



— Newsletter —

A Message from Director Heather Tallman:

By now I hope you have read my earlier message that Friday, June 18 is my last day with Indiana Grown. It has been my pleasure to serve you the last several years in a variety of capacities here at the Indiana State Department of Agriculture. I have so enjoyed getting to know you all, sharing in your stories and watching you grow. This industry is so very close to my heart. Thank you all for supporting both myself and the Indiana Grown program.

Moving forward, I hope that you will continue this support of our staff members, Janna and Angela. There will be a new Director in the coming weeks and in this time of transition we want to ensure that nothing gets lost in the shuffle.

It is because of this, and because we are entering into our busiest time of the year, that we are implementing a period of focus that will allow Indiana Grown staff to fully prepare and stay on track. From Thursday, June 17 through Thursday Aug. 26, Indiana Grown staff will not be processing materials requests, new member applications or other non-event-related requests and will not be making site visits. It is important that you make your specific needs known before June 17 and communicate needs often to staff. This is not unlike past years, but this year we are being more intentional with our messaging.

Contact Indiana Grown Marketing and Communications Manager **Janna Page** to discuss your events, to receive assistance on blogs or event submission on the website calendar, and social media requests (content for us to share as needed and when we can) at JaPage@isda.in.gov or 317-473-5210.

Contact Indiana Grown Operations Specialist **Angela Grant** for new materials, assistance with Shop Indiana Grown technical needs and Indiana Grown website issues, such as profile updates or changes and password resets at AGrant@isda.in.gov or 317-431-6115.

Thank you for your support and friendship over the years, I will be cheering you on from the sidelines! Should you ever need anything from me, please contact Indiana Grown staff and they can put you in contact with me.

Have a great summer season!

Heather Tallman

Get Involved

There are many ways you can become an active Indiana Grown member:

- Create a member profile—add information, pictures, links and blog posts.
 - Participate in our social media efforts, such as Five on Friday.
 - Tag us in your events and social media outreach.
 - Attend our events as a participant or just to show your support.
 - Share your Indiana Grown pride on social media, in your vendor booth or on your packaging by using our logo.
 - Join our closed, member-only Facebook group.
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Maps, Trails and Guides

As you look through our [maps, trails and guides](#), you may notice that your information is missing or incomplete. We can fix that! Please contact IndianaGrown@isda.in.gov to share your revision. **Note:** all maps, trails and guides are populated from information provided to Indiana Grown on the member application. This is one of many reasons it is vital that your information be kept up to date and accurate. Please take a moment to make these changes or let a member of our staff assist you.

Indiana Grown Marketplace at the Indiana State Fair



The 2021 Indiana State Fair will take place Friday, July 30 through Sunday, Aug. 22. This store is available for Indiana Grown members to sell their qualifying products for the duration of the Indiana State Fair. Indiana Grown members should have received an email containing important details regarding the Indiana Grown Marketplace. If you would like to participate and you did not receive the email, please complete [THIS FORM](#). **Participating members must submit all required information by June 30.**

This year, we are experiencing a slightly shorter backend planning period, so it is very important for all Indiana Grown Marketplace vendors to communicate needs and read all Indiana Grown communications thoroughly.

Artisan Demonstrations at the Indiana Grown Marketplace

Due to the larger store footprint this year, the Indiana Grown Marketplace at Indiana State Fair will feature daily artisan demonstrations. Examples include wood carving, weaving and soap cutting. Food demonstrations will not be permitted. As a demonstrator, you will be able to sell products at the store if are registered to be a vendor by June 30. [CLICK HERE](#) for more details and sign up to be a demonstrator.



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Shop Indiana Grown Online Marketplace



As you may have heard, Indiana Grown launched the [Shop Indiana Grown](#) online marketplace! The FREE service will be offered to **all qualifying Indiana Grown members** providing you with an additional sales outlet during a time when online retail is critical to the success of many farms and businesses in our state and nationwide.

Signing up is easy! Simply visit shopindianagrown.org and click "Become a Vendor" to begin the application process. A member of the Indiana Grown staff will review your submission before you may continue.

If approved as a vendor, you will be responsible for creating your profile, uploading products, managing and shipping inventory as well as responding to consumer inquiries. In addition, we have brief, online training and information sessions you will be responsible for viewing. **Please note:** all products submitted must have the ability to be shipped, and all consumable products must be made in a commercially-inspected kitchen.

This e-commerce platform was made possible thanks to our partnership with the [Indiana Small Business Development Center](#). Would you like to meet with a no-cost Indiana SBDC business advisor to help prepare you for e-commerce sales in areas like logistics + shipping, e-commerce development, financial advising or market research?

Please contact IndianaGrown@isda.in.gov with questions or for help getting started.

