



#BASINFOOD

FOOD
BASIN & EXPO
BUYERS

2021 - FINAL REPORT



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May 2021

OVERVIEW

On April 9th, 2021 the Basin Food & Buyer Expo (FABx) went virtual.

This online iteration of the region's only food exhibition maintained the event's historic goals of providing growth opportunities for the diverse food and farming business sector in the Basin, while cultivating connections and engagement using new technology.

The two underlying themes of FABx21 were Adaptation and Collaboration. Speakers and panels celebrated the local adaptations that industry made to stay relevant and responsive in the face of a global pandemic. Hosting the event after a very challenging year of isolation and cancellations was incredibly well received by participants excited to connect with their industry and community again. Attendees embraced the new format and technology in stride and the overall experience checked all the boxes of a successful event with measurable and valuable outcomes.

In general, we are seeing an uptake of brand recognition and enthusiasm about FABx. Though the expo is still in its early days participants who had attended previous events continue to be very invested in the future success and continuation of a regional food show like this.

WE ASKED PARTICIPANTS TO RATE THE OVERALL VIRTUAL EXPERIENCE OF THE EXPO



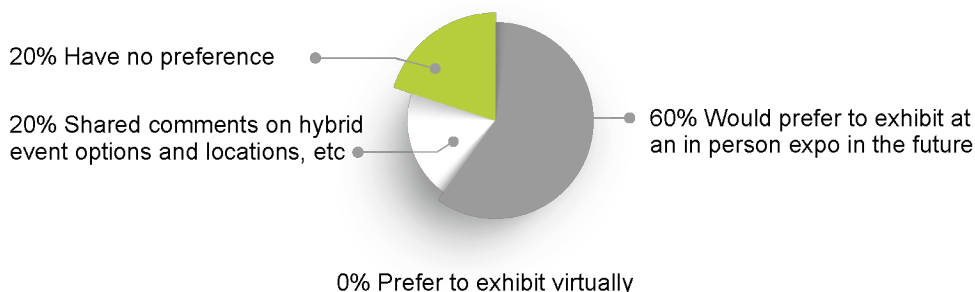
4.5/5 STARS (increased from 4.2/5 in 2019)

PARTICIPATION + REGISTRATION

The Expo, in its third year of production, saw attendee numbers that surpassed organizer's expectations given the anticipated hesitation in adapting to a digital platform. Overall, the participation was very similar to 2019 expo day, but notably we saw more out of area buyers registering single purchasers, many of whom had been targeted as ideal buyers and failed to attend previous in person events. Though the buyers' numbers were only slightly higher than the 2019 expo, there were more individual businesses represented than in previous years where we saw fewer businesses sending larger groups of buyers.

The general sentiment was a 'Yes', seeing each other in person was preferred and wonderful, yet the online alternative served the function and added some very important financial and time saving benefits to all participants. The overall buzz of feeling connected while developing business opportunities and skills was sustained through the virtual experience.

WE ASKED PARTICIPANTS WHAT PLATFORM THEY WOULD LIKE TO SEE FOR FUTURE EXPOS:



SOME FEEDBACK FROM LIVE POLLS DURING THE EVENT:

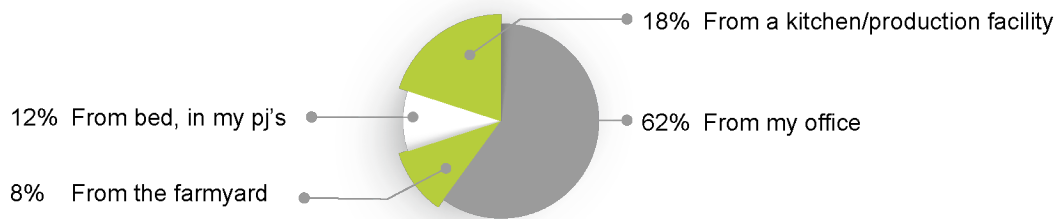
What is your favorite part of the expo so far?

The sessions - I'm learning so much!

What time of the year are you most available to participate in FABx?

49% WINTER | 30% SPRING | 15% FALL | 7% SUMMER

WE ASKED PARTICIPANTS, WHERE ARE YOU STREAMING THE EVENT FROM TODAY?



