

Indiana Grown Commission Mtg
December 11, 2014

Attendees:
Pete Eshelman
Bob White
Ted McKinney
Jodee Ellett
Cheryl Carter Jones
Chris Baggott
Debbie Trocha
Margaret Davidson

- Pence: Agricultural, entrepreneurial business program to get billions of dollars in the state.
- David gave bio on John Mark-Hack
- David going over supporting documents.
 - Fees
 - David = waving fees – at least for the first two years.
 - If it cannot fly on its own within the first two years, it will not succeed. However, that shouldn't be the case here.
 - Pete = no fee
 - Debbie = fee, if you charge after two years, then you'll upset people. This could be a hard sell to get people to pay fees. There has got to be something behind the numbers.
 - Jodee and Chris = We need to explain the benefit to charging fees
 - Pete = We need to tie this into impacting the economy. We need a plan, we don't know what the plan is, therefore cannot at this time determine if we can charge fees.
 - David = Superstores need to be partners, not customers (everyone is in agreement)
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 - Asset Map
 - David got a call from Kroger about wanting to do a program similar to Kentucky in Indiana. David doesn't have members, couldn't do anything.
 - Pete: We need a directory for David to pitch
 - Ted: Spirit of the group is saying, if business can afford it, then no fees. We file back as the consensus of no fees. Most robust plan of action.
 - Business Plan
 - This is key = Pete (this can be a billion dollar opportunity) and Debbie

- David needs to explain how to impact agribusinesses/ farmers' businesses.
 - Leg. gives \$100,000, and without fees – we won't succeed – Ted
 - Pete = we need a business plan - one person and David can do a lot of damage
 - Cheryl CJ- If we get nothing, then can we collectively go to Eli Lilly, or other organizations and then have them support the program financially for Indiana?
 - Pete = We absolutely need a business plan. Put in the number of people, the budget, cost of promotion, website, etc, what are the specific needs, then show commodity groups, the Gov, LG, and leg.
 - David = we need at a minimum a \$1mill to promote the producers
 - **Deb, Pete, and Cheryl work on business plan. They need David to explain what the benefit it. Completed by Jan. 30 to be presented to the Commission.**
 - Deb = Utilize Purdue's MarketMaker
 - We need an app for a directory of ag producers – Chris raised his hand to do this.
 - Within the next 30 days, after the plan is developed, we can see more about what everyone on the commission does.
 - Promote agriculture and generate opportunities in the state.
- New Topic – Logo/ Name for the Brand
- 15-20-30 minute discussion on who we are, before we leave, we need to have a consensus
- It appears they agree on Indiana Grown
- Develop official talking points so that we speak with a unified voice
- Champion discussion
 - Pete – by Jan 30, have a draft business plan and then can do restaurants after the business plan is developed. Co-branding.
 - Cheryl – can offer assistance on PR development. Write for Farm Indiana, other publications. In Columbus and Bloomington area, she can do personal visits/contacts. She can also present in Indy area. Champion fruit and vegetable producer groups/sign ups and can also food safety and modernization.
 - Chris – free PR (website, facebook, twitter), geographically local farmer signups. Legislative initiative ideas to help the program.
 - Deb Trocha – Farm Markets. Training for farmers markets, coops
 - Bob White - FSMA, also do PR, lots of venue opportunities
 - Jodee – Food contests (other events), State fair, data on the impact of local foods. Selling of the program around the state. Food hubs, reaching out to institutions.
 - Margaret – promotions, events, fairs. Two tiers of messaging – solid points of messaging
- Joined by Mark Newman to discuss Honest To Goodness, universality of a brand platform. It is not a Tourism brand, it is a universal brand.
 - They did a microstudy following the recent ad campaigns – the recall was really good. The tax dollars gained were \$5.07 per each \$1.00 spent. For each \$1 spent, \$73 in spending.

- Idea from the Commission is that the foods are Indiana Grown, but the destination is Honest To Goodness. Reaction from Mark is that it needs to be intuitive to the consumer, but it could work well.
- Additional concerns from Chris that possibly some methods of production may or may not be defined as “honest.” It might dilute the brand whereas Indiana Grown has no morality/value association as honest done.
- The logo could be manipulated to fit Indiana Grown. Could the logo be left but the words Indiana Grown added? Mark’s response – if it strengthens the connection to support of Indiana as a whole, then it is good. It would have to take some review to know for certain it would work.
- Mark says legal counsel indicates the use of Honest To Goodness is not an issue legally. Some lawsuits have been filed, but they are being handled appropriately.
- Indiana Grown has to be a part of the name/logo. There appears to be a Venn Diagram in some instances the two work together and in others, it doesn’t.
- Comments on application – remove cooperative from the 1st paragraph (use collaboration), change the whole thing to the “legal” definition. Add PO Box. Change Marketers and Venues to Businesses on 2nd page. Alphabetize/group the business partner list.
 - Possibly change the definitions to remove the 51%? What is the minimum standard? Chris thought it would be 100%. Pete says Red Gold, for instance, couldn’t do it.
 - Can we use a pledge to ask that companies purchase as much as possible sourced from Indiana?
 - Ted says it can’t be 100%. It won’t be that.
 - We are here to be successful and to help grow more so more can be sold.
 - We should keep incentivizing the idea that it is best to use as much as possible from Indiana, but we can’t punish those who don’t.
 - Maybe Phase 2 would be to have a gold standard of all Indiana product.
 - Growing support for adding pledge. Let’s make it 51% to keep it officially a majority.
 - Will the consumer feel duped if we don’t have Indiana Grown be 100%.
 - Come back to it and discuss later.
 - Grow Indiana?
 - Share thoughts on this subject electronically before we get to the next meeting so all has a chance to internalize. David will be getting details on what percentages other states use.
 - Want to hear what Wal-Mart has to say.
 - Add to the application: GMO/non-GMO. production styles/methods. But if a question such as that is added, it needs to be defined.
 - How to use is a separate document so the application isn’t as large.
- Presentation from John Mark Hack
 - Marksbury Farm Market, logo helps focus on grass business. Raise animals according to their own guidelines of pasture/grass fed.
 - Two pillars in their work – relations with the customers/transparency in their methods.

- They don't buy into the argument that only certain types of farmers fit the sustainable method of growing. They believe as a business and a trade group they can help commodity producers, to alert them of the viability of locally grown products, and also to rely on their networks and experience.
- Only within the last 70 years, agriculture has gone to the technology intensive system. For most of history, sourcing was generally local. Now, it's price-based commodity market system.
- **For Local Food Association** - Regulated by the federal government, so while it seems odd to have a national locally-grown association, it is necessary to have a voice at the table.
- Government cannot draw lines to exclude anyone. Integrity has to be prominent to the program, but there is some confusion in the market by the consumer because they don't know the details for each brand and diluted the initiative.
- The Commission should reach out to commodity orgs to touch all of ag.
- They don't define "local" but they are setting a list of values and principles that define their purpose as an org.
- Restaurant rewards was a big driver for them to use Kentucky Proud. It was a huge component. They have now switched to mostly doing retail rather than restaurants.
- What could be done to bring him back – clean up the integrity of the program so a truly local product doesn't compete against a not 100% product but it's not the role of government to do it. He would prefer all marketing programs would use 3rd party verification to certify their members.