Opportunity for Indiana Potato Growers

[Indiana Grown for Schools](#) invites Indiana growers to provide the featured Indiana-grown food for the 2021-2022 school year: potatoes. Indiana school food service providers are looking for all varieties of potatoes. All growers must be using [Good Agricultural Practices \(GAP\)](#), which is part of the recommended buying practice for school service buyers in Indiana.

Please fill out [this questionnaire](#) if you plan on growing potatoes and are interested in selling to schools in your area. This information will only be shared with the appropriate food service contacts and they, or their buying representative, will reach out to you directly.



Marketing Materials Available



If you're an Indiana Grown member, we encourage you to display our logo proudly on your products, vendor booth or storefront! This free benefit of membership with Indiana Grown helps consumers easily identify products that are packaged, grown, raised or processed in Indiana. If you need the updated logo or other marketing materials, please complete [THIS FORM](#) to submit a request. Please note there are limited quantities of some materials.

Indiana Grown Member Visits

Recently, Indiana Grown and Indiana State Department of Agriculture staff visited Melon Acres, Inc. in Oaktown for a behind the scenes look at the asparagus harvest and its packing process.

If you would like a visit or meeting with Indiana Grown staff, [CLICK HERE](#).
Note: there will be a delay in visit scheduling due to staffing changes.



Urban Soil Health Program



Do you grow diverse vegetables for market on a farm outside of town? Are you growing food in the city? Do you raise a range of products including produce, livestock, flowers and fruit? The Urban Soil Health Program wants to hear from you! The program's goal is to promote a systematic approach to urban and small-scale agriculture by enabling local efforts to deliver technical assistance, training, education and outreach related to soil health management systems to urban landowners, land-users and other interested groups.

The Urban Soil Health Program aims to reach new and underserved audiences in the small-scale farming arena and promote focused efforts specializing in urban soil health. Program staff will work with partners, including farmers and non-traditional partners, to help form local working groups across the state to provide new programming and address the needs of small-scale growers.

Find out more about the urban program and contact staff by visiting the [IASWCD website](#).

Project HOPE Offers Assistance to Small Businesses

The [Indiana SBDC](#) and Indiana University Kelley School of Business are partnering to support the long-term economic recovery of Hoosier small businesses and entrepreneurs. Eligible companies may apply for no-cost assistance to help establish or increase their online presence through website development, e-commerce support and other digital tools and services. Under this program, Kelley students and recent graduates are offered internships to assist small businesses in solving technology issues or providing new digital capabilities. Projects include creating or modifying websites, building e-commerce platforms, improving cybersecurity frameworks, migrating data and more. Indiana small businesses are encouraged to [submit applications online](#).



UN Food Systems Summit

The "[Best Small Business: Good Food for All](#)" competition is looking for businesses making a positive difference. Enter this competition to showcase your small to medium-sized enterprise (SME) as an inspiring example to the whole world. 50 winners will be honored as a "Best Small Business: Good Food for All" and get spotlighted by worldwide media.

The competition is open to any small to medium-sized enterprise doing all or most of its activities in the food system, in any country. To qualify, your business must have between 5-250 employees, be legally registered and operate in compliance with the law. [Apply by June 4](#) to be considered.

Five on Friday



Indiana Grown would like to feature our members by asking you to share FIVE interesting things about your farm or business. This weekly feature is called Five on Friday and is a fun way for consumers to get to know you.

Please complete [THIS SURVEY](#) if you are interested in participating. Members will be featured on Indiana Grown social media platforms as well as on the Indiana Grown website. After completing the survey, please email a photo of your business operation to indianagrown@isda.in.gov.

If you have questions, please contact Indiana Grown Marketing and Communications Manager Janna Page at japage@isda.in.gov.

Create Your Own Blog Post

Have a great recipe to share? Want to tell the story of your fifth-generation farm? As an Indiana Grown member, you have the ability to create your very own blog posts to share the latest news and updates about your farm/business. Your post will live on the Indiana Grown website and be tied to your Indiana Grown profile! Reference our [Blog Post Step-by-Step Guide](#) to get started!

If you have questions, please contact Indiana Grown Marketing and Communications Manager Janna Page at japage@isda.in.gov.



LG Visits IG



Lt. Governor Suzanne Crouch visits Indiana Grown member Fresh Food Hub Tuesday, May 25, 2021. Located in Auburn, the Fresh Food Hub works in conjunction with farmers in an effort to bring a local food and goods storefront to the community. The Auburn food hub offers a soup and salad bar in its café and a store with local fresh produce, meats and other grocery items.

If you would like to request a visit from Indiana's lieutenant governor, please [CLICK HERE](#).

Terms of Service - Update

In an effort to protect both the Indiana Grown brand and our Indiana Grown members, we periodically update our Terms of Service. Please [CLICK HERE](#) to review our updates.



317.232.8770 | IndianaGrown@isda.in.gov | IndianaGrown.org

Indiana Grown is administered by the Indiana State Department of Agriculture in partnership with Lieutenant Governor Suzanne Crouch.

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