FABx ATTENDEES OVERVIEW 2018- 2021

FABx18 # 164 Registered
40 Buyers + 62 Exhibitors + 22 Service Industry
55 Booths

FABx19 # 241 Registered
80 Buyers + 85 Exhibitors + 76 Service Industry
52 Booths

FABx21 # 246 Registered
93 Buyers + 70 Exhibitors + 62 Industry & Speakers
22 Non-Exhibiting Producers
51 Booths

FOOD FOCUSED

At the onset of planning organizers knew that creating an experience that felt ripe with connections virtually would be a challenge. Over the years the other #basinfood events have been praised for the great food shared with attendees, which focused on seasonal and locally produced ingredients that highlight producers from across the region. The question was, how to include these important elements in a virtual event?

The platform (Whova) selected for the expo encourages the sharing of photos and conversations. Participants who interacted in these ways were awarded ongoing points based on their engagement. Organizers then did draws throughout the day to share good food prizes with high scoring attendees, which added a layer of good-natured competition and excitement to the day.

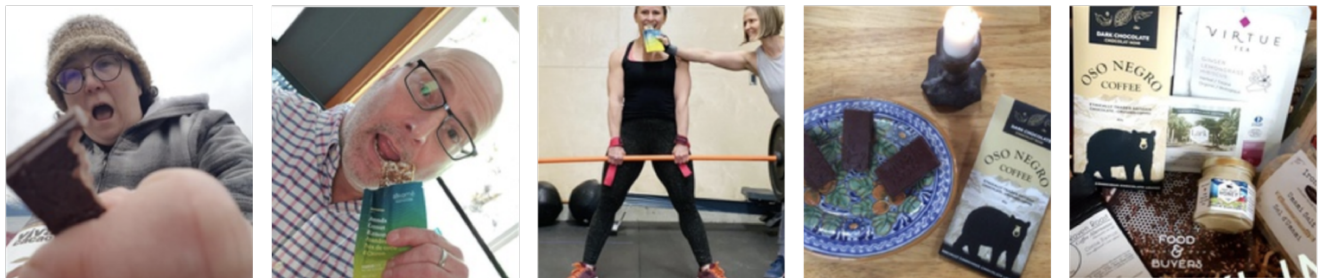
"A Taste of the Basin" food parcel was created and shared with the first 200 people to register for the expo. A call out was made to the FABx food producer mailing list seeking; light, mailable and shelf stable goods made in the Basin. The FABx team purchased products from 13 producers from across the region which were assembled into mailers and shipped out with a reminder note to photograph and share highlights before and during the event.



PRODUCTS INCLUDED IN THE 2021 TASTE OF THE BASIN BUNDLES:

- Lark Coffee - Instant Coffee
- Seven Summits - Ground Coffee
- Raven Roast - Non-caffeinated Beverage
- Virtue Tea - Herbal Tea
- Alkeme Foods - Bars
- Kicking Joe's - Spices
- Iron Skillet - Spices
- Wicked Provisions - Spices
- Oso Negro - Coffee Chocolate Bar
- Viva Cacao - Chocolate bar
- Wild Mountain Chocolate - Chocolate Bar
- Pure Honey Products - Honey Sample Jar
- Swan Valley Honey - Honey Sample Jar

This #basinfood bundle allowed participants to taste and promote these products while creating a shared food experience during the event, which offered some really sweet photo opportunities and ice breaker conversations.



The week before the expo a new BC regulation saw indoor dining mandated to close, which had yet another devastating impact on local restaurants. In an act of supporting these restaurants, throughout the day draws were made as prizes and winners were awarded \$100 gift certificates to a local independent Basin restaurant of their choice. This allowed us to share our food spend even further and create additional opportunities to celebrate our local food purveyors which included:

- Memories of India - Creston
- Red Light Ramen - Nelson
- Velvet - Rossland
- Su Casa - Windermere
- Loka - Nelson
- Valley Kitchen - Winlaw
- Island Lake Lodge - Fernie
- Pitchfork - Nelson
- Buddy's Pizza - Kaslo
- Soul Food – Cranbrook

