

Indiana Grown Commission Meeting

June 9, 2015

Attendees:

Jodee Ellett
Deb Trocha
Mark Straw
Cheryl Carter Jones
Chelsea Marburger
Bob White
Chris Baggott
Ted McKinney

Introductions from around the room and welcome from Ted McKinney.

Ted says the group is starting to pivot with action – it is less creation of the initiative and more of sharing what ISDA is doing as we begin the rollout.

David King

- presented the spreadsheet showing the current listing of Indiana Grown members. Right now, it is about 40 members – but expected to double with the email apps he has received yesterday and today.
- We are having Samari Consulting do a baseline survey to measure awareness of Indiana Grown now and in a few years.
- Website is still under construction – it will be live by July 7th for the launch.
- David gave update on Kroger food show for June 26 at the Hendricks County Fairgrounds. He has 30 committed suppliers to present at the show. Kroger is planning to put kiosks in over 100 stores. Marsh is working to reinvent themselves – they are looking to be the preeminent supplier of local foods in the area. They are putting kiosks in approx 70-80 stores. Details are developing with Marsh. Wal-Mart is likely in the pipeline as well, but details are unknown at the moment. Also Whole Foods, Market District, Fresh Thyme, etc. Biggest problem continues to be with supply, as was already known when we began. Kroger, Marsh, etc is also willing to give technical assistance to producers.

Dittoe PR

- will be helping to set up a track to follow. They continue to work out details for launch strategic plan.
- July 7th is the rollout.
- They are working on a media kit specific to the launch and all the other media and communication materials.

- They went through their “items needed” list: press kit, a finalized press release, brochure, website, blogs, video?, press avail location(s) and plan, list of spokespeople for media relations, photos of member farms and Indiana Grown events, goals of member and partner sign-ups.
- They provided a Q&A key messages and potential media questions with responses to keep the commission members and public on the same message.

Brochure review

- Chelsea, Chris, and Cheryl will be able to give their comments directly to Dittoe.

State Fair

- We will have a presence at the State Fair in the Harvest Pavilion. There will be 4 kiosks within the space for farmers/producers to show their products. The kiosk will have Indiana Grown labeling, and individual farmers will be able to show at the fair. There are concerns about being able to get producers to be willing to go to the fair for a day. Points from others are that some groups will be finding this as a way for free marketing and others won't want to give a day. Let the producers decide. ISDA gave more details about the concept of the kiosk at the fair. It may be a good idea to have a visual display of some sort at the fair to show existing products consumers can purchase. May consider having ability to look through the Indiana Grown website and/or have video capability. Have info from Edible Indy, food guides for statewide local food options (Chelsea should have).

Website overview

- Social media focus – encourage everyone to like/share the Indiana Grown facebook page. Currently have over 1000 likes. The facebook page has connected with several entities – farmers markets, producers, etc. The focus is to raise awareness of the program with the public and provide connections to the producers.
- We have been working with Carter&Co on creating the Indiana Grown website. The test/development website was previewed.
- Indiana Grown App previewed as well.
- Jodee asked is there the ability to find producers, etc, using the map function on the website – the answer is that it will depend on their application and what the producer wants to put out there.
- Could offer a 1:1 class with Indiana Grown members on how to blog, how to get the social media presence.
- The website needs to be linked from all the other entities (Farm Bureau, Purdue, etc).
- Jodee is asking how will we be asking producers to update their information?
- Chris - What is the email marketing capabilities? Still a work in progress. We need to add option to collect data for email marketing.
- Chelsea - It is a well-laid out website, but what is the purpose of the website. Idea from Dittoe is to use the sliders to help direct consumers/producers to get to their resources.
- David asks – how would they suggest getting grower opportunities? Dittoe is suggesting that can be a “key message” for media outlets.

Finance Discussion

- Ted's comments - Education got a lot of the funding in the budget, as well as the bicentennial. Indiana Grown did not get the funding we asked to receive. We have decided not to lament the loss, and ISDA has done a deeper dive into our budget. There have been some funding options we can use and we are saving some money in other areas (professional services and grants) and are dedicating them to Indiana Grown. This has let us get started. We are also looking aggressively at federal funds. We are interested in trying to look at raising funds (selling booth space, etc). We are trying to think about budget options in two years and are using what we do have available at the moment. If anyone has revenue sources they would recommend, we are open to ideas. Ted also referenced the Indiana Ag Strategic Plan and he is hoping there will be some traction to add locally grown into the mix along with other intangibles.

Other items

- Bob wants an electronic copy of the powerpoint presentation.
- Commission members are noting some discrepancies in the numbers which are used.
- A store kiosk is a launching pad. Only a few will actually end up making it to the standard store shelves, but they will give all a chance.

To Do list/goals

- Each commission member should find 20 members to sign up and get entities to go to the food show.
- Ideas on how to keep the producers busy at the food show if they are not talking to buyers?
 - o Culinary students, chefs, promote producer interaction, provide a basic guide on what they need to do to sell to Kroger, other educational opportunities and resources, questionnaire to get info from the producers – put Commission members to work asking how Indiana Grown can help, supplier asset map creation
- Cheryl will be taking a stab on a questionnaire to use at the Kroger store.
- Can tap into County extension offices and Farm Bureau offices to gain members. Maybe consider a webinar to explain Indiana Grown.