



— Newsletter —

A Message from the Indiana Grown Team

The Indiana Grown team is back in the office after another successful Indiana Grown Marketplace at the Indiana State Fair. We appreciate all members who participated or showed support! Shoppers were thrilled to find some of their favorite products had returned and first-time visitors were so excited to see so many local products in one place. As our team returns to business as usual, please be patient with us as we catch up on our emails and voicemails. If you need immediate assistance, we will respond as soon as possible.

Get Involved

There are many ways you can become an active Indiana Grown member:

- Create a member profile—add information, pictures, links and blog posts.
- Participate in our social media efforts, such as [Five on Friday](#).
- Tag us in your events and social media outreach.
- Attend our events as a participant or just to show your support.
- Share your Indiana Grown pride on social media, in your vendor booth or on your packaging by [using our logo](#).
- Join our closed, member-only Facebook group to be sure you do not miss out on opportunities from Indiana Grown and other members!

Indiana Grown Night at Victory Field



You're invited to Indiana Grown Night with the Indianapolis Indians! Join us **Friday, September 17 at 7:00 p.m. (ET)** as the Indianapolis Indians go head-to-head with the St. Paul Saints, followed by a fireworks show. Be sure to stop by our booth to say hello! We will be located at the PNC Plaza spreading the word about Indiana's specialty crop producers.

We have a limited number of FREE tickets available to members on a first-come basis! Contact Janna Page at japage@isda.in.gov with the number of tickets needed. Please be mindful of other members when submitting your request. The first members to reach out will be most likely to get tickets in the same row, but all tickets are in the same section. If you are unable to secure a free ticket from us, you can still purchase tickets [here](#) and

get \$4 off by entering the coupon code **INGROWN** at checkout.

Sign up to Be Featured on WISH-TV

Indiana Grown partners with local news station [WISH-TV](#) to highlight an Indiana Grown member each Saturday morning. This is a unique experience and opportunity to promote your business and tell your story.

We have openings for the remainder of the 2021 year. Segments are filmed live at the WISH-TV studio in downtown Indianapolis. Participating members must **arrive at the studio by 6:00 a.m. (ET)**. The first segment goes live at 6:40 a.m. and the second segment goes live at 7:40 a.m. If you are interested in appearing on WISH-TV to promote your business, sign up [HERE](#). Indiana Grown staff will contact you at a later date about your scheduled slot.



Grower Training Courses



Safe Produce IN is hosting 2 Produce Safety Alliance (PSA) Grower Training courses this month. There will be an in-person course on **September 24 in Gary, Ind.** and a **remote delivery course on September 27.** This 7-hour training course is for fruit and vegetable growers and others interested in learning about produce safety, the Food Safety Modernization Act (FSMA)

Produce Safety Rule, Good Agricultural Practices (GAPs) and co-management of natural resources and food safety. The PSA Grower Training Course is one way to satisfy the FSMA Produce Safety Rule requirement outlined in [§112.22\(c\)](#). Growers who have already taken the PSA training do not need to retake the course.

For the remote training course: All participants will need to have access to an internet connection, speakers, a microphone and a webcam. A course monitor has been appointed to verify participant engagement and attendance via video for this entire course. Course participants are only eligible to receive the PSA/AFDO Certificate of Course Completion if their presence during all PSA modules can be confirmed by the course monitor.

Thanks to a Specialty Crop Block Grant from the USDA and ISDA, this course will be free for a select number of growers. Growers can use the coupon code **GRANT** when registering online to receive this discount. The cost of this course is \$90 without the coupon code. All participants will receive a course manual and certificate of completion. Lunch will be provided at the in-person training in Gary. Those interested in receiving training can register online at safeproducein.com. If you have questions about the training sessions, contact Dr. Amanda Deering at 765-494-0512, or email adeering@purdue.edu.

Government Contract Opportunities with PTAC

Just like traditional customers, government agencies need access to all types of products that are packaged, raised, processed and grown in the U.S. With the help of [PTAC \(Procurement Technical Assistance Center\)](#), we can ensure more goods are being supplied by Indiana and help connect farmers and producers to government contracts.



Get involved with PTAC to learn about new opportunities! For more details about how PTAC can help you sell your products to appropriate government agencies, [CLICK HERE](#).

Five on Friday



Indiana Grown would like to feature our members by asking you to share FIVE interesting things about your farm or business. This weekly feature is called Five on Friday and is a fun way for consumers to get to know you.

Please complete [THIS SURVEY](#) if you are interested in participating. Members will be featured on Indiana Grown social media platforms as well as on the Indiana Grown website. After completing the survey, please email a photo of your business operation to indianagrown@isda.in.gov.

If you have questions, please contact Indiana Grown Marketing and Communications Manager Janna Page at japage@isda.in.gov.

Shop Indiana Grown Online Marketplace

As you may have heard, Indiana Grown launched the [Shop Indiana Grown](#) online marketplace! The FREE service will be offered to **all qualifying Indiana Grown members** providing you with an additional sales outlet during a time when online retail is critical to the success of many farms and businesses in our state and nationwide.



Signing up is easy! Simply visit shopindianagrown.org and click "Become a Vendor" to begin the application process. A member of the Indiana Grown staff will review your submission before you may continue.

If approved as a vendor, you will be responsible for creating your profile, uploading products, managing and shipping inventory as well as responding to consumer inquiries. In addition, we have brief, online training and information sessions you will be responsible for viewing. **Please note:** all products submitted must have the ability to be shipped, and all consumable products must be made in a commercially-inspected kitchen.

This e-commerce platform was made possible thanks to our partnership with the [Indiana Small Business Development Center](#). Would you like to meet with a no-cost Indiana SBDC business advisor to help prepare you for e-commerce sales in areas like logistics + shipping, e-commerce development, financial advising or market research? If so, [click here](#).

Note: Please allow more time for vendor and product approvals for the duration of the Indiana State Fair. Contact IndianaGrown@isda.in.gov with questions or for help getting started.

Marketing Materials Available



If you're an Indiana Grown member, we encourage you to display our logo proudly on your products, vendor booth or storefront! This free benefit of membership with Indiana Grown helps consumers easily identify products that are packaged, grown, raised or processed in Indiana. If you need the updated logo or other marketing materials, please complete [THIS FORM](#) to submit a request. Please note there are limited quantities of some materials.

LG Visits IG

Lt. Governor Suzanne Crouch visited the Indiana Grown Marketplace at the 2021 Indiana State Fair. More than 475 products from 81 Indiana Grown members stocked the shelves of the marketplace for the duration of the fair.

If you would like to request a visit from Indiana's lieutenant governor, please [CLICK HERE](#).



Terms of Service

In an effort to protect both the Indiana Grown brand and our Indiana Grown members, we periodically update our Terms of Service. Please [CLICK HERE](#) to review our updates.



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Indiana Grown is administered by the Indiana State Department of Agriculture in partnership with Lieutenant Governor Suzanne Crouch.

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