PRESENTATIONS AND PANNELS

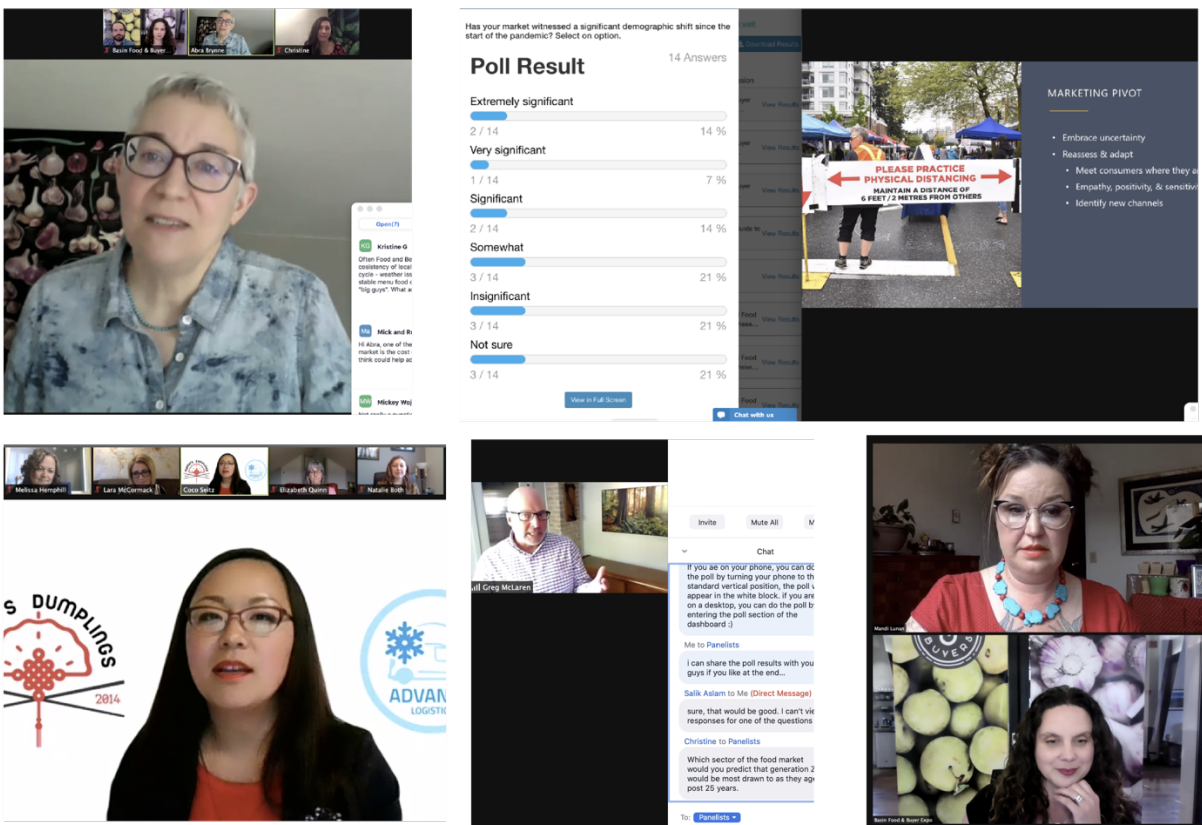
This event's themes, presenters, and content was decided upon after consulting with a variety of stakeholders from across the food industry and region. A concerted effort was made to approach the content in a refreshing and inspiring manner while still being relevant to producers' business needs and time challenges. Underlying the event were two themes that also helped shape the panel selection and participants. Adaptation and Collaboration were highlighted throughout the day and organizers sought to celebrate the stories from the past year to help equip businesses going forward.

The event saw its largest participation numbers in the early part of the day during the opening remarks and all audience keynotes. Organizers made an effort to create sessions aimed at buyers to engage them beyond the showroom, for example one discussion session focused on localizing restaurant menu's and was paneled by a group of chefs, consultants and caterers.

Participation for most of the day was consistent with 50-60 active attendees in each stream and session. Many participants commented on how much they learned throughout the day.

By far, Abra Brynne's Keynote talk, *Localizing our Food System, It's complicated!* was the highlight of the day for many. This presentation was the most attended presentation and continues to be the most requested to repost. It now lives on the [Basin Food Resource web page](#) and serves as an engaging cornerstone of information for continued reference.

One of the unique features of having the event virtually was that all the content for the day was easily recorded. This is a great resource for future developments, marketing & media.



SPEAKERS



Abra Brynne
Executive Director
Central Kootenay
Food Policy...



Alex Balcer
CEO/ Founder



Barrie Elliott
Chef/Owner
Fernie Catering Co



Christine
Basin Food



Coco Seitz
Owner
Advancit Logistics



Damon Chouinard
Kootenay Food



Danielle Eaton
Owner
Kootenay Soulfood
Limited



Elizabeth Quinn
Executive Director
Fields Forward
Society



Greg McLaren
Chief Strategist
Farm Food Drink



James Donaldson
CEO
BC Food &
Beverage



Jon Steinman
Author
Grocery Story: The
Promise of Food...



