

## Indiana Grown/ Food Hub Meeting Minutes for April 21, 2014

--Connie Neining, Mark Newman, Ben Kenney, Jill Pritchard, Kimmi Devaney, and Laura Buck in attendance. Ted McKinney and David Bausman joined via phone for part of the conversation

- Umbrella brand w/ Honest to Goodness
  - Goal of tourism to elevate agricultural and culinary tourism
  - From their research – over 300 agritourism farms/ destinations in the state
  - So there's lots to gain by being more unified!
  - Income from agritourism has doubled in approximately ten years. 2.77 billion are spent on food and beverage, not asking to what extent can we get that spending onto the farm itself?
  - Interested in seeing US 41 as a melon corridor, "Indiana's Sweet Spot," I-69 coming in provides opportunities to elevate that area, can do something similar with tomato and corn
- Ted wanted to know how to tie in ISDA to Honest to Goodness? What would that look like? Laura brought up Hoosier Heritage items, an idea to specially brand certain produce or items historically associated with the state. That would tie in with Honest to Goodness.
  - Mark sees agritourism as telling under-told stories. He thinks including out-of-the-ground produce is just the beginning – need the program to be flexible enough to respond to changing consumer preferences
- Mark asked what the overall program is meant to look like according to the legislation. David responded that the legislative goal is to promote Indiana Grown products – there is no specific expectation on what it will look like. The department and commission will figure that out
- Honest to Goodness will have its robust launch starting in June. They have a 1:1 marketing strategy – 1 market inside the state to 1 market outside of it. They are using Indianapolis and St. Louis. They are utilizing TV, radio, billboards, print ads, online ads – using a matching investment and are investment a total of about 1 million dollars
- Mark would like to have future conversations about pooling resources. He had some concern about competing messages from the two campaigns – need unified brand. Ben, however, was concerned about confused messaging because tourism is much broader with Honest to Goodness than we would likely go with Indiana Grown
- Group again stressed new to have a meeting with Mark Straw and Tony Hahn from Purdue (Update: they will be at a meeting with us on May 30<sup>th</sup>)
- **Upcoming tasks:**
  - Suzi will coordinate emails and scheduling, we will try to get three in before the trade mission.
  - Laura to get preliminary budget info to David by end of next week
- Jill spoke with some folks from Purdue after our strategy session, and Purdue may actually be able to help with research for free.
- Jonathan Day at Purdue hospitality has helped tourism with some rural/ ag/ culinary tourism research

