

Indiana Grown Commission Meeting

5/24/18

Attendees: Bruce Kettler, Suzi Spahr, Heather Tallman, Dana Kosco, Jodee Ellett, Curtis Hansen, Thom England, Marcus Agresta, Bill Kercher, Bob White, Craig Baker

Welcome: Bruce Kettler, ISDA Director

Note from Suzi: Robin Kitowski has taken a new position and will no longer be on the Commission. We will need to fill that position if anyone has ideas.

Dana

Southern Indiana Uncorked happening this Saturday. 17 of our members will be there and we are providing booths.

State Fair Store per Suzi-very similar to last year. New space but similar footprint as last year. Callout for members to participate has gone out recently. We will not say no to frozen meat sales but is not a great fit logistically so we're not particularly encouraging that this year.

Adding "creation station" this year for kids in order to keep them engaged while parents are shopping and also to provide another benefit to fair attendees.

Wellness Event- at Daniels Vineyard with Yelp Sept 27th 6:30-8:30pm. Yelp bringing in fitness instructors, Daniels will have tasting room open. Members will have booths set up.

Website-new event calendar available on website. If you have new event, please let Dana know and she will get it added.

Heather Tallman

1148 members currently. New focus: increasing value to members especially wine, beer, wellness providers. Dana created promotional piece with Wine Trail.

Folks can visit, send in completed map and then receive a small gift. It's been live since May 12, 2018 and we've received positive feedback so far.

Monumental Marketplace- happening 6/15/18. Indiana Pork, Dairy, Beef, Glass Barn will all be there. 140 members signed up so far. Space for about 30 more. Estimate of last year's attendance ~ 4000

State Fair- will either have 5 or 7 mobile sampling stations. All members have opportunity to sample. Indiana Grown sampling stage: T, Fri Sat will be Carnival/Circus themed. Items being sampled will be marked in store.

WISH TV- 6:40 and 7:40am Saturdays earned media...members are doing segments. Scheduled through August 4th. Content is created in-house.

Farm to Cafeteria - Heather attended this conference in April and learned about what others are doing in other states. GA Grown speaker was very good and Heather recommended googling him. Passed around some literature from event.

Farm to Institution discussion with Commission:

Bruce asked what institutions we need to think about. Heather shared that right now we advocate for members to find others they can sell through and obvious choice is retail but for some, institution or school sales might be more lucrative. We hope to help schools make those local connections because typically, schools do not have the time to source local.

Jodee mentioned Cultivate Michigan that helps connects buyers with local sellers (apples, kale, etc). Bruce asked who key person at school is: Marcus said Food Services person is typically point person. Marcus said they do provide calendar of what is available and also shared that sometimes local is available but too expensive. Tom England shared that he met with a beef producer and learned about voucher system/ordering system. Jodee suggested it is a very complicated system in general. Heather suggested that IG role is to provide list of what is available and sourcing and purchasing is up to the schools. Craig suggested that Health Dept can make things difficult for famers which led to discussion about how to help educate Health Depts. Bob White said they're working hard in the legislature to further those efforts with the Health Dept. Bill said there is a disconnect btw what consumers want and what system requires for produces to

be able to provide those things. Marcus gave food safety example of ChiChi's green onion issue. Marcus and Bill Kercher agreed that food safety requirements are positive even though they can be cumbersome for small providers. Heather said we're starting to figure out that we can bring together stakeholders to use our resources wisely. Question from Bruce: are schools aware of some health dept concerns if they buy very local. Jodee said it should be on ISDH list for produce. Bob White gave example that one gentleman sold his pork to 4 different counties and needed 4 different permits and suggested that IG can bring those parties together to come up with a better solution. Discussion about whether local providers can ever hit the necessary price point that the schools are looking for. Craig said he went to his children's schools about doing a garden but schools said they couldn't serve what was grown. Jodee and Heather gave some examples of folks who are doing just that around the state. Jodee mentioned that along with procurement piece, education piece is also important. Marcus said a lot of schools source produce from them and do buy local corn, apples, etc.

Seth Grant- Eskenazi Health

Started off with a sidenote: Indiana Food Code has not been updated in years and that's big part of institutional purchasing roadblock. Institutions not willing to interpret on their own without clear cut rules.

Update on what is going on: committed to keeping 4 million food budget in state and encourage other institutions to do the same. GAP certification is a hurdle and they have encouraged several farms to get it and helped them facilitate. Successfully gone from 3% local procurement to 40% recently. It can be done! 100% of beef, pork, and chicken are coming from IN. Talking to neighbors at Riley, VA, etc and encouraging them to purchase similarly. New buying group via IHN that buys medical supplies and shows how economies of scale really can explode a movement like this. Once economies of scale increase, you get the attention of key players.

Eskenazi puts out over 7k community meals per week through programs like Meals on Wheels. 112 and 115k meals per week. Message is possible and powerful when leverage buying program with other institutions. GAP certification is important and Thom pointed out that it shows a certain level of professionalism from a farm. Marcus noted that it is a red flag if they do not want to do it. Marcus asked Curtis if they sell much pork to schools. Curtis responded while they're a

large, national org, the vast majority of their hogs come from IN but they sometimes get caught up in large/global environment. Seth shared Red Gold story that Red Gold purchases their tomatoes from 50 Indiana farms and Prairie Farms is a similar story. Eskenazi is “safety net” hospital for state and therefore makes even more sense to keep money in state because they are an arm of the state. Eskenazi is in unique position because they are not trying to turn a profit. Their mission is to serve the community. Seth came back again to the idea of economies of scale and partnering with other institutions to bring down cost. Seth shared that they have no deep fryers. Heather pointed out that she asked Seth to come and speak to share how a very large hospital can do this, then we can also share this with school corporations. Bob pointed out that Eskenazi has a champion in Seth that is passionate and the schools need this person as well. Jodee asked how we can make in-roads with the schools toward the same end.

Seth says goal from beginning was to bring folks into distribution so they do not need to source direct.

Question from Bruce; Seth, what caused you to start down this road? Seth: Encouragement from CEO (Lisa Harris). It is mission driven. Bruce reiterated it was leadership that drove this initiative.

Blank Page PR Firm Presentation- BP is new PR firm responsible for paid media. BP works solely with Ag industry. Tiffany Obrecht and Courtney Lamie presented.

DigIN presentation from Tony Hahn (Purdue) Rachel Miller (Piazza) and Chris Simpkins (atty).

DigIN is a 501c3. They have recently taken a step back from their previous ventures and worked with a strategy consultant to rethink their mission and efforts. They are back in rebuilding mode and are working to develop partnerships with like-minded entities. Overall discussion from Commission members reinforced the benefits of DigIN and supported a partnership btw DigIN and Indiana Grown.

Suzi

program updates

Potential Airport Store- under review by state officials in LG office. No official stamp of approval yet but we are hopeful.

Biennium Budget- in the next legislative session, they will be making decisions on following two years, 2010 and 2021.

Member definition – asked for discussion around boundaries for including folks that co-pack or produce outside of the state and/or those that are headquartered here but producing elsewhere. Decision was made to take a closer look at current definitions and get those out to members prior to next meeting so the Commission has time to review and then discuss further at next meeting.