

Indiana Grown Commission Meeting Agenda
IN Farm Bureau Building
February 24, 2017

Attendees

Deb Trocha
Jodee Ellett
Mark Straw
Bob White
Cheryl Carter Jones
Chris Baggott
Ted McKinney

Guest

John Baugh

ISDA Staff

Melissa Rekeweg
Suzi Spahr
Heather Tallman
Ian Connor
Hannah Ferguson

Meeting Began at 9:00 AM

Welcome – Ted McKinney

- Appreciate everyone coming today

Introduction to Heather Tallman

- Program Manager of Member Development
- She focuses on being out and meeting with members
- Previously a contract employee to cover southern part of State
 - Have found an employee to cover that position, currently in the works to get approvals
- Also plan to have a summer intern starting in May – Erika McKee

Restaurant Rewards Research

- See handouts in folder
- Alaska
 - Program funded entirely through specialty crop block grant
 - Restaurant can apply if they meet qualifications of the grant

- Kentucky
 - Funded through tobacco funds – large budget
 - Robust program
- Wisconsin
 - Not done through dept of Ag
 - They charge a fee to restaurant and provide promotional events/opportunities
 - Partner promotional program
- Georgia
 - Restaurants partners with local program
 - They have specific events geared towards restaurants
- Arizona
 - Has program but focused on Tucson
 - Focused on customer – customers have cards earn points to get rewards
 - Not through dept of Ag
- No Programs
 - Texas
 - Don't feel there is value for them
 - Colorado
 - Have considered and like idea but no funding source
 - Arkansas
 - Have discussed but don't have funding source
- Currently not planning to move forward with program
- Interest in Tax Credit for restaurants to use locally grown products
 - There is a piece of legislation out there but has not had traction
 - HB 1587 introduced by Leman and started the tax credit at 5%
 - ISDA was not notified about it
 - It still can be inserted by amendment
 - Local farmers have issues getting into distribution to restaurants

2017 Events Updates

- Fantastic Food Fest
 - ~54 Indiana Grown Members who exhibited
 - Over 7,700 people attended
 - Indiana Grown was major sponsor
 - This was free for Indiana Grown all earned media news
 - Was featured on several news stations on Saturday morning
 - Featured on a few local radio stations prior to event
- Legislative/Statehouse Event
 - Had Lt Gov & Staff, Attorney General attend
 - Heard good feedback from them
 - Had ~35 members attend event
 - Suzi has list of all exhibitors if interested in seeing who was there
 - Only downfall is can't sell products since it was at the Statehouse
- Fresh Thyme partnership announcement
 - 3/29/17 at 3:45 PM Having ribbon cutting at new store in Broad Ripple
 - Put out ask for Lt Gov to come and speak on behalf of Indiana Grown
 - Hope to have a lot of press in attendance
 - All in for having local grower products in their store and want to anything they can to help get products in store
 - Will have signage throughout store next to Indiana Grown member products
 - Cards, banners, etc.
 - Also interested in having Indiana Grown bags and t-shirts for sell in store
 - Will be purchased through Apple Group
 - Commission Members are encouraged to attend event
 - How connection is made between retailers and producers?
 - Retailers make an ask for all farmers that produce X
 - Contact information is shared for all producers of X
 - Connection is made between retailer and farmer

- Responsibility of grower to tell Indiana Grown of products
- NWI FED Food Expo and discussion
 - Northwest Indiana Food Expo & Discussion
 - Located at County Line Orchard
 - There is a similar event located at Porter Co Fairgrounds
 - Looking to do a local buyer, supplier and grower networking opportunity
 - This is for smaller - middle scale entities
 - Indiana Grown will be a sponsor of this event and members are able to come to this portion of the event for free
 - Hoping to replicate event in the future (5 events by 2018 – all points of the state)
- Amish “Speed-Dating” meeting last week
 - Heather had the chance to go down to Goshen to meet with +70 Amish growers and speak to them about Indiana Grown
 - Made several connections and hope to a few more members from the event
- Indiana Grown Website
 - Can retailers find producers on our website?
 - This will be an summer intern project but the search portion of the site has been updated last week
 - Intern will confirm with members that they want to be on a map and add functionality to website
 - Want to be searchable, put in criteria and search and find by criteria – adding icons
 - Who is buyer, who is producer, etc.
 - Similar searching on Yelp
 - Struggle of website
 - Getting members to populate their own page and make it hard for consumers to search
 - Need analytics to know who is using site and selling this to members to get them to understand importance to updating their page on website

