

The Kroger Co. - Central Division
5960 Castleway West Drive, Indianapolis, IN 46250

Contact: John Elliott, Kroger spokesperson
Phone: 317-579-8222
FAX: 317-579-8093
E-Mail: john.elliott@kroger.com



FOR IMMEDIATE RELEASE
Wednesday, October 7, 2015

**Kroger Central Division Hosts Indiana Grown News Conference and
Hoosier Vendor Showcase with Lt. Governor Ellspermann**

INDIANAPOLIS (Oct. 7, 2015) - Today Kroger Co.'s Central Division president Jeff Burt hosted Lt. Governor Sue Ellspermann, announcing Kroger's partnership with the highly-successful statewide program [Indiana Grown](#) at 1 p.m. at the Kroger store at 1217 South Rangeline Road.

All of Kroger's 102 division stores throughout the state will feature Indiana Grown products including Kroger brand milk. The stores will also be equipped with bib tags, shelf strips, aisle invaders, stanchion signs and overhead signage to help direct Hoosier shoppers to Indiana Grown products. Kroger currently displays Indiana Grown kiosks in five stores, supporting 21 Indiana Grown members and 110 products on each kiosk.

"At Kroger our customers have a very strong desire to support local businesses in each community and we are pleased to provide additional opportunities for them to do so with the Indiana Grown partnership," said Burt. "One important tradition we value is not just supporting Indiana businesses, but mentoring and creating unique opportunities for local vendor partners. Here in Indiana, there are many small, family-owned businesses that started with Kroger and grew alongside us. Participation in the Indiana Grown initiative will allow us to accelerate the pace and grow the number of those partnerships."

"The Indiana Grown initiative creates new marketing channels for Hoosier food producers," said Lt. Governor Ellspermann. "This partnership expands the program to Kroger shoppers throughout the state who have expressed a strong desire for locally grown foods. We are grateful for Kroger's enthusiastic support and partnership with Indiana Grown."

Indiana Grown is managed by the [Indiana State Department of Agriculture](#) (ISDA) and is the first statewide, all-inclusive and collaborative program to promote Indiana-produced agricultural products. With the help of its retail partners, Indiana Grown creates new local and regional market channels for Indiana agricultural and food businesses. 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, please visit www.IndianaGrown.org.

###

ABOUT KROGER

The Kroger Co. has been serving local communities for 132 years. The Kroger Central Division has 136 food stores, 115 pharmacies and 92 fuel centers operating under four banners; Kroger, Scott's, Owen's and Pay Less, with locations primarily in Indiana and Illinois, in addition to three stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$13.5 million in 2014 to local organizations, primarily focusing on hunger relief, K-12 education, health causes and diversity. The Kroger Co. was once again named the most generous company in America in a *Chronicle of Philanthropy* listing detailed in *Forbes Magazine*. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.



ABOUT INDIANