

Indiana Grown Commission Meeting – 10.11.18

Commission Attendees:

Bill Kercher, Jolene Ketzenberger, Curtis Hansen, Mark Straw, Michael Gillum, Roy Ballard, Bob White

Staff Attendees: Suzi Spahr, Heather Tallman, Dana Kosco, Ben Gavelek, Regan Holtsclaw

Lt. Governor Representation: Jessica Baker

Suzi: Welcomes everyone as moderator. Bruce Kettler not attending due to an out of town meeting in D.C. Reviewed staffing changes - Contacts expired for SCBG contract employees Julie Golliher and Jen Desormiers and they moved on to other jobs. Indiana Grown is accepting applications for a new contract position.

Dana: Reviewed Indiana Grown marketplace at the state fair, explained the building layout and set up. 100 members represented with 400 products. \$63,000 in sales over 18 days. Creation stations were new and went over well.

Jolene: I liked the new location and set up, looked like products were selling well.

Dana: Vineyard vinyasa at Daniel's Vineyard in partnership with Yelp went over very well. Member conference is coming up, Monday, Nov. 5th at Hendricks Co. Fairgrounds. Shoup's is catering the event. Full day of group sessions and breakout sessions and advisor 101 sessions at the end of the day. 120 people registered for this free event. Registration closes next Friday. 2019 day at the statehouse is March 7th in the North Atrium, a free event from 11am-1pm.

Curtis: This member conference is for new members, can we recruit new members for this? How long has this been in the newsletters? What is the open rate or click through rate?

Ben: Explained Gov Delivery and that the newsletter open rate is 40-50%.

Bill: There are a ton of people who won't register and might register the day of.

Heather: State fair we had 32 stage opportunities. The stage shows do work, people try the products then they buy them. There were 6 sample stations for members to sign up for, usage were 60-70%, open to any member, with a product in the store or not. Used all marketing space available for that space. Target is going well, we are in almost every target in the state except Evansville and one other. In 2019, we will see growth with Martins and Needler's. We had several members in southern Indiana picked up by the Schnooks store. Kroger is still stagnant, still have signs in the stores and have 50% of products made from out of Indiana. They have no more interest in local programs. They have more interest in Simple Truth. But the members are happy they are in Kroger.

The Indiana State School Nutrition Assoc. is coming up, in Nov. Our purpose there is to talk to as many school service providers as possible and talk to them about upcoming resource guide. Indiana Grown will be there over the 3 days with 2 speaking engagements and a table. We meet people and get exposure for program and get feedback as to why they aren't buying local. Heather attended 2nd board of trustees mtg for school food service with United Fresh Association. Schools don't know how to order produce and this resource guide will help them.

The Wine trail is going well! There are 35 wineries, the press release was picked up by AP and Food and Wine Magazine.

Farm to school in Indiana has been trying hard to get local foods in schools. Indiana Grown with Dept. of Health, Purdue Extension and Dept. of Education received a grant for a farm to school program. Indiana Grown for schools is working to make a resource guide for food service providers to know what local food in their county and how to get it into their schools. We are doing research, Purdue Extension will put it together, DOH will put in a food safety and regulation piece, and DOE will print it and distribute it out to all 500+ schools in the state. Heather has seen some interest in local hospitals wanting to get more local foods in their cafeteria.

Suzi: In your packet are the 2018 fiscal year budget and the current 2019 budget for your review. The Lt. Governor's office has the authority to appoint most of the folks in this room, Mike is the new appointee from the Lt. Gov's office for the farmers' markets piece of this program.

Mike Gillum, I am in the food market and distribution market. My family has always been in the fruit and veggie business and I grew up with it. I sold my company to Get Fresh Produce, and now I work for the Get Fresh Produce as the Indiana sales rep, they are an Illinois based company. I do retail with markets and wholesale with food service.

Suzi: Tamara Benjamin, will be interim rep for Purdue extension. She will be joining us in the future. Up to date contact sheet is in your packets. =

Went through Indiana Grown Guidelines and logo use agreement. Members who have things headquartered in Indiana, but not produced or processed or packaged in Indiana can be a member, but the products can't have the logo on it. It's not transformed in Indiana.

Open discussion for agreement for changes and thoughts:

Jolene: Who are members but don't produce anything in IN?

Heather: St. Elmo's. Value added products made out of state because of co-packing, it is out of space. Candy maker who makes candy in Indiana, some of it made in IN, but the bulk made out of state. Farmers market who joins and doesn't have any vendors and nothing is from Indiana. Coffee, not made in Indiana, but roasted in Indiana and packaged in Indiana. Christmas tree farmers that only grow a few trees and import others. Produce Auctions, etc. We need to re work our use agreement because we are an economic development program and we need to stick to that. We need to protect our brand.

Mark: This is great that people need to use our logo. Can you afford to have two difference signs/ two different agreements? Make it a bigger umbrella, per se...

Chris: This is a question, this is brand identity, if we are economic development program then anyone producing a product in Indiana, using Indiana jobs etc. We need two tiers within this program. One for all Indiana companies who provide jobs, etc. and another one for those who grown, package and produce things in Indiana, like 100% Indiana Grown.

Bill: Short story about my family and company growing and making Hard Cider with Indiana AND Michigan apples, but made in Michigan, but sold in Indiana. Kroger doesn't want supply gaps, they want things 100% of the year.

Curtis: Indiana Packers is 100% processed in Indiana. And 90% are grown in Indiana. But cut up in Michigan. Raised in Indiana, processed in Michigan, sold and packaged in Indiana.

Bill: It comes down to us putting a finite definition on it or pick through the crowd like we are now. Should this be a decision tree? Meet this point, then meet the following point, then meet the next, etc.

Jolene: Is the problem the people see the businesses are Indiana grown and the products are not?

Heather: Two of our bigger producers, who don't make things in the state and they no longer get their ingredients from Indiana and our members and know this and see this and have issues with it.

Curtis: I would think that a logo that says Indiana Grown blank and Indiana Grown 100% won't mean anything to the consumers. But to the members who are rubbed the wrong way, feel better.

Roy: To me, being an Indiana company only, does not mean they should be in Indiana Grown program.

Suzi: It goes back to starting a company in Indiana, became an Indiana grown member, but now has moved elsewhere. Do we kick them out? (Jolene and Roy- Yes!)

Bob: There is no incentive from IEDC or locally that gives Indiana Grown members economic incentives. Keep it low, keep it the same place we are, someone will build a co-packer for our members who are going out of state and that will bring revenue in.

Heather: We need co-packers in this state. Darlington Food is a good example, making products in Indiana, choose to move to Kansas but still wanted to be a member.

Curtis: But they want to be a member, even out of state. So that is saying something to me that is good. We know that the logo helps small companies more than large ones and how do we attract large business?

Curtis: At a point, price will trump any sticker we add on things like Milk, Pork, Corn and Soybeans, etc.

Roy: Within 24 months, a company, if working toward coming to Indiana, they can be a member.

Meeting adjourned: 3:18 p.m.