CANNON FALLS, MN
WHERE DID IT ALL BEGIN?

2015-- Cannon Falls saw an uptick in local food producers in our community. The Economic Development Authority (EDA) wanted to use that niche as a way to promote growth in Cannon Falls. Somewhere along the line, someone had said, “Cannon Falls is like the local foods capital of Minnesota” and we ran with it.

2017-- Cannon Falls EDA applied for the Blandin Broadband Grant and was awarded $75,000 to help connect the community and also promote economic development. Some of those funds allowed us to create the Cannon Roots Brand.

2020—Cannon Falls EDA received a $5,000 grant from Southern Minnesota Initiative Foundation to promote tourism. Dollars were matched from the Blandin Grant to create a website and do some digital marketing.
WHY WAS A BRAND NECESSARY?

Cannon Roots really needed it’s own autonomous site to promote it. It didn’t quite fit with the City of Cannon Falls government page, it was too narrow a category to have on the Chamber of Commerce website so we moved forward with creating it’s own space.

We have local support from the City and Chamber of Commerce, but we are trying to create a space for people looking for an experience to visit.
Mission Statement:
• To engage area producers in a community-wide effort to expand quality offerings of locally sourced foods and beverages and establish Cannon Falls as a go-to food destination.

Vision Statement:
• To become a local food and beverage destination by attracting visitors, engaging residents, and connecting local production partners.

Core Values:
• Collaboration, Sustainability, and Courage.
EXPERIENCE

CANNON VALLEY TRAIL
Built along the Cannon River on the old railroad line, the Cannon Valley Trail has become one of the most popular trails in Southern Minnesota. Bike, walk, run or even cross-country ski or snowshoe in the winter.

CANNON FALLS
Grab lunch from a local restaurant and have a picnic in Minnieska Park. Feed the ducks and see the swans and take in the sights and sounds of the Cannon Falls.

LAKE BYLLESBY
If you enjoy taking your paddle board, kayak or canoe out or maybe you have a boat or jet ski you’d like to zip around on, Lake Byllesby needs to be on your places to go. Make a weekend of it and bring your tent or camper to stay, too!

JOHN BURCH PARK
Deemed as one of the most beautiful ball parks in Minnesota, take in a local amateur baseball game in the summer or a football game in the fall. John Burch Park overlooks the Little Cannon River.
LOCAL TASTES

CANNON RIVER WINERY
Shed the stress of a long week with live music, good company, and amazing wines at Cannon River Winery’s inviting historic location. From full-bodied reds to dry whites, there’s plenty to discover (or rediscover).

CANNONBELLES CHEESE
With flavors for every taste, CannonBelles Coffee & Ice Cream carries CannonBelle’s full line of artisan-made, award-winning cheeses – crafted in Cannon Falls – plus specialty coffees and parlor-style ice cream.

FERNDALE MARKET
The Peterson family has raised turkeys without shortcuts for three generations. Visit their on-farm store for tantalizing free-range, antibiotic-free turkey products as well as goods from 100+ local farmers and food makers.

TILION BREWING CO.
This destination microbrewery offers a rotating selection of seasonal brews and fresh takes on traditional styles. Join them as they tap a new English barrel-conditioned beer (firkin) every Saturday at 1pm.
Cannon Valley Trail & Cannon Valley River

Whether it’s cross-country skiing on the 19.7 mile, paved Cannon Valley Trail or canoeing down the Cannon River, outdoor fun beckons all year long.

Cannon Valley Trail Information

Cannon River Information

Lake Byllesby Information
THANK YOU

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