

Indiana Grown Commission Meeting – 3/25/19

Indiana Farm Bureau Building 1:00 p.m. to 4:00 p.m.

Members present: Tamara Benjamin, Craig Baker, Roy Ballard, Bill Kercher, Bob White, Jolene Ketzenberger

ISDA staff: Katie Nelson, Bruce Kettler, Jordan Seger, Suzi Spahr, Heather Tallman, Dana Kosco

Called meeting to order.

Wrap up of **Indiana Grown Statehouse Day**. Should we continue this day every year?

Comments: it's a good event, It's worthwhile

Lunch with legislators works better at the statehouse.

Lets be more intentional with these events - focus more on single, well thought out events

If we do this again, put together a member gift basket and give them to the legislators that do show up

Marketing Material Survey – Google form to see what members wanted on marketing material

(see form in packet)

Indiana Grown on the Road Series Update – Event versions, Galentines day video and legislative event video, planning on doing a Paoli FFA one, and farm tour one.

State Fair store – Survey will open next week or the week after, went to the fair last week and toured a dry run of the store setup. Indiana Grown Green, similar to State Fair Bucks. They are a promotional item.

Monumental Marketplace – June 28th 10-2, logistics are rolling on that, hope signups to be at 150 booths, trailers and food trucks will be on north side of the circle, tents will be on the south side, the members love this and use this opportunity to sell, sell, sell. Doing a give-away item this year - a leaf bag, we got 2500 of them, event is family friendly and a very fun event

Indiana Grown for Schools Network Update – Survey is closed and we are done accepting entries for the most part, we do have representation in every county. So far the perception has been warm and great.

Comments: Is there room in a brochure for a superintendent testimony?

State Fair – Planning has been going well, 6 sample stations open to all members, culinary stage goes from 10am to 6pm. Indiana Grown is on the stage at noon and 3pm. 3pm show is with featured farmers and sampling will be done with the day's State Fair super heroes. This effort is to use the Heroes of the Heartland Theme.

Future Projects – Great year for Indiana Grown. Membership is growing and we are excited.

Comments: Thinking about partnering with Farm Bureau and showcasing Indiana Grown and Farm Bureau for food trailers and trucks at my local county fair. *(Need- county fair template for food stands)*

Future Projects – See releases for the **Farmer's Market featuring Indiana Grown**. SSP America runs the show, finances, staffing, etc. We are just there for support. Have people apply through the online survey. It will be a grab and go store, coffee shop, and sit down restaurant. This space has a three way liquor license as well. This store will be located between SunKing and ShakeShack. But people must fill out the survey to be in the store. They will not be selling anything not from Indiana. From salads, to bread on a sandwich, to the mayo, it will be from Indiana. Members may have to switch packaging and

pricing for this opportunity. The base is people just have to be GAP certified. SSP will be the final decision on one pork vs. another pork.

SSP will also feature Indiana Grown in other areas around the airport, in Circle City Brews and in SunKing and there is potential for Harry and Izzy's as well. Airport Authority is very supportive.

Comments: Shout out to the great Indiana Grown team for all their hard work on this. They've done great work to get this done.

Program Updates - we are continuing our contract with Williams Randall through 2019. They help us with logos and messaging. After that time the state of Indiana is figuring out a marking program for the entire state, so we are waiting patiently. We will have quite a few funds for purchasing print media and paid media for this fiscal year. We hope to have different ads to show you and ways we can connect with the end consumer.

Legislation update- \$240,000 in budget in the Senate, which has passed out of the House. We are hopeful that it will be passed. The Lt. Governor loves this program and is supportive of funding.

More state fair updates - MOU is set with the state fair. We are looking for different sponsorship opportunities in connection with the building and asking what the fair is looking to do and we are seeing if we can be a sponsor in the Ag Hort building.

State Fair discussion - Thoughts on the building or the IG programming at the fair. What would be valuable for the Indiana Grown Program with the space that is there? Trying to re work the kids area, that was a lot of man power to clean and pick up after, but looking for something low maintenance and education for Indiana Grown

Comments: can we engage people to make food? Like a culinary class?

We could use people who are Indiana Grown members to teach people things, make something out of corn husks, etc.

Indiana Grown and Extension should work together. Extension could provide something for the kids and Indiana Grown can focus on adults.

Super hero theme, Superfoods? Possible idea?

Scavenger hunt between Indiana Grown, Extension and 4-H?

Touch screen Indiana map and click your county and all the members show up in your county? GIS is possible and you've got good content and you can rent the digital screens.

Play to our strengths, our strengths are not kids.

People will stay for food. And food demonstrations.

Sell Indiana Grown Bags? For \$5 each?

Sell those Indiana Grown shirts?

Could you sell the bags or the t shirts at the airport?

Event plans, overview discussion - We do well with Monumental Marketplace because it's a Friday in the summer and people naturally go to the monument for lunch, it's a pre made audience. We are posing an idea of hosting these marketplaces all over the state, not just in Indianapolis... But it's hard to get members and the logistics are difficult. What are thoughts? Where should we be focusing on events?

Comments: Bill's thoughts on the county fair thing was a good one.

Have you reached out to the Indiana County tourism boards? They can offer grant money perhaps?

There are too many farmers markets and they are competing against each other. You need to have members get some skin in the game so members don't drop out. I think there is value in the members showing up at local festivals and promoting their products and Indiana Grown.

We need to focus on consumer awareness.

Could we create a mini grant? \$1000 to offset the cost of x,y,z and meet our criteria.

This could help them build on something they are already planning.

We need to figure out where people come together? The state fair, Purdue basketball games, the Indy 500, Indiana basketball games, the mini – marathon?

Biggest thing to do would be a set up at the county fairs, no matter where you live or what your status is, everyone goes. You need a county fair tool kit, with stickers, and signs, etc.

Indiana Grown truck tailgating, Indiana Grown products, etc.

Open Discussion – question from Purdue Extension - “I heard the same thing over and over at AgHort, Small Farms, Indiana Grown, etc.” Can we come together as a state initiative to support these small farms, like a big expo for small farmers and wrap us all into one? Proposing 2022. Let's just have an amazing conference for everyone, with all these people, just once a year. This could be similar to the Michigan Great Lakes Growers conference.

Craig is starting a new project - taking over new area for makers space and food production, with shipping containers for \$1 a sq. foot for month, so the goal is to have it activated with 9000 people working there 3000 living there. It will have a component for a brewery tap and liquor license and a stage, etc. Basically a community center, where we could have a meeting and then shop for your food for dinners. Outdoor garden, rooftop bar, etc. I'd love to have a food lab in the building so people can do FDA testing. On 16th street from Busch stadium to Eskanzi.

Meeting adjourned – 3:45