



MEDIA ADVISORY
Immediate Release

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FOOD FINANCE FORUM & EXPO TO SHOWCASE LOCAL FOOD ENTREPRENEURS, INNOVATORS

(Madison, WI) – The media is invited to cover a local two-day event hosted by the Universities of Wisconsin’s “Food Finance Institute” at Garver Feed Mill on Wednesday and Thursday, September 25-26.

The FOOD FINANCE FORUM and EXPO will host three (3) events featuring local Wisconsin and regional food entrepreneurs, tasty treats, delicious drinks and in-person demonstrations.

1. The Food and Beverage Happy Hour at Garver Feed Mill
2. “Tour de Food” – Madison Food Business Tours
3. Food Finance Forum & Expo

Generating more than \$100 billion annually, Wisconsin’s food and beverage industry is a vital component of our state’s economy, renowned for its culinary innovation and environmental stewardship.

While Wisconsin is renowned for its dairy and cheese, its culinary tapestry extends far beyond these beloved staples. The state is home to a thriving community of food and beverage producers, encompassing both innovative startups and established large-scale operations.

**** MEDIA: Please plan to join us for three (3) great events September 25 & 26 at Garver Feed Mill in Madison****

EVENT DETAILS HERE: foodfinanceinstitute.org/forum

PRESS MATERIALS HERE: foodfinanceinstitute.org/forum-media

1. Food and Beverage Happy Hour at Garver Feed Mill

Cash bar with free food samples, open to the public. Enjoy samples, shop, and meet unique food and beverage creators growing local food businesses through the Food Finance Institute Fellowship program. Free “foodie goodie bag” for the first 20 attendees.

When: Thurs., Sept. 26, 2024, 4:00-6:00 PM

Where: Garver Feed Mill, 3241 Garver Green, Madison

Cost: Free admission, cash bar, free “foodie goodie bags” to first 20 attendees

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2. “Tour de Food” Madison Food Business Tours

Take a delicious and fascinating bus tour of four unique Madison-area food and beverage creators and Food Finance Institute Fellows: Potter’s Crackers, Forage Kombucha, Fortune Favors, and Tribe 9 / RP Pasta. Get a behind-the-scenes tour of their production facilities, enjoy samples, and learn how these food and beverage innovators are growing and thriving.

When: Wed., Sept. 25, 2024, 1-7PM

Where: Chartered bus departs from Avid Hotel, 900 West Broadway, Monona

Cost: \$25

Tickets: Purchase in advance at foodfinanceinstitute.org/forum

3. Food Finance Forum and Expo

More than 100 Wisconsin and regional food and farm professionals will gather in the historic Garver Feed Mill for expert panels, networking, and an all-new “Food Business Expo” celebrating 40+ unique and growing food and beverage businesses.

Keynote speakers:

- Sam Ridders, Wisconsin Economic Development Corp.
- Corinne Shindelar, All Natural Strategies & Naturally Minnesota

Join panelists from across the food and farm ecosystem, including entrepreneurs who have grown and scaled their businesses as Fellows at the Food Finance Institute, Universities of Wisconsin.

When: Thurs., Sept. 26, 2024, 9:00 AM-6:00 PM

Where: Garver Feed Mill, 3241 Garver Green, Madison, WI 53704

Cost: \$35 through Sept. 5, \$45 after Sept. 5 (exhibitor registration also available)

Tickets: Register in advance at foodfinanceinstitute.org/forum

MEDIA CONTACT:

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