

## **2014 Goals**

- A desire from the growers to have quarterly Meetings –  
December (Planning)  
March (Marketing)  
June (Success Stories and everyone w/ labels)  
September (Evaluation)
- Strategic Planning committee(4-5) – 12/15/13
- Document Success Stories
- Partner w/ tourism for tours of Indiana Grown Farms (Ongoing)
- Marketing Materials – Increase use, member campaign, and to consumer by summer time
- Mission statement and talking points distributes to group by 1/12/14
- Education talking points for consumers

## **How Can the Program Improve?**

- Need more access to label
- Hard to produce label – The labels are currently available on the INdiana Grown website
- Consumers need to see the label
- Search or Market maker
  - Vetted by Jill
- Label accessed by people not in the program
- Contact people using label and ask them to join
- No integration with tourism
- Market Indiana Grown produce to out of state consumers

## **Improvements**

- Big and small farms
- Corn and soy?
- Market master at the Farmers Market doesn't always know where produce comes from
- \$100 fee steep for small growers. Should there be different levels
- KY Program that focuses on sourcing
  - Farmer
  - County
  - Resource for markets if policed by program
- Reevaluate fee?
- Critical mass might be attained through farmers markets
- Kroger says not enough IN growers are signing up
- Need increase brand recognition
- Consumers want more local foods
- Definition of local
  - 3 states?
  - Indiana?

- **Value added - these are different thoughts from around the room. Please feel free to comment**

- More info needed for farmers markets
- What if most of the product is from Indiana, but not all?
  - i.e. milk
- Quality products raise profile of Indiana Grown
- Improved contacts though Jill
- Label is not enough to get farmers to sign up b/c they want shelf space
- No Indiana Grown Popcorn
- Who benefits from the label? The retailer or the farmer?
- Brand that is everywhere but doesn't mean anything or a brand that is slow to grow and means something
- Campaign to get more members
  - Currently only 18
- Should there be allowances for drought, etc.
  - i.e. similar to the organic plan
  - advisory/juried group
- Transparency of value added products
- Consumer awareness of CLPP
- Use signage at farmers market
- CLPP farmers go through certification process and Indiana Grown in Indiana – good group to get members from
- Nagel with the Livestock program verifies application and full day of education and exam
- GAP Training
- Sourcing must be clear
  - Hoosier Proud?
- Limited to food and beverage products and processing

**IDEAS for addressing VALUE ADDED**

- *Growing Indiana* – for value added
  - Bigger than ISDA
  - IEDC, Tourism
- Manpower/how to manage
  - Build in steps
  - *Indiana Grown is limiting*
- Label should add the value
- Sourcing Label
  - Sun King, Upland, Oliver...wineries and beer would be huge. These products are on the store shelf and could create critical mass and brand awareness
  - Pledge
  - Can be layers
- Model USDA Organic Labels
- Need Logo in advance
- Prepared marketing materials

- Consumer awareness program
- Label for sourcing Indiana Grown
- Might it be confusing if label is on value added?
- More included can dilute label
- Not everyone will pay more for Indiana grown
- Processed here but not raised here? What are your thoughts?
- Too exclusive, we will regulate ourselves out of viability
- Move away from Indiana Grown
- Conversation about where produce and meat is grown for markets
- 18 participants
- Do consumers really care?
  - Price
  - If they are price conscious consumers we may never reach them
- Room to grow organizations with local food members
- Out of state consumers may not want to buy Indiana Grown – Midwest Grown
  - Exceptions for some products

### **What is working?**

- Enjoy using label when easy
- Promotion of local foods
- Kroger has it in every store
  - Ft. Wayne to Bloomington
- Fee appropriate
  - \$100 to join
  - \$50 to re-up
  - Website listing with map and products
  - Use Logo
  - Access to stickers
- Self policing by grower
- Label has value
- Self vetting
- ISDA verifies farms

### **Value Added**

- What percentage is ok to be Indiana Grown
- What if it is processed out of state
- Source ID is important
- Don't want retailers slapping on a label because it might not have come from Indiana farmers
- Not same as Indiana Grown but need to loop them in
- Harder to police
- Better fit for Indiana Artisans?
- Artisan program is struggling

- ISDA expo for Indiana Grown members to get introductions to retailers
- Furniture? – local wood
- Indiana Grown to network with Artisans to encourage them to use more Indiana Grown products
- Regional?
- Add restaurants?
- A lot of other states have value added in their programs
- Artisans and Indiana Grown are mutually exclusive

### **Why Indiana Grown?**

- We want consumers to that what they are buying comes from Indiana
- Let consumers know what grows in Indiana
- Consumer education
- Competitive edge
- Brand awareness

### **How Might We Increase Brand Awareness?**

- Increase number of products under umbrella
- Sticker usage
- Marketing materials
- Smartphone app for farms and products
- CLPP and absorb into Indiana Grown
- Mailing to every farmer – email to growers
  - Info on how to participate
  - Mission and Objectives
- Need definite mission objectives and grow from there
- Purpose v. Mission
- School kid involvement
- Educational
- School Gardens
- Market masters info packet
  - Mandatory vendor meetings
- Increase membership
- Clear message
- Membership in front of markets – expo, etc.
- Survey to farmers markets to people along with direct consumer conflict and measure interest
- Local restaurant expo
- Which restaurants that are sourcing local products and putting them on the menu?
- Fresh Food Fridays – selection of IN Grown farmers

### **HMW Increase Membership Under the Current Program**

- Increasing value – communication on
- Know your audience
- Printed materials
- Product out there with label on it
- Use current members as ambassadors
- Ag day tour with LG, GOV, ISDA – t-shirts
- Increase visibility
- Consumer campaign
- Horticulture Congress, Vincennes
- Marketing materials
- Video
- Display @ State Fair in the Normandy Barn, Ag/Hort building, Family of Farmers
- Partnerships with other organizations
- Talking points and goals for others
- Marketing intern – Nick Mink
- More focus groups
- Increase marketing budget
- Apply for grants
- 10% local campaign

**What is not needed in the Program?**

- Anything outside of Food and Beverage
- Value added