

FOOD & BEVERAGE SERVICE RULES & REGULATIONS

All food and beverage on show grounds must be approved by Show Management unless purchased through one of the preferred vendors. Our exclusive agreements with approved vendors prohibits exhibitors or other show participants from bringing food, beverage, or alcohol onto show grounds; including, but not limited to, private labeled bottled water.

Should you have any questions regarding the above Farmfest 2025 Food and Beverage Service Regulations, please contact Show Management at 800-827-8007 or IDEAg@IDEAgGroup.com.

Booth Sampling

Exhibitors/event participants are able to pass out food and/or beverages samples from their booths while adhering to the following guidelines:

- Food samples are restricted to: 2 oz portion.
- Beverage samples are restricted to: 4 oz fluid portion.
- Food and beverage marketing/sampling activities must be conducted within the confines of the exhibitor's booth space.
- A temporary food license may be required if the food sample that is being distributed requires temperature control. You can email IDEAg@IDEAgGroup.com with any questions or for further information on how to obtain a temporary food license.
- All food and beverage must be approved by Show Management unless purchased through one of the preferred vendors listed below. The Booth Sampling/Waiver Authorization Form is on [page 32](#).

Branded Food and Beverage Giveaways

Company branded food and/or beverage items must submit a Booth Sampling/Waiver Authorization Form for approval. In addition, exhibitors must also submit their artwork for Show Management approval by emailing IDEAg@IDEAgGroup.com by **July 23, 2025**.

Alcoholic Beverages

Exhibitor distribution of alcohol is strictly prohibited unless permission is granted in writing by Show Management prior to the show.

Waiver Authorization Forms

A Booth Sampling/Waiver Authorization Form must be submitted if you are serving food or beverage that is not offered by one of the below vendors or if you are giving away a company-branded item. **Submit forms by July 23, 2025.** The form is on [page 32](#).

Community Support

Some of the food and beverage vendors at our shows are not-for-profit organizations who utilize the opportunity to sell quality food and beverage products to raise money for various fund-raising activities. We support these fund-raising efforts as they help to underwrite a variety of projects throughout the local community.



On-site Compliance

The County Food Inspectors will be surveying the grounds during the show to ensure that only approved vendors are serving food. No food purchased outside of the approved show vendors will be allowed on the show grounds, unless an approved Booth Sampling Form is on file with Show Management. This includes any items exhibitors may want to grill at the show or purchase outside of the show and bring inside of the gates. Any exhibitor not abiding by the aforementioned rules and regulations will: (1) surrender all food and beverage items not purchased from a contracted show vendor to either the food inspector or to a designated show manager, (2) be subject to the immediate removal of their exhibit from the show, and (3) forfeit any payments for space, sponsorships, etc. to IDEAg Group.

Approved Food and Beverage Vendors

Below is a list of Food and Beverage Vendors at the show. Please note that if you are providing food in your booth for attendees or staff, other than an approved sample, it must be purchased through one of these vendors. Please contact Show Management at IDEAg@IDEAgGroup.com or 800-827-8007 if you have any questions.

Company	Location	Contact Name	Phone
Big Ben’s Kettle Corn	Entrance Gate 2	Keith Ben	612-616-8199
Blue Loon Concessions	Ag Tents & Booths C616 & C810	Marc Anderson	612-600-4666
Lingen Dairy Soft Serve	Booth C101S	Josh Lingen	507-530-5959
Minnesota Farm Bureau	Booth C8	Ruth Meirick	651-768-2100
Minnesota State Cattlemen’s Association	Booth C513N	Kaitlyn Root	763-479-1011
Minnesota Farmers Union / Pizzeria 201	Booth C509	Gary Wertish	651-639-1223
Miss Becky’s BBQ	Booth C127	Becky Henderson	507-276-2074
Roadhouse Bar & Grill	Booth C827	Diane Arends	507-829-2385
Viking Coca Cola	Beverages	Travis Lahr	612-630-9865