



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 three-day event hosted by the Universities of Wisconsin’s “Food Finance Institute” at Garver Feed Mill and Hotel Indigo, Tues.-Thurs., Sept. 16-18.

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. Raising Equity for Food and Farm Business Training
2. Dane County Food and Farm 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 Sept. 16 - 18 at Garver Feed Mill and Hotel Indigo in Madison****

EVENT DETAILS HERE: foodfinanceinstitute.org/forum

1. Raising Equity for Food and Farm Business Training

Food business finance expert Tera Johnson (teraswhey®, Food Finance Institute, and Edible-Alpha® podcast) shares how food and farm businesses can successfully raise money, both debt and equity.

When: Tues.-Wed., Sept. 16-17, 2024, 9AM-4PM

Where: Hotel Indigo Downtown Madison, 901 East Washington

Cost: \$750

Tickets: Purchase in advance at ffi.pub/RaisingEquity

2. Dane County Food and Farm Business Tours



Take a delicious and fascinating bus tour of four unique Madison-area food and beverage creators and select Food Finance Institute Fellows: ALT Brew, Salvatore's Tomato Pies, Flynn Creek Farm, Seven Acre Dairy. Get a behind-the-scenes tour of their production facilities, enjoy samples and a free happy hour beverage, and learn how these food and beverage innovators are growing and thriving.

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When: Wed., Sept. 17, 2024, 1-6:30PM

Where: Chartered bus departs from Hotel Indigo Downtown Madison, 901 East Washington

Cost: \$40

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 a "Food Business Expo" celebrating 40+ unique and growing food and beverage businesses.

Speakers and panelists include:

- **Keynoter Sam Ridders, Wisconsin Economic Development Corp.**
- Hannah Kopplin, Tots on the Street Owner and **'Project Pitch It' Grand Prize Winner**
- Michael Semmann, Wisconsin Grocers Association
- Vincent Rice, Summit Credit Union

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. 18, 2025, 9:30 AM-6:00 PM

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

Cost: \$65 (exhibitor registration also available)

Tickets: Register in advance at foodfinanceinstitute.org/forum

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