Karen Kornelsen
Owner
Peak to Moon
Creative



Kayla Heddle
CEO
The Roasted
Chickpea



Lara McCormack
President
From Scratch
Foods Inc.



Leah Gallicano
Hospitality
Consultant
Ruby Soho Supply
So.



Mandi Lunan
Founder and
Coach
Mandi Lunan Food
Business Coach



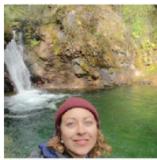
Melissa Hemphill
Food Security
Coordinator
Community
Connections...



Michael Hoher
Kootenay Export
Advisor
Export Navigator



Miche Warwick
Farmer
Happy Hills Farm



Natalie Both
Community Food
Advisor
Ballasters



Ryan McGibbon
F & B Manager
St Eugene Golf
Resort & Casino



Shauna Fidler
Basin Food
Organizer | ...
Design Farm |
Basin Food



Sylvia Chong
Food Technologist
Foundtree Product
Design

NETWORKING SESSIONS

The opportunity to network has always rated a top priority for attendees at FABx. In choosing a platform to host the event it was critical that it could offer a variety of ways to allow participants to do that. The Whova App offered several ways to do so. The 'Community Board' served as a place where participants could fire up conversations around specific topics and this year saw significant user generated discussions.

In the middle of the day, post expo hour, 'Networking Session's' were added as a part of the agenda, allotting a specific time for anyone interested in a speed dating type engagement, simulating the random meetings that are often so critical at events. Unfortunately, the app does not give us any data on participation for these sessions, but as organizers we chose to jump in for a couple and found there to be a number of people participating and that the function was quite fun and a welcome shift in the day's activities.

Food Distribution was once again a hot topic at networking sessions and on the community board. Lots of feedback after the event had to do with making connections for delivery services. One of the presenters Coco Seitz from Advanced Logistics was celebrated for attending the 2019 event, and having an "a-ha" moment, recognizing how many businesses in the region also shared her business need for refrigerated / frozen shipping (her food business is Mama's Dumplings, a frozen product made in Cranbrook BC), she left the Summit with a goal of building a grass roots solution and with the onset of Covid her drive and project was fast forwarded. Numerous businesses were overjoyed to have connected with Coco and have Kootenay made delivery solutions working for them, this was a real success story for so many at the event.

EXHIBITOR OVERVIEW

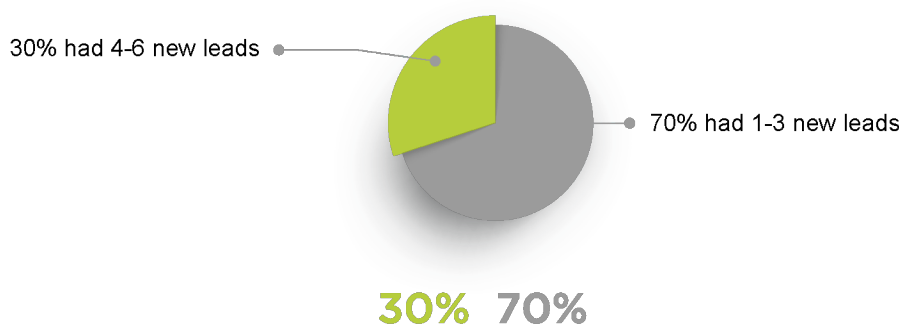
Of the 51 booths that were live and set up in time for the event, there was very little hand holding required. In fact, organizers supported only 4 producers, yet were available to anyone needing support prior to and during the event. The majority of exhibitors had their booths ready to go live within a few days of the event, and more than half of them created and shared videos that added a layer of engagement and professionalism to the exhibit.

51 CURATED BOOTHS / INCLUDED 27 VIDEOS / 4 LIVE SHOWCASES
3354 UNIQUE BOOTH VIEWS / AVERAGE OF 65 UNIQUE VISIT PER BOOTH

Many exhibitors took advantage of the additional layers of functionality the platform offered; like lead generation, contests, discounts, and proactively seeking out buyers they wanted to connect with. This portion of exhibitors had significantly larger interactions at their booths.

Many exhibitors expressed it was easier to navigate booth set up and the event than expected and the format worked given the circumstances.

