

# ACDA ANNUAL CONFERENCE

**Coming Together to Nourish the Nation**



**April 21 - 24, 2024**  
**Marriott St. Louis Grand**  
**St. Louis, Missouri**

# Collaborating on Food Show Effectiveness: A Working Session

Tuesday April 23 10:00–11:00 AM

# Today's Speakers



Alex Culin  
Affinity Group



Brian Hofmeier  
JTM Food Group



Katie Wilson  
Urban School Food Alliance

# Affiliation or Financial Disclosure

**Alex Culin**  
**Affinity Group**

**Brian Hofmeier**  
**JTM Food Group**

**Patricia Phillips**  
**Phillips Resources**



# K12 National Food Show Landscape

**275 food shows annually**  
= 7.86 shows per week (*35-week period*)  
= 5.28 shows per week (*52-week period*)

There are 26 State shows alone in the month of June.

Best ROI for everyone?

If show does not add value, let's not do it anymore.





# Why do you participate in / attend a Food Show?

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# Foodshow Cost Examples

## TASN

Total amount billed	\$62,000
Total non-billable*	\$14,300
New sales needed to break even**	\$476,666

*Between the 28 booths represented, it is possible to meet and exceed.*



## Laredo/United Shows

Total amount billed	\$17,000
Total non-billable*	\$10,000
New sales needed to break even**	\$333,333

With 9 participating clients for the broker, new sales goal is very challenging to break even.

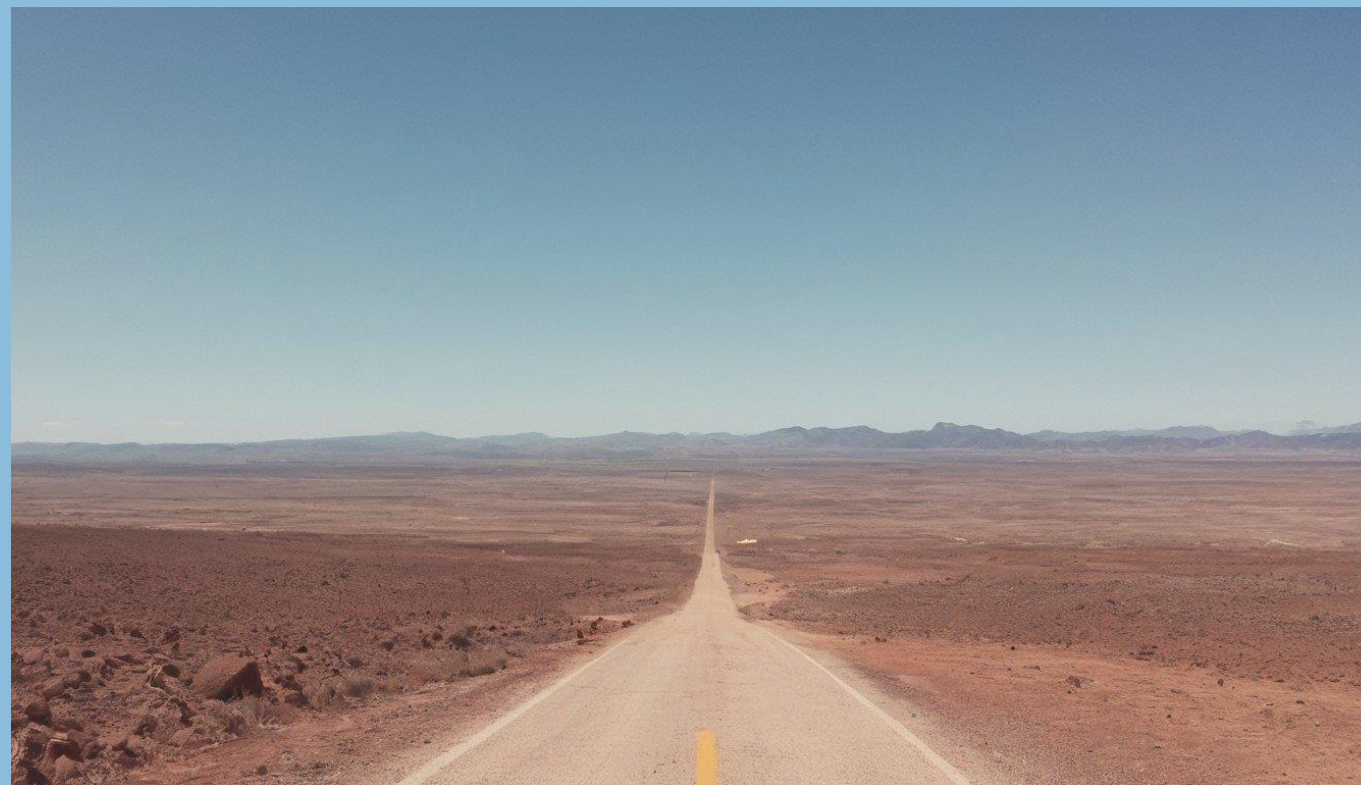
# Foodshow Cost – impact of location

## Southeast-area County Show:

- Total amount billed: \$4,800 \$400 per booth + groceries
- Total non-billable: \$4,746 \$3,992 employee cost (*hourly cost x hours utilized*) + \$754 travel-related Costs (*hotel, meals, mileage*)

## State show in Remote Geographical Area:

- Total amount billed: \$14,345
- Total billed back: \$ 2,177
- Total non-billable: Supplies, Truck Rental, Kitchen Access Fee, Electrical Hotels, hired labor (due to location), airfare, meals





HELLO IS  
ANYBODY OUT THERE

# Foodshow Challenges





# Increase Food Show Effectiveness



# QUESTIONS?

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