



## — Newsletter —

Learn about Governor Holcomb's [Back on Track](#) plan and [CLICK HERE](#) for the most up-to-date information on COVID-19.

## We Need Your Feedback!



Indiana Grown has released several ongoing surveys that have been shared with you over the past few months, and we hope to continue receiving your responses in order to best support you as a member. For more information and to complete each survey, please click the links below.

- [How Has COVID-19 Affected You?](#)
- [Consumer-Focused Online Sales Map – complete by Oct. 16!](#)
- [Indiana Grown Legislative Event Donations](#)

If you have any questions, please contact Indiana Grown Program Director Heather Tallman at [htallman@isda.in.gov](mailto:htallman@isda.in.gov) or 317-697-5863. We greatly appreciate your feedback!

## Looking Local with Indiana Grown

In August, Indiana Grown launched a brand new consumer-facing publication called *Looking Local with Indiana Grown*. The newsletter features stories, members, recipes and more about a specific topic or product within Indiana agriculture. September's issue focused on tomatoes, salsa recipes and shared our recent Indiana Grown on the Road visit highlighting some local producers whose products become part of [Chips and Salsa](#).



The purpose of this new publication is to share even more about our members and their products with both the media and ultimately the consumer. As an Indiana Grown member, you will automatically receive these monthly issues. They also will be archived on our website [HERE](#), and if you know of anyone else who would be interested in subscribing, they can do so [HERE](#).

## Indiana Grown Member Instagram Takeover

### MEMBER TAKEOVER

Get a behind the scenes look from  
Indiana Grown member

MEMBER NAME • DATE



**INDIANA GROWN** | follow us  
@indiana\_grown

We've officially begun our Indiana Grown Member Instagram Takeover, and we're so excited to keep featuring our members each week!

We are inviting you to take over [Indiana Grown's Instagram](#) account! We want to see what it is like behind the scenes of your farm or business. Consumers love to hear the story behind our

members, and this is an opportunity to share what your farm or business does and why you do it. Talk about how you got started, your products, explain a day in the life, etc. This can either be done through photos or short videos.

You will be responsible for providing all the content to Indiana Grown for your scheduled day. Because of the outstanding response we've received, we have extended this campaign into 2021 and added additional openings. [CLICK HERE](#) to reserve your spot today, and don't forget to follow along on our Instagram page every Tuesday!

## Grow Your Customer Base and Your Sales With MarketLink

MarketLink helps farmers and farmers markets connect with technology to accept electronic payments wirelessly at market. The program assists with determining if you qualify for free equipment, helps you to become eligible to accept SNAP and receive the equipment that's right for you, as well as trains and helps if you have any questions along the way.



MarketLink is the National Association of Farmers Market Nutrition Program's (NAFMNP) complete solution for electronic payments at farmers markets nationwide. Through this program the Supplemental Nutrition Assistance Program (SNAP), debit, and credit card payments can be accepted from customers via wireless technology. The mission of NAFMNP is to cultivate opportunities for consumers to buy fresh produce from local growers. MarketLink is a long-term vision of sustainability for farmers and markets through a broader customer base, increased sales, and profitability.

The United States Department of Agriculture (USDA) supported the startup of this project. If you operate/manage a farmers market or are a direct-marketing farmer, you may qualify for free equipment and services. To learn more visit <https://marketlink.org/>.

## Learn More about Indiana Farm Bureau Health Plans, Now Available



Indiana Farm Bureau Health Plans, INFB's newest member benefit, launched Oct. 1. INFB members who are in need of individual or family coverage, dental/vision coverage or Medicare Supplement Insurance Plans may now apply for coverage or request a quote. More information can be found at [www.infbhealthplans.com](http://www.infbhealthplans.com).

If you're not a member of INFB but are interested in learning more about INFB Health Plans, **consider joining one of INFB's educational webinars on Oct. 29**. There are two times available: 8:30 a.m. or 7 p.m. ET and each webinar will last approximately 30 minutes.

The webinars will provide a high-level overview of the health plans and Medicare Supplements. Attendees will learn about underwriting expectations and medical record requests and be given several rate scenarios for each plan.

Agriculture-industry professionals are also encouraged to attend to learn more.

**Click here** to register to attend an INFB Health Plans webinar. If you have any additional questions, contact INFB Health Plans manager, Patrick Williams, at [pwilliams@infb.org](mailto:pwilliams@infb.org).

## Create Your Own Blog Post Today

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 need assistance please reach out to our Marketing and Communications Manager Dana Kosco at [dkosco@isda.in.gov](mailto:dkosco@isda.in.gov).

## Terms of Service and Logo Download



Please review the recently updated Indiana Grown [terms of service](#).

Indiana Grown has a logo you may use on your product, signs, website, social media or retail location, if approved. All logo use requests must be verified within 15 days of intended logo use. To request newly developed Indiana Grown marketing materials or the Indiana Grown logo, please complete this [SURVEY](#).



**317.232.8770 | [IndianaGrown@isda.in.gov](mailto:IndianaGrown@isda.in.gov) | [IndianaGrown.org](http://IndianaGrown.org)**

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

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