POST EVENT SURVEYS ASKED EXHIBITORS HOW MANY NEW LEADS THEY LEFT WITH:



EXHIBITORS

AS farms
Awassi
Backbone Botanicals
Ballasters
BC Food & Beverage
Burton City Cider
Chaos Candy Co
Chaos Coffee Roasters
Chuckureese Abattoir Ltd
Counter Cultured Foods
Cutter Ranch
Emery Herbals
EON Water Kefir Co.
Fairway 4 Farm
Fernie Alpine Springs Inc.
Flourish MicroFarm and Happy Hills Farm
From Scratch Foods Inc.
Hawthorn Creek Farm
Honey Bee Zen Apiaries / Swan Valley Honey
Just A Mere Organic Farm
Kaslo Sourdough
Kickin' Joes Seasonings
Lark Coffee Roasters
Linden Lane Farms
Little Piece of Paradise Farm
Mama's Dumplings
Meadowbrook Farm
Mountain Munchies Inc
Purcell Pops
Pure Honey Products

Raven Roast
Robertson Estate
Salt Blendz
Saunders Family Farm
Sentinel Meats
Sesame Mucho
Silverking Soya Foods
Small Scale Food Processor Association
Stoke Coldpressed Juice
Stoke The Fire Hot Sauce
The Roasted Chickpea
Valley of the Springs Winery
VIRTUE Tea
Viva Cacao
Wicked Provisions
Wild Mountain Chocolate Ltd
Wild Peach Preserves
Winderberry / Edible Acres Farm + Cafe
You Silly Sausage

BUYER OVERVIEW

Organizers continue to be challenged by communicating with buyers, specifically grocery buyers. Once again, we reached out to hundreds of contacts through various methods including; newsletters, email, tagging/ post sharing on Instagram, and cold calling. This specific demographic is elusive and difficult to have both commit and show up, albeit the online option certainly generated more follow through and sign up than the in-person events of the past. This year we allocated significantly more hours for cold calling than ever before and future planning could go even further with budgeting time to do more in person or phone outreach. Perhaps extending a budget to advertise in industry magazines should be considered (ex: western grocery, or food in Canada), or early press release and media outreach marketing could also benefit the registration of buyers outside our internal target list.

When in person events return, it may prove enticing to market travel for the event by teaming up with local tourism activities and amenities to make a "business trip" even more attractive.

60% of registered buyers actually attended the virtual event this year. Many could not attend due to government restaurant closures that week. Others simply were too busy. Some restaurant buyers noted that they would prefer if the event did not happen on a Friday in future, to allow more time to participate.

THE AVERAGE BUYER FOUND 1-2 NEW PRODUCTS TO LIST

When we asked Buyer's post event how they liked the virtual experience of a trade show most found the platform easy to navigate and used their computer to log in - not the app (60% of TOTAL buyers). For those that had difficulties, we can better communicate the orientation/how-to videos available through Whova directly to users. More hand holding will make tech-unsavvy users feel better supported.

There was a common comment from buyers about the lack of communication/experience when dealing with producers. Buyers found them to be unprepared to sell goods to restaurants or large grocers. They expressed a general lack of negotiation savvy.

Many people asked for organizers to send out a listing of all exhibitors with producers' information or a deal sheet. Those who did not attend were planning to scan this after the event at their leisure. In response to this the full list with contact info and links is now archived and live at <https://basinfood.ca/> and have been communicated to buyers.

Most buyers said they would definitely attend again, with a preference for in person events. They are more captivated in that environment and don't have to worry about other tasks. None commented on how a virtual event was positive because it meant travel barriers were removed – Organizers got the feeling most buyers like a reason to get out here and go to exhibitions. The idea of a Hybrid event was appealing, as it meant they could try to attend should travel pose a challenge. Yet a disconnect remains between engaging them in committing to come, and actually attending.

No respondents were keen on having another completely virtual event, though they understand under the circumstances it was appropriate. Most appeared to have reviewed the booths at their own pace and emailed producers privately after event. Exhibitors were contacted via email or phone and some were contacted using the inquiry function in Whova.

