

Indiana Grown Commission Meeting  
April 27, 2016  
Trader's Point Creamery, Zionsville  
10:00 am – 3:00 pm

Commission Members Attendees:

Ted McKinney  
Pete Eshelman  
Deb Trocha  
Bob White  
Jodee Ellett  
Jeanette Merritt  
Margaret Davidson

ISDA Staff:

Melissa Rekeweg  
Suzi Spahr  
David King  
Hannah Ferguson

Guest

Jennifer Witson (Ted has her card)  
John Baugh  
Justin Armstrong (Trader's Point)  
Christina McDougal (Farmer's Market)  
Ann Hinch (Farm World)

Ted gave welcome and introduction to Justin from Trader's Point

Justin Armstrong(Owner, Trader's Point)

- 350 Acres –been here for 13 years
- Has about 9 farms in the Indiana area but looking to expand farms to MI and IA
- Currently has about 30-40 head of cattle set on a modified rotational grazing system
- 100% grass fed cattle
- Discussed current industry issues- Certification issues/ Safety Standards
  - Sprouting
  - Molasses
  - Balanced omega standards
- Has seen about 15%-20% growth increase recently
- Only one to win blue ribbon for yogurt
- Looking into starting frozen yogurt. Still in testing processes and logistics of this opportunity.
- Currently has many facets of the company/brand

- Tours, general store, restaurant (The Loft), meeting space, wedding space in the barn
- Will be donating single serving whole milk to Health Center for children in need
- Main industry concerns- Small dairy producer needs reliable transportation to plant
  - Need smaller trucks to move quicker and pass through dirt country roads (2,000 gal truck)

### Suzi Spahr

- Online store- Merchandise can be purchased on website soon. Don't want to be middle man for producer requesting products. Apple handles all transactions.
  - Recommendation made- Need to make it not available to general public- members only
- Updated list of members (as of 4/26/16) included in folder. Ask Suzi for electronic version
- Dittoe Update- updated events schedule included in folder. As well as 2 publications of news coverage from event.
  - Signed 1 year contract with them. Goes through next April
- SCBG-obtained funding for 2 part-time employees. See job description in folder
  - Will be doing final interviews tomorrow and will announce soon who will be working in these positions
- On the River Event- partnering with iPick Here. See flyer in folder
  - Strictly marketing event for IN Grown
  - Sent emails to members offering reduced price to have booth at the event.
  - Expecting about 8000 people to attend this event (family event)
  - Recommended- Make sure to capture brand equity
- Marsh/Taste of Indiana- (FYI- David will speak more) See details of event in folder.
  - Invite up to 40 producers 80-90% IN Grown producers
  - Marsh will roll out new Beef Program
  - Shoops will be there selling pork sandwiches; Milford Farms will also be there
  - Recommended- for these types of events, ask where their marketing funds are going
  - Marsh expecting about 5000 people come to this event
- State Fair- again will have trade show booth-Bicentennial Theme
  - Will have bags again
  - Will send out sign up to man pavilion
  - Will make known to members to bring in products for sampling
  - Marsh will handle operations IN Grown/Marsh store (manning it, doing marketing)
  - Will have freezers/coolers for perishables
  - Expect press release when this deal with Marsh is officially signed
  - Will be sponsor of culinary competition 8/19/16 1pm Ted will be MC
  - Will need 3 judges, if anyone from the commission members are interested or if you know anyone that would make a good judge
  - Anyone from the state can enter competition
- Website- look has been updated, try to make shift to consumer friendly
  - Trying to provide more info on members page

- Content still in development
- Culinary Contest at state fair, entries/recipes will and could be featured for recipes on website

### David King

- Update on membership- currently just over 450, wants to exceed 1000 by the end of the year
- Kroger events- coming along, still shows local a lot in their stores, their definition of local differs from IN Grown
  - Brian Nevels new Sr. director of marketing – new contact
  - Bib tags (David handed out) should be on shelf under product
  - Educating IN Grown producers on getting their bib tags out to store
    - Put together “how to” on making the bib tags
- Marsh events- (see notes under Suzi)
  - Soon will be building/opening 13 more stores, but will likely close ~6 stores
- Will be in Market District store- local will be in the front of the store
- New partnerships
  - last week first products were sent to Meijer
  - Fresh time- already got products in store but working on signage
  - Now partners with Market District- currently working on public event. Soon to be announced
- Food Hub development- working with entrepreneurs, Indy fruit, marsh, and some others. Currently in process of building food hub.
  - Gathering lists of all produce that could be grown in Indiana (from marsh, etc.)
  - Food hub will source farmers to grow these products
  - Will be aggregation, distribution and processing. Each will have invested interest in the facility. A co-op has interest in sourcing.
- Blackberries- Richard Barnes
  - Trellis program
  - ~8000 pounds of blackberries produced in Indiana
  - Currently blackberries have a large cycle to end up right back here in local Marsh. Trying to eliminate that process

### Ted McKinney

- Economic Strategic Plan comments
  - Indiana in great place for business
    - Indianapolis is desirable (geographic, climate)
    - Crossroads of America (accessible)
    - Many business relocating to Indiana
  - Seeing farmers wanting to diversify