

## Indiana Grown Mtg – 7/11/14

Laura is assuming Commission members will be getting their official notification from the LG's office.

Ted – letter should be sent from LG on LG letterhead, reference to contact ISDA letterhead.

After that notification – ISDA doing all communications, including invite to mtg at State Fair.

**Laura Do** - ISDA should draft language for official notification. Both for those who were not approved and those who are being chosen – need language on Monday.

**Laura Do** - We will have Barto's provide food for the state fair mtg. Need to contact them to schedule catering.

ISDA provided two options for recommendations for Restaurants, Retailers, and Farmers Markets. In those three areas, no individuals who fulfilled the requirements applied for the Commission.

Budget appropriation discussion (doc attached at the end of these notes)

- David changed language to remove references to old program.

- If we don't have new program available on Jan 1, 2015, what happens to existing members? Laura says we are not promoting the program at the moment, but growers should continue to use the promotional materials they have already. This provides continuity for existing members.

- For Indiana Grown, will be able to include provision to say fund will be non-reverting to the General Fund so it continues to provide funding for the program.

For renewal letter, an option is to offer "special discount" for existing members. Another option - excited about the future, but we don't know where the Commission will land, producers should continue using the materials and name until new rules decided by the Commission. David is concerned about discount for existing members in the new program. The "gift" to existing members is to use resources now, free of charge. If anyone wants to participate now, before rules by the new Commission are set, they also can join free of charge. (Wait for comment from Connie before making official)

Ted has given approval for Facebook page for IN Grown. Laura will be creating and administrating. Ben says it might be good to also do Pinterest and possibly Instagram. Don't ignore Twitter. Ben/DyNishia can also help with social media options.

**DO IN THE FUTURE** - Good idea to target reporters who do restaurant reviews to get them interested in Indiana Grown products.

**LAURA DO** – letter from Ted to thank those who applied but were not selected or were not eligible.

**SUZI DO** – Talk to Justin about having Commission public mtg at the State Fair.

7/10/14

Additional Appropriation Justification for Indiana Grown

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The Indiana Grown program is a cooperative effort among producers, processors, wholesalers, retailers and the Indiana State Department of Agriculture (ISDA) to brand and promote Indiana produced agricultural products. The goal is for consumers to easily identify, find and purchase Indiana grown products which will increase jobs and revenue for the state.

In 2014, HEA 1039 created the Indiana Grown Initiative program and commission. ISDA was tasked with developing, administering, marketing, and promoting the program and to provide administrative support for the commission. Originally, the legislation included a \$5 million appropriation to the Indiana Grown Initiative Fund; however, this appropriation was removed in House Ways and means since it was not a budget session. Therefore, the program was created without any additional funding to meet the new responsibilities tasked to ISDA, but support existed within the legislature to provide funding in the next biennium budget.

Funding is crucial to this program's success and implementation. To fulfill the tasks of implementing a successful Indiana Grown program, ISDA requests a \$2.0 million appropriation. These funds will be used for:

- Additional staffing (1-2 positions) to implement and market the program
- A marketing and advertising campaign to introduce the public to the new program
- State-wide events to showcase Indiana Grown products and producers
  - Included in the cost of these events will be banners and other promotional materials
- A website for the new program
- Providing trade show and promotional assistance to members of the program

Almost all of Indiana's sister states have enjoyed the economic benefit of a state agricultural products branding program, and the success of each program has relied heavily upon sufficient funding to support their branding programs. A strong Indiana Grown program will benefit our own food and agricultural businesses in both urban and rural areas of Indiana. Therefore, appropriate funding to execute the Indiana Grown Initiative is tantamount in creating greater local economic opportunity in our state.