

INDIANA GROWN ANNOUNCES FIRST MAJOR RETAILER PARTNERSHIP WITH MARSH SUPERMARKETS

Homegrown grocer launches locally sourced kiosks in 50 Indiana stores

INDIANAPOLIS (Sept. 10, 2015) — Following its successful statewide launch, the [Indiana Grown Initiative](#) announces Marsh Supermarkets as the first major retailer partner. The partnership will continue to make it easier to identify, find and purchase locally sourced products with the launch of 50 Indiana Grown kiosks selling 100 member products in Marsh stores throughout Indiana.

“Indiana Grown is ecstatic to work with Marsh Supermarkets to increase visibility of Indiana Grown products and to encourage Indiana consumers to buy local,” said Lt. Governor Sue Ellspermann. “At the first mention of the Indiana Grown Initiative, Marsh was persistent in its efforts to join us in connecting consumers with Indiana-grown businesses around the state. We are looking forward to Marsh playing an integral role in the continued success of Indiana Grown.”

With the help of its retail partners, Indiana Grown will create new local and regional market channels for Indiana agricultural and food businesses by educating consumers on the importance of buying Indiana Grown products, increasing networking and sales opportunities for Indiana farmers, and expanding support for Indiana processors in their effort to process more Indiana Grown products.

“Lifting up the buy local movement has always been a part of the culture at Marsh,” said Tom O’Boyle Jr., president and CEO of Marsh Supermarkets. “As Indiana’s homegrown grocer since 1931, Marsh is committed to Indiana Grown’s mission to move locally sourced products from farm to table through store sales and promotional efforts.”

Beyond the Indiana Grown kiosks, consumers can find additional Indiana Grown-branded products throughout the store such as Dean’s milk and Creighton Brothers eggs, which will be identified through bib tags and shelf talkers with the Indiana Grown logo.

Indiana Grown is managed by the Indiana State Department of Agriculture (ISDA) and backed by some of Indiana’s most prominent names in the industry. It is the first statewide, all-inclusive and collaborative program to promote Indiana-produced agricultural products. Indiana Grown is accepting additional program members and partners, including farmers, producers, processors and artisans, as well as retailers, grocers and restaurants.

For more information and to apply for membership, visit [IndianaGrown.org](#). For more information on Marsh’s role as a retail partner, visit [Marsh.net/IndianaGrown](#).

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ABOUT INDIANA GROWN INITIATIVE

Developed and supported by the Indiana State Department of Agriculture (ISDA), the Indiana Grown Initiative educates consumers on the importance of buying Indiana Grown products, helps Indiana farmers and producers sell more products and supports Indiana processors in their effort to process more Indiana Grown products. Indiana Grown members and partners include farmers, producers, processors and artisans, as well as retailers, grocers and restaurants. For more information, visit [www.IndianaGrown.org](#).

ABOUT MARSH SUPERMARKETS

Headquartered in Indianapolis, Marsh operates 73 Marsh stores, including three O'Malia's Supermarkets in Indiana and Ohio, with 37 Indiana pharmacy locations. Marsh has the distinction of being the first grocery store in the world to use electronic scanners to ring up purchases.

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