

2026 Indiana Grown Specialty Crop Trade Show Grant - Scoring Rubric

CRITERIA	DESCRIPTION	Scorer 1	Scorer 2	Scorer 3	TOTAL	NOTES
Significance of Event or Trade Show	Clear understanding of event; alignment with mission; appropriate promotion of specialty crops					
Show Relevance and Product Market Fit	Event is highly relevant to target audience. Strong reasoning for selection of trade show or event					
Return on Investment	Company provides detailed estimates for its expected return on investment, including thoughtful justification for projected costs as a result of the show and/or event. Considerate impact on consumer education & awareness.					
Marketing Plan	The company provides a clear, detailed marketing and exhibit plan that thoroughly covers who, what, when, how, and why. The plan is well-documented and strongly aligned with the selected trade show or event.					
Vision & Innovation	Compelling vision; creative ideas; potential to inspire others					
Specialty Crops	Lists three or fewer specialty crops, and all crops are verified as being on the USDA approved specialty crop list.					
Total Points						24 points possible
Grading Scale 4 – Excellent: Fully meets and exceeds expectations; strong evidence and clear examples. 3 – Good: Meets expectations; adequate evidence with some examples. 2 – Fair: Partially meets expectations; limited or unclear evidence. 1 – Poor: Does not meet expectations; little or no evidence provided.						

Note: Indiana Grown Program Director retains final discretion regarding all funding decisions.