

Indiana Grown Commission Meeting

February 10, 2015

Attendees:

Ted McKinney
Cheryl Carter Jones
Deb Trocha
Chris Baggott
Chelsea Marburger
Margaret Davidson
Mark Straw
Pete Eschelman
Bob White
Jodee Ellet
Jeanette Merritt

Ted McKinney gave a welcome and recap from last meeting.

Logo discussion:

- The design presented lends itself to options to indicate packed in Indiana vs. 100% Indiana, etc. Whatever options would be required by the entities who apply to the program.
- Consider having individual labels, but also have a general label which could be applied to those which are processed in Indiana, but not grown.
- Retailers at all levels have said they have issues with Indiana Grown as a general label. The label needs to address consumers' questions more than just the general label. The subheadings address the questions.
- We can't have organic, natural, etc, b/c those are either certified by outside orgs (not Indiana), or don't have a definition.
- Some are not opposed to "processed" despite others who have concerns with the use of the word on food products.
- Restaurants "We Support Indiana Grown" larger logos, next to certain entrees use a small logo when they are Indiana Grown. (maybe smaller leaf)
- Use a designation for partners as a part of the label as well.
- Maybe use a general "Indiana Grown" logo and one for "100% Indiana Grown"
- Add "crafted" to the list?
- Why use "hardwoods" – wouldn't they just be under the general Indiana Grown label?
- Charge money to co-brand – to add the additional brand label to the Indiana Grown label.
- Keep the logo simple.
- Chelsea likes the bottom middle one. Wide ones don't lend themselves to some products.

- Use a pictorial designation so the picture can be easily used as a smaller icon.
- Avoid anything that separates the letters IN. Don't use cursive, and make it a stacked square logo rather than long style. Put the Indiana graphic to the right. Or it could be circular. Compare all caps vs. not all caps. Couple variations of above and below. Don't replicate the Georgia Grown logo. Single color (single shade of green) vs. multiple shades.

Application discussion

- Jodee has some additional suggestions from the perspective of her "grower" background.
- The text could be a separate document that the individual keeps. (video on the website?)
- Program brochure which can be handed out with the application. It would describe the program and answer questions.
- Use separate designation/process to specify sponsors. The application being discussed would all be part of the free options.
- Why have the Business type identification at all? Full discussion on the benefit and use of this data. General consensus that the info should be collected, but keep it simple.

Consider using USDA funding from Federal-State Marketing Improvement grants.

Business Plan discussion

- Question was asked how do other state programs address the disconnect of producer to retailer – answer was provided that they are encouraging hubs and other connections to bring those folks together.
- 1. Number of members and partners 2. Brand recognition 3. Economic impact
- Don't use dollar values/use volume moved to determine economic impact?
- Anything less than this suggested budget will be compromising the success of the program.
- Can we go to \$0 in year 3? Beyond those two years, it may still require this funding for the foundation of the program. We will be pursuing other revenue sources with the goal to make the program financially sustainable. Keep the fixed expenses as a recurring budget line item and make the variable expenses accessible using outside funding sources. Use 350K to keep those fixed expenses.
- Options for outside funding – "proud sponsor," event exhibitors, event banner sponsorships, directory advertising, trade show advertising, partner programs, membership support
- By year 3, use ROI to get back the money used by the state. How to make it self-sustaining?
- Program initiative will be pursuing outside revenue streams.
- What happens if we don't get any money – no program. We will have failed. This is ISDA investing to increase economic opportunities for the state.
- Need to buy website domains
- Many other business plan changes which were noted on a printed copy of the plan. Scanned and saved to ISDA/Shared/Indiana Grown/Meeting Notes