REGISTERED BUYERS:

Agriculture and AgriFood Canada
Ainsworth Hot Springs
Arrow and Anchor Pizza
Basin Food and Buyer Expo
Best Western
BFS
Bite Grocery & Eatery
Black Sheep Restaurant Group
Broken Hill
Canadian Choice Wholesalers
Canadian Vegan Supply Ltd.
Cantina Del Centro
Choices Markets
Columbia River Catering
East Shore Youth Network
Eat Pure Mountain Market
Edible Acres
Evergreen Market & Kitchen
Export Navigator
Fairmont Hotel
Ferraro Foods
From Scratch Foods Inc.
Gaia Tree Whole Foods
Gathering Company
Gathering Place Trading Ltd
Georgia Main Food Group Limited
Gina's Gelato
HAPPY micro bakery
Home Grown Market & Juice Bar
Hot Shots Cafe
Hume Hotel & Spa
IGA

Kicking Horse Coffee Company/ Cafe
Irene's boutique
Kim's Creations
Kootenay Bakery Cafe Cooperative
Kootenay Co-op
Kootenay Soulfood Limited
Le Marche Gourmet
Local
Martin Hospitality Group
Meadow Creek - Store & Bakery, Bar & Grill
Mountain Goodness
NuStart Marketing Ltd.
Nutters Everyday Naturals
Pitchfork Eatery
Quality Greens Farm Market
Save On Foods
Silverton camp cafe
Sobeys
St Eugene Golf Resort & Casino
Stoke Market
Sunnyside Natural Market
Sysco
The Black Cauldron
The Heid Out Restaurant & Brewhouse
Thrums Local Market & Gallery
Truffle Pigs Bistro and Lodge

REGIONAL SUPPORT

In the early planning stages a handful of industry stakeholders were consulted to gain a sense of local industry needs. With an awareness of the challenge a virtual expo booth setup would pose for uptake by small scale producers, the Basin Business Advisor Program (BBA) offered a short series of free workshops named *Preparing for the Basin Food Expo and Beyond* to help food businesses prepare for FABx21. Alex Balcer of Virtue Tea and BBA Advisor Nyree Marsh guided 13 food entrepreneurs through a 6 week session that included; product photography, creating a promotional video, using Instagram for product promotion, and preparing your information package for buyers. BBA also utilized the [Resource Guide For Basin Producers & Processors](#) that FABx18 organizers created.

OF THE 13 BUSINESSES WHO ATTENDED THE BBA SERIES:

- 6 were primary producer agriculture or agri-foods products such as honey, dips, hot sauce, teas blends; processed from the food they grow
- 7 were food processors who do not grow or raise their ingredients
- 8 of the workshop attendees created booths for the Expo and they all had videos for their booths. Several created promotional offers.

Building on relationships and series similar to this in future would continue to add benefit to producers beyond the Expo and further expand the message and impact the expo has. Buyers this year noted that many of the exhibitors could have savvier in their business negotiations and understanding of presentation and listing process, this might be a great subject to build future training on.

SUCCESS SNIPITS

"I've got to hand it to the organizers and exhibitors for taking a local food buying event online - it was a great experience and there were so many opportunities to interact with producers, farmers and buyers in the region through the online platform. I'm looking forward to face-to-face events again one day, but until then getting treats by mail is a pretty great way to get to know your neighbors!"

"It was great to hear other people's stories. We connected with Coco (Advanced Logistics) and she is going to help us get our product around the Kootenays. A big missing link there for us is now solved."

"I was contacted by a number of local restaurant buyers interested in our new bulk ingredient offerings and this excites me! I also have a new account in Fernie which is an area I would like to expand into more."

"We connected to the Kootenay Coop leading up to the event as a direct result of participating in the Basin Advisor workshops. Woot! Woot!"

ENGAGEMENT WITH TECHNOLOGY

SOME GLEANING OF HOW PEOPLE USED THE TECHNOLOGY:

1278# PRIVATE MESSAGES 1-ON-1
32# PRIVATE GROUP CHATS
1008# ATTENDEES PROFILE VIEWS
20# MEET-UPS ORGANIZED
687# PHOTOS SHARED
8# JOB POSTINGS
80% OF ATTENDEES SAID THEY LOVED THE APP

PRODUCTION COSTS & BUDGET

This year's event came within budget once again. In general, we spent less on accommodation, space rentals and travel costs than in previous year (obviously as we did not gather as a group). Technology costs were higher, the Whova app fee was significant (yet compared to numerous other virtual event platforms was relatively inexpensive, other considerations were as high as \$20 000 for a single day event!). More money was allocated to marketing and outreach than in previous years.

Food costs for past expos have been between 20 - 40% of the overall event expenses. This event came in at about 28% food costs, but notably half of that fee was shipping the food bundles to registered attendees through Canada Post.

