



Indiana Grown Symposium
 March 18, 2025
 Agenda

Time	Confirmed	Content	Speaker	Organization	Room
8:00 a.m. - 9:00 a.m.		Registration/Breakfast			Auditorium North & South Halls
9 a.m. - 10 a.m.					
		How to Make Cover Crops Work For You - A Panel Discussion	Ashley Adair	Purdue University	Classroom B
		Personal, Professional, and Societal Thriving	Jay Chaudhary	Sagamore Institute	Classroom A
		Operator Liability	Brianna J. Schroeder	Janzen Schroeder Ag Law	Conference Room 1 & 2
		How to Make an Impact Through Earned Media	Sam Sandala	Ditoe Public Relations	Auditorium North Hall
10:15 a.m. - 11:15 a.m.					
		Fostering a Culture of Innovation and Collaboration within a Team	Dana Dull	Dull's Tree Farm	Conference Room 1 & 2
		Soil Health & Microbiome	Dr. Lori Hoagland	Purdue	Classroom B
		Consumer Trends – insights into consumer trends for 2025 and beyond	Renee Evans	GM Production Solutions	Classroom A



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		Sustainability Panel Discussion	Brent Kumfer	Rejoicing Vine	Auditorium North Hall
11:30 a.m. - 12:30 p.m.					
		Pricing and Market Positioning for selling wholesale	Jeff Bricker Carrie Abbott	Brickhouse Vinaigrettes and Newfangled Confections	Conference Room 1 & 2
		Sales Strategy and Tactics for TikTok and Facebook	Morgan Gillentine	The Lotion Company	Auditorium North Hall
		Under the Hood of Your Website: Why Maintenance Matters	Todd Rimer	Element212	Board Room
		Food Entrepreneurship - Business and Product Development	Madison Mehringer	FEMI/AIC	Classroom B
		Expanding New Markets with Food Safety	Sharon Patee	IDOH	Classroom A
12:30 p.m. - 1:15 p.m.	LUNCH – Expo Hall				
1:15 p.m. – 2:15 p.m.					
		License to Steal: The Best and Brightest Marketers Share Freely	Donniella Winchell	Ohio Wine Producers	Auditorium North/ South Hall
		Storytelling and Farming Have More In Common Than You Think	Rocky Walls	12 Stars Media	Classroom A and B
		Perfecting your sales pitch for sales meetings	Stephanie Bossung	New Point Marketing	Conference Room 1 & 2
2:30 p.m. – 4:00 p.m.		Social Hour			Hendricks Power Expo Hall



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4:00 p.m.	Safe Travels			
ALL DAY	Private Event	Food Finance Institute		Classroom C