

Purpose

The Specialty Crop Trade Show Grant supports Indiana specialty crop producers and value-added specialty crop businesses in exhibiting their products at industry specific trade shows. This initiative advances statewide specialty crop competitiveness by increasing consumer awareness, expanding consumer education, developing market access through new sales channels for both specialty crop producers and value-added businesses.

Grant Goals

- Increase consumer awareness and education around specialty crops
- Promote Indiana grown specialty crops
- Expand market access and create new sales channels

Funding Overview

- Total funding available for the 2026 program year: \$75,000
- Reimbursement grant - no match required
- We will evaluate all applications, but looking for projects in the range of \$3,000 – \$12,000
- Program period: March 18, 2026 – July 1, 2027
- This is a competitive grant with specific metrics on scoring rubric.
- Funded through USDA Specialty Crop Block Grant
- Awardees pay upfront then submit reimbursement documentation after exhibiting or event completion.

Eligibility

Applicants must meet all criteria below. Applications that do not meet all requirements will not be considered.

- Producer of a [USDA defined specialty crop](#) or a value-added specialty crop product.
 - Refer to USDA website for full list of specialty crops
- Must be current [Indiana Grown](#) member, if not member apply for free membership online
- No higher education institutions
- Participation in the trade show(s) and/or events listed in the application

Endorsed Trade Shows

Preference will be given to shows and/or events with projected high attendance. Applicants may propose other events not listed. Examples of industry trade shows, including but not limited to:

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| • Winter Fancy Food Show | • National Restaurant Association Show |
| • Natural Products Expo West | • International Floriculture Expo |
| • World Floral Expo | • Summer Fancy Food Show |
| • International Mass Timber Conference | • Americas Food & Beverage Show |
| • Sweets & Snacks Expo | • Global Produce & Floral Show |

Eligible Expenses

Eligible expenses must directly support the specialty crop industry. This grant helps Indiana specialty crop producers and value-added businesses promote their products at industry events and trade shows. All funded activities must enhance statewide competitiveness by increasing consumer awareness, expanding education on specialty crops, and creating new sales channels. All activities must clearly support consumer awareness, promotion, and education related to Indiana grown specialty crops and value-added products.

2026 Indiana Grown Specialty Crop Trade Show Grant - Overview



Eligible expenses include:

Budget Category	Description / Examples
Exhibitor Costs	Booth fees, booth signage, carpet, trash, electrical
Marketing Materials	Must directly support trade show participation and highlight specialty crops (brochures, flyers, handouts, etc.)
Trade Show Marketing Activities	Product showcases, buyer missions, & exhibitor promotions
Educational & Promotional Events	Events that expand consumer knowledge & reach new audiences
Consumer Awareness Activities	Focused on Indiana specialty crops
Interactive Displays	Increase consumer access, engagement, and education
Marketing Campaigns	Promoting Indiana grown specialty crops

Ineligible Expenses

- Travel, lodging, meals, catering
- Employee salaries
- Product samples
- General marketing materials not tied to the specific trade show and/or event
- Expenses unrelated to the selected event(s)

Timeline and Office Hours Login Information

March 18, 2026	Application opens	Join Microsoft Teams meeting: https://teams.microsoft.com/meet/24199861830209?p=0mScr8rokPLIcplMTw Meeting ID: 241 998 618 302 09 Passcode: qt3DC3ar
April 9, 2026 at 10 am	Office Hours	
April 14, 2026 at 1 pm	Office Hours	
April 20, 2026 at 2 pm	Office Hours	
May 18, 2026	Application deadline	Dial in by phone +1 317-552-1674 , 1556353389 United States, Indianapolis Phone conference ID: 155 635 389#
May 27, 2026	Award announcements	
July 1, 2027	Reimbursement deadline	

Awardee Requirements

Awardees must:

- Use funds only for approved trade shows, events or activities listed on approved application.
- Submit reimbursement documentation in timely manner.
 - Receipts, invoices, proof of payment, photo of booth space, event photos, etc.
- Complete the event impact report provided Indiana Grown. Payment will not be processed until both supporting documentation and completed event impact report have been submitted.

Application

Complete application at www.IndianaGrown.org

Scoring Metrics & Rubric – See attachment

Contact

Application questions: Indiana Grown Team – IndianaGrown@isda.in.gov

Specialty Crop Block Grant program specific questions:

Emily Conwell, Economic Development Program Director – EmConwell@isda.IN.gov

Updated 3/10/2026