HISTORIC COST PER PARTICIPANTS:

2018 Ag Forum	\$377
2018 FABx	\$432
2019 Summit	\$405
2021 FABx	\$222

AVERAGE \$323 cost per participant (for future budgeting purposes)

One of the investments made this year was in the production of two short video features, the first highlighted the 2019 summit event, and the second still in production will highlight this year's event. The 2019 [video can be found here](#). Once the 2021 feature video is complete it will live on the home page of [basinfood.ca](#) and the 2019 video will move to the past event page (similar to the 2018 video)

THE FUTURE OF THE BASIN FOOD EXPO / SUMMIT

After the 2019 Summit, planning for passing the production of future #basinfood events into industry hands was put in motion with the creation of a steering committee and an overview of how the process could roll out was drafted.

THE OVERVIEW INCLUDED THESE KEY ITEMS:

- Explore a broader scope of the event to create more draw and interest from the public to increase participation and viability.
- Focus on a specific location in order to remove capacity challenges of constantly moving the event around the region. And/or explore alternating each year from East to West Kootenay, hosted at the same two locations each time.
- Maintaining relevant Social Media / brand awareness presence year round

The #basinfood social media platform took a serious investment of time, energy, content and ads to start to be relevant in followers' streams again, after such a long hiatus. In order to stay relevant, it might be worth considering having simple content released monthly / biweekly and moving forward budget accordingly. This could present a creative way to share new product features and stories of food and farming with the audience #basinfood has.

In previous recommendations there was also mention of doing more video documenting and creating a repository of the various talks and panels. This year's event allowed this process seamlessly to occur and is recommended as a strategy that may assist with building capacity further in the region.

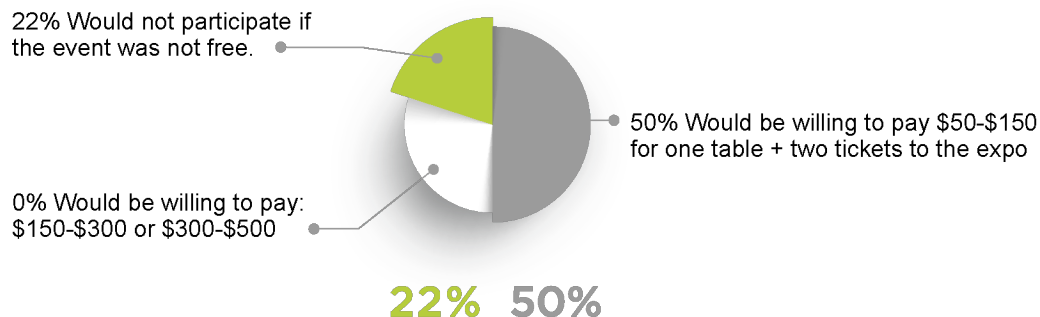
During the last two events, exhibitors have been surveyed as to their interest in opening up the event to the public. Of those that responded there is a strong support from about 50%. The idea of opening up to the public may serve also as a potential revenue stream for the event in future scenarios, especially in a scenario where the expo is no longer fully funded by the Trust and some participation fees would need to be implemented.

If the choice to have the event be public were made, it may also be worth considering broadening the scope of the exhibited offers to address common overlaps of items found in grocery like natural health, cleaning and beauty products. Having this overlap may help further build a critical mass necessary for keeping interests from buyers and consumers alike.

CONSIDERATIONS FOR FUTURE FINANCIAL SCENARIOS COULD INCLUDE:

- Sponsorship from other sources - Local food businesses
- Strategic Partners - BC government - Ministry of JTT and Ag, Community Futures, etc.
- Opening portions of the event up to public, through a ticketed admission and develop some content focused on consumers.
- Charging exhibitors to participate - FABx is the only free expo of its kind, other BC food expos charge between \$1600-\$4000 for a booth. Clearly these fees would be out of reach for many Basin producers but finding an affordable fee structure is worth considering.

IN 2019 WE SURVEYED EXHIBITORS ABOUT FEE STRUCTURES MOVING FORWARD, THEY SAID:



Organizers feel there is plenty of opportunity to form stronger partnerships with organizations and ministries moving forward to help with the expenses related to hosting events of this size and scale while maintaining the ethics of supporting local producers and having integrity in food procurement moving forward.

FUTURE EVENTS | HYBRID | IN PERSON | ONLINE

Participants are of course in favor of FABx taking place in person again, as this is a common sentiment for events in general with a building desire to get back to making connections on a human level. The future very likely will see in person events including hybrid elements that can support and engage virtual participation.