New members update and retail/distributor updates

- New Retailers:
 - BloomingFoods
 - Just joined and will be rolling out in the next few weeks
 - Will be having a member day where people can sample products from their local growers
 - Luckys Foods
 - Will be having event on 3/4/17
 - Heather will be there handing out information and answering questions
 - Wagon Wheel Deli
 - Only carrying local foods
 - Other stores are only in CA
 - Lost River
 - Have a niche for people who have dietary restrictions
 - Pougé's Run Grocery
 - Martins
 - Basler's Market
 - Are going to phase their current local program to Indiana Grown
 - Will be having event on 3/13/17 from 3:00 – 5:00 PM in Terre Haute
 - Indiana Grown will be piggy backing on local vendor event they already have going
- Have seen growth from members small and big
 - Including breweries, restaurants, bakeries, high tunnel growers, co-ops, etc.
 - Very diverse products, commodities and entities
- How to get members to buy products from each other
 - Networking
 - And finding out how members want this information
 - Time and money are the biggest hold up

Co-op Discussion

- There have been issues of entities calling themselves co-op without going through the proper channels

Other Items

- Thank you – From Bob White
- Funding
 - Lt Gov has had several visits from individuals advocating for funding
 - We hope to have something with all of the advocates on our side
 - Now a wait and see on our part
 - See business plan handout in folder to see number IG is using as budget ask
 - Budget is very conservative to try to get something approved, but IG can always use more
- State Fair
 - Will have presence at fair again
 - Will have store partnership again and will likely be Marsh again
 - It is looking like all members that come in to sample will have product for sell in the store, even if it just for the day they are there sampling
 - Is looking like Indiana Grown will have a great presence at fair
 - If you know anyone that will sponsor bags for the fair, this year would be a good year to do it
- Video Creating Partnership
 - Contacted by Dittoe, there is interest from Channel 6 to produce cooking videos (similar to popular videos seen on social media)
 - There is no packaging labels since this a completely free opportunity
 - Indiana grown logo will be shown in videos
- Education on Conventional Farming vs Diversified Farming
 - Chris wants to help conventional farmers to get into diversified farming
 - Educating those farmers on importance of other markets outside conventional corn and soybeans
 - Get conventional farmers to be more open to diversified farming
 - How does this happen? What communications need to happen? What messages/wording needs to happen?
 - Creating economic diversity and avoiding monopoly
- Farmer Veteran Coalition update

- Nationwide Homegrown by Heroes program
- Indiana Grown is a partner of Homegrown by Heroes
- Economic Impact Study
 - Decided it would be best to wait about a year to begin that study
 - We will be able to use federal funds and do a joint economic study and consumer awareness program
 - Then share this information with other states
 - No other state has done study to show economic study of local program
 - USDA has resource/ tool kit on economic studies from many other states
 - AMS is the department the resource is through
 - 4/3/17 – 4/4/17 economic impact conference. It will be live cast for free
 - Jodee will share information
- Brochure
 - Has been fully updated and given broader scale of program as a whole
 - New brochure is located in folder- if you would like some to hand out, let Suzi know.
- Updated list of Members
 - In your folder is an updated list
 - Please take a look at the list to see who we are missing
 - Really want a list of 10 potential members or get 10 people to sign up as members
- Creating regional committees
 - People not on commission to serve as local advisory members
 - Help creating names or potential farmers to put on committees
 - Does it have value? If so who are good people to put on committees?
 - Response from Commission is to use existing groups for advice and reach out to any new groups for connections
- Around the Table
 - Deb
 - Really excited to see the work that Heather is doing
 - Wants to see the smaller guys – grocery stores and producers

- Jodee
 - Echoed what Deb said
 - Want to see education on diversified farming
- Mark
 - Grateful for work that has been happening on program
 - Wants to see groups engaged
 - Spoke to culinary class and teacher showed Food Inc
 - Alarmed by relationship with ag industry and students
- Chris
 - Likes creative conflict among board
- John
 - Think young farmers
 - Young farmers are traditionally more diverse than old farmers and more open to other farming techniques
- Ted
 - Bob has worked to break down a lot of barriers in a traditionally conventional ag group
 - Can only grow if we truly listen to others' opinions
 - Thank you to team for working so hard and doing everything that has been done

Meeting Adjourn at 12:05 PM