2014 Goals

- A desire from the growers to have quarterly Meetings –
  December (Planning)
  March (Marketing)
  June (Success Stories and everyone w/ labels)
  September (Evaluation)
- Strategic Planning committee(4-5) – 12/15/13
- Document Success Stories
- Partner w/ tourism for tours of Indiana Grown Farms (Ongoing)
- Marketing Materials – Increase use, member campaign, and to consumer by summer time
- Mission statement and talking points distributes to group by 1/12/14
- Education talking points for consumers

How Can the Program Improve?

- Need more access to label
- Hard to produce label – The labels are currently available on the INdiana Grown website
- Consumers need to see the label
- Search or Market maker
  - Vetted by Jill
- Label accessed by people not in the program
- Contact people using label and ask them to join
- No integration with tourism
- Market Indiana Grown produce to out of state consumers

Improvements

- Big and small farms
- Corn and soy?
- Market master at the Farmers Market doesn’t always know where produce comes from
- $100 fee steep for small growers. Should there be different levels
- KY Program that focuses on sourcing
  - Farmer
  - County
  - Resource for markets if policed by program
- Reevaluate fee?
- Critical mass might be attained through farmers markets
- Kroger says not enough IN growers are signing up
- Need increase brand recognition
- Consumers want more local foods
- Definition of local
  - 3 states?
  - Indiana?
• **Value added** - these are different thoughts from around the room. Please feel free to comment
  - More info needed for farmers markets
  - What if most of the product is from Indiana, but not all?
    - i.e. milk
  - Quality products raise profile of Indiana Grown
  - Improved contacts though Jill
  - Label is not enough to get farmers to sign up b/c they want shelf space
  - No Indiana Grown Popcorn
  - Who benefits from the label? The retailer or the farmer?
  - Brand that is everywhere but doesn’t mean anything or a brand that is slow to grow and means something
  - Campaign to get more members
    - Currently only 18
  - Should there be allowances for drought, etc.
    - i.e. similar to the organic plan
    - advisory/juried group
  - Transparency of value added products
  - Consumer awareness of CLPP
  - Use signage at farmers market
  - CLPP farmers go through certification process and Indiana Grown in Indiana – good group to get members from
  - Nagel with the Livestock program verifies application and full day of education and exam
  - GAP Training
  - Sourcing must be clear
    - Hoosier Proud?
  - Limited to food and beverage products and processing

**IDEAS for addressing VALUE ADDED**
• *Growing Indiana* – for value added
  - Bigger than ISDA
  - IEDC, Tourism
• Manpower/how to manage
  - Build in steps
  - Indiana Grown is limiting
• Label should add the value
• Sourcing Label
  - Sun King, Upland, Oliver…wineries and beer would be huge. These products are on the store shelf and could create critical mass and brand awareness
  - Pledge
  - Can be layers
• Model USDA Organic Labels
• Need Logo in advance
• Prepared marketing materials
• Consumer awareness program
• Label for sourcing Indiana Grown
• Might it be confusing if label is on value added?
• More included can dilute label
• Not everyone will pay more for Indiana grown
• Processed here but not raised here? What are your thoughts?
• Too exclusive, we will regulate ourselves out of viability
• Move away from Indiana Grown
• Conversation about where produce and meat is grown for markets
• 18 participants
• Do consumers really care?
  - Price
  - If they are price conscious consumers we may never reach them
• Room to grow organizations with local food members
• Out of state consumers may not want to buy Indiana Grown – Midwest Grown
  - Exceptions for some products

**What is working?**

• Enjoy using label when easy
• Promotion of local foods
• Kroger has it in every store
  - Ft. Wayne to Bloomington
• Fee appropriate
  - $100 to join
  - $50 to re-up
  - Website listing with map and products
  - Use Logo
  - Access to stickers
• Self policing by grower
• Label has value
• Self vetting
• ISDA verifies farms

**Value Added**

• What percentage is ok to be Indiana Grown
• What if it is processed out of state
• Source ID is important
• Don’t want retailers slapping on a label because it might not have come from Indiana farmers
• Not same as Indiana Grown but need to loop them in
• Harder to police
• Better fit for Indiana Artisans?
• Artisan program is struggling
- ISDA expo for Indiana Grown members to get introductions to retailers
- Furniture? – local wood
- Indiana Grown to network with Artisans to encourage them to use more Indiana Grown products
- Regional?
- Add restaurants?
- A lot of other states have value added in their programs
- Artisans and Indiana Grown are mutually exclusive

**Why Indiana Grown?**

- We want consumers to that what they are buying comes from Indiana
- Let consumers know what grows in Indiana
- Consumer education
- Competitive edge
- Brand awareness

**How Might We Increase Brand Awareness?**

- Increase number of products under umbrella
- Sticker usage
- Marketing materials
- Smartphone app for farms and products
- CLPP and absorb into Indiana Grown
- Mailing to every farmer – email to growers
  - Info on how to participate
  - Mission and Objectives
- Need definite mission objectives and grow from there
- Purpose v. Mission
- School kid involvement
- Educational
- School Gardens
- Market masters info packet
  - Mandatory vendor meetings
- Increase membership
- Clear message
- Membership in front of markets – expo, etc.
- Survey to farmers markets to people along with direct consumer conflict and measure interest
- Local restaurant expo
- Which restaurants that are sourcing local products and putting them on the menu?
- Fresh Food Fridays – selection of IN Grown farmers

**HMW Increase Membership Under the Current Program**
• Increasing value – communication on
• Know your audience
• Printed materials
• Product out there with label on it
• Use current members as ambassadors
• Ag day tour with LG, GOV, ISDA – t-shirts
• Increase visibility
• Consumer campaign
• Horticulture Congress, Vincennes
• Marketing materials
• Video
• Display @ State Fair in the Normandy Barn, Ag/Hort building, Family of Farmers
• Partnerships with other organizations
• Talking points and goals for others
• Marketing intern – Nick Mink
• More focus groups
• Increase marketing budget
• Apply for grants
• 10% local campaign

What is not needed in the Program?

• Anything outside of Food and Beverage
• Value added