Attendees from both 2019 and 2021 FABx should be able to adapt swiftly to a hybrid scenario after utilizing event technology in both historic events. What is yet to be determined is the affordability of utilizing a more functional app for digital interface while hosting an in person gathering. As quickly as the virtual event platforms rose from the ashes of in person events, we hope to see solid hybrid platforms available that are both affordable and highly functional.

While we have used Whova for both of the past 2 events, organizers felt the app functionality left something to be desired on a few important fronts; Namely the data that was shared at the end didn't have solid participation numbers associated with most of the engagement points (a seemingly essential and simple quantifier was missing). Most of the data collected and shared was more valuable to the Whova development team than event organizers. There were some challenges with duplication of question and comment functions where the Whova and Zoom interfaces came together, which were not anticipated or as seamless as advertise, this led to some confusion. Although the ease of use for setting

up a virtual booth was as expected, the interactions between buyer and sellers didn't translate the way a real expo experience would. The app promoted the after-event reporting that would be available to exhibitors, and again seemed tailored to how users interacted with the app, rather than provide a useful report of who engaged with the booth and how sellers could follow up, which once again was part of the appeal of the app, and in actuality wasn't all it was sold to be.

VIRTUAL PROS:

- No travel time or travel costs to participants
- Easy to integrate participating into a busy workday (less engaged, multitask listening)
- Still connecting to buyers / sellers and promoting your business

VIRTUAL CONS:

- Technology hurdles for some people (slow internet, confusing around some app functions)
- People really miss the direct interactions (face to face) with other people
- Easy to register and no show (especially when the admission is free)

HYBRID PROS:

- More registration, as folks can select the best way for them to participate based on where and when the event is held.
- Can accommodate a sales floor to be open to the public making addition sales income to exhibitors and added revenue stream to contribute to event costs.

HYBRID CONS:

- Cost could be increased when offering both in person and virtual platforms aimed at making them both meaningful experiences.
- Time of year is still a challenge, most participants prefer a winter event for business availability, but winter events come with seasonal travel challenges to those attending in person.

GENERAL PARTICIPANT FEEDBACK:

PARTICIPANTS THOUGHTS AND FEEDBACK ABOUT THIS EVENT AS A VIRTUAL EXPERIENCE:

- This event pivoted with much grace and professionalism! Thank you!
- Like the virtual meeting but miss face to face interaction.
- According to the actual situation because covid 19 it is the ideal solution.
- Excellent - so excited to be part of it.
- Really smooth and easy to navigate. Thanks for all your efforts making this awesome event happen!
- Really user-friendly set up Much easier than I expected. Great job Thanks.
- Excellent- thank you for bringing us together - no stopping this creative team!
- It was very good and met all my needs.
- Good.
- I love in person events, but this is fabulous! A highly valuable experience. Thank you!
- I would have liked more interactions and focused round tables. More words allowed for surveys too.
- Open to public if staying virtual.
- Professionally run and presented. Enjoyed the presentations and the samples!
- Zoom faces are better than no faces! Thanks Shauna and team for taking on the challenge!
- I'd rather it was in person but as the only option it's great.
- It was fun but still prefer in person Expo.
- Really well organized, user friendly, informative, basically everything you want from an expo.
- You guys did great! Can't wait to get back to in-person though. :)
- I liked it. I did not have to travel, spend several days and \$500 for expenses.
- Overall, it was fun and engaging and I learned a bunch and met great people! Wish it was longer.
- Sessions were great. Will have to give feedback later on the booth - not the same as face to face.
- Fantastic, should be a blended option moving forward.
- I thoroughly enjoyed the day and learned so much! Chat function was a bit confusing.
- Fun to connect with locals!

WE ASKED PARTICIPANTS HOW WE CAN IMPROVE THE EVENT IN FUTURE:

FOLKS WANT MORE!

- More days
- More roundtable and sessions
- More exhibitors
- More advertising to bring in more buyers

TIMING:

- Host event over more days to have more time for networking and sessions
- Host event on a less busy day of the week like Monday

What people love about the Expo is the networking opportunity, both for business development and sales, but it seems equally for sharing and connecting with other producers. 'Creating an opportunity to connect' is the biggest value for exhibitors. Highlighting the various ways, they will be able to interact with one another at future events will be important messaging to market.

The regions food Producers and Buyers have provided some great feedback to be put to task for the planning and organizing of the next Basin Food & Buyer Expo!



DESIGN FARM

www.designfarm.ink

