review of 6 business models in use) & interviewed distributors, retailers, food service representatives, & farmers.