

Indiana Grown Commission Meeting – 2.22.18

Commission Attendees:

Bruce Kettler, Jolene Ketzenberger, Marcus Agresta, Thom England, Bob White, Curtis Hansen, Roy Ballard, Jodee Ellett, Robin Kitowski

Staff Attendees: Suzi Spahr, Heather Tallman, Dana Kosco, Julie Gollhofer, Jen Desormiers, Melissa Rekeweg

Bruce Kettler: opens meeting and welcomes everyone. Introductions

Heather Tallman: Retail update. Met with Market District a few times since last meeting about programming. Consulting on menuing, meet the maker, etc.

Renewed conversations with Martin Supermarkets (southern IN)—have committed to incorporating/promoting more IG products.

Made connection with government center cafeteria about adding local and IG marketing Williams

Sonoma will begin having meet the maker events in their store every Saturday and Sunday for next four months.

Goose the Market also does the same thing on Mondays and Wednesdays.

Food service: also had a great meeting with Margaret Mary hospital in Batesville. They had heard about Eskinazi programs and are hoping to incorporate as well.

Kroger: getting rid of kiosk and putting items in line with signage.

Last retail piece: now have placement in Target. We now have a 20X40 space. They want items that cannot be found in Kroger or Meijer. First retail installation in last month. Pilot project. Signs are being hung and about half items are placed. Six total products in: BeeFree Granola, Hazels Sauce, Brickers Vinaigrette, etc. No other state programs have partnered with Target.

In February, we hosted American Culinary Federation at Market District.

March 19th we will have a partnership announcement with Eskinazi hospital to find more and more local vendors. March 19th 1:30 and Suzanne Crouch, Lieutenant Governor will attend

We have recently hit 1000 members. In order to celebrate that, we are having a “member hunt” with a hidden prize. Riddle to be provided on social media. Suzi also mentioned as part of 1000 member mark, we have window clings that will be sent out to members as a thank you.

Launching an IG wine trail comprised of IG members. Free PDF that can be printed off and once people get stamps of hitting the trail, they will receive a small gift

Commission member suggestion: we may want to receive weekly reports from Target will help us understand what is going on. Also asked if we have a document available "are you retail ready?" to alleviate one on one communication burden.

Dana Kosco: update on Fantastic Food Fest: was held in new location of Expo Hall, and IG is sponsor. Benefit to our members is they get discount to booth space. Attendance: over 80 IG members. Public attendance was down possibly due to ice storm, but did get some good coverage via major media outlets. Segment very day for couple weeks leading up to it. Mixed reviews from members who had booths.

State House Day: members invited to tell their story, sample their product and experience with legislators. Lieutenant Governor attended. Positive feedback from members. We plan to continue this event.

WFYI Winefest co-sponsored by ICE Miller and IG. Our involvement will be to include an IG trail: bread, salsa, cheese, booths set up with public interactions

Fiery Foods marketplace in April as a selling opportunity for members.

Monumental Marketplace will be Friday June 15th and will be the entire circle this year. Free to members. Sampling and direct sale to public. 110 members last year.

Member conference, tentative date is Monday Nov 5th from 8-4:30: educational and networking elements, training elements, possibly a member panel.

Commission member recommendation to have an event that brings in buyers/distributors to meet directly with members.

Suzi Spahr: State Fair update. SF so happy with how things have gone, they've moved our space to front and center of Ag Hort building. Means more space for member sampling, demos, etc. SF wanting to add value to that space, increase time that folks spend in that building. Dana working on kid activities to keep people there longer as well.

State contract update: we have grown beyond Dittoe's capabilities. Seven proposals have come in and we hope to have new firm chosen and contract done shortly.

Marketing firm. We were required to have new RFQ form. Being prepared by legal folks now and hope to have new firm on board in about a month and a half.

PSA series to air on public stations. In holding pattern with some oversight from Lieutenant Governor's office.

Airport retail store being considered...also under review from lieutenant governors legal team.

Kiosks that were used in Marsh stores have been in storage and it is confirmed that they are IN state property, not part of law suit. Coming up with new language to place in other retail locations.

Pop-up markets in conjunction with current farmers markets that will bring media coverage and traffic to existing markets. Robin suggested that another venue for partnering is wellness events because current farmers market vendors may not be thrilled with outside competition coming in. Suzi thanked her for this input.

Overview of other state programs presentation: Indiana last to start program. Benefits of state program. Memberships range from \$0 to \$10,000. Suzi detailed several programs: GA, KY, MO, SC, FL, CO, and AR

Input on budget for next fiscal year. What are of the most value in using these funds? *Social Media boosts*: Thom and Curtis emphasized how easy, inexpensive and effective boosts can be. *Retail signage* (ie Target)—positive response. *Grocery advertising*: most ppl neutral. *Sponsorship at sporting events*: commission members think it sounds too expensive. *Sponsoring local beer/wine events*: do people remember anything from event after imbibing? Thom suggested more tied to point of purchase, the better. *Fantastic Food Fest*: attendance down, Marcus says he's a little confused by it...vendors from Wisconsin, also some people are sampling, some charging, media promoted as IN vendors but wasn't. Bruce wondered if we take down our presenting sponsorship, and have a lesser presence. Heather pointed out we did get a lot of media opportunities for our vendors. *Local buyers guides*: Robin said theirs was very popular, Roy wondered about using funds to support regional guides already in the works. *Print/radio advertising*: objective consumer awareness...brand awareness. Roy asked about a call to action associated and Curtis suggested we must know what objective is before making these decisions. Heather says we're focusing on accessibility...what's the best use of funds that is going to reach families, etc across different media. *Providing expendables for farm to fork dinner series*: mixed response *Grocery cart advertising*: Robin says it sounds easy and will help connect to banner in store. Opportunity at Kroger and Market District. Positive response: in front of customer for long time *Toll Road advertising*: no *Ad purchasing on roadway map*: luke warm *Billboards*: yes to one on Fall Creek during fair *Bus wrapping*: Jolene-fun! Curtis-thinks better than radio right now *Economic Impact Study*: why do it

Farm to School: Suzi asked about what members thought is about IG participation in Farm to School program. Melissa: Farm to School is part of Dept of Education. ISDA has not been highly involved in past. Heather has been attending. Question has come up because Heather has been attending and asking for input from commission as to how involved we want to get. Marcus pointed out that some products may be cost prohibitive but produce producers may be a good fit. Carmel High School did an Indiana Day via Piazza. Heather pointed out there are a lot of layers and not many schools are actually cooking. Bruce asked when you think about objective of IG, does that fit with Farm to School program? Does it fit our mission and if so are there specific parts we need to focus on? Jodee pointed out Piazza sends out "what is local" each week. Members like the idea of being involved. Kids drive grocery purchases. Jodee suggested roadmap for growers/producers. Heather said Purdue local summits are important to know what people are talking about.

Bruce asked for last agenda item: Other ideas: Robin suggested marketing pies that gives top 5 benefits. Curtis: setting expectations for events. Gave example of being in elevator with Whisky vendor who was disappointed after State House event. Thom: also communicate IG objectives for events. Idea for conference from Bruce: maybe show video or side by side pics of of positive/negative vendor interaction.