



INDIANA GROWN HOSTS FIRST EVER “MONUMENTAL MARKETPLACE,” CELEBRATES SECOND ANNIVERSARY

Nearly 100 Indiana Grown members to participate in lunch time farmers market-style event promoting the buy-local initiative

INDIANAPOLIS (June 30, 2017) — [Indiana Grown](#), a statewide food and agriculture initiative developed by the Indiana State Department of Agriculture (ISDA), will host its first ever “Monumental Marketplace” Friday, July 7 on downtown Indianapolis’ Monument Circle from 10 a.m. – 2 p.m. Nearly 100 Indiana Grown members will line the streets in this one-of-a-kind farmers market-style event to sell, sample and educate Hoosiers on buying local, all while celebrating the initiative’s second anniversary.

“Monumental Marketplace will serve as a wonderful and well-deserved celebration of Indiana Grown’s tremendous success and growth,” said Lt. Governor Suzanne Crouch. “The initiative’s efforts to promote the importance of buying local not only benefits our state’s economy, but establishes connections among hundreds of Indiana’s growers, producers and food-related businesses.”

The Monumental Marketplace will feature a wide variety of lunch options and entertainment, such as food trucks, Shoup’s Country pulled pork sliders and the Indiana State Fair’s famous pork patties provided by Indiana Pork and McFarling Foods.

“We’re excited to be a part of this inaugural event for Indiana Grown,” said Jeanette Merritt, Director of Checkoff Programs for Indiana Pork. “Being an Indiana Grown member has helped us raise awareness of our 3,000 family-owned pig farms. We’re looking forward to sharing our famous pork patties with the Indianapolis community in this unique, fun event.”

The celebration will allow attendees to meet the makers of Hoosier goods and products available right here in Indiana. Attendees can expect to see a plethora of industries represented under the Indiana Grown initiative, including Kim’s Key Lime Cookies, Mallow Run Winery, Goat Milk Stuff, Indy Urban Acres, Shannon Family Beef and Frangipani Body Care. Local favorites like Hotel Tango, Smoking Goose and Tinker Coffee will also be in attendance.

This event will also provide unique insight into the importance of buying local and knowing where your food comes as Indiana’s Family of Farmers, a coalition of more than a dozen agriculture-related organizations, shares its story and understanding of Indiana’s growing agriculture industry.

Additionally, Monumental Marketplace will commemorate the two-year anniversary of Indiana Grown, noting its incredible success as the program has surpassed its 800 member-mark, gaining on average one new member each day. Moving forward, the initiative will strive to exceed 1,000 members and further its success through statewide events and member education opportunities.

For more information on Monumental Marketplace, visit the event’s Facebook page, “[Indiana Grown’s Monumental Marketplace](#).” To learn about Indiana Grown, please visit www.indianagrown.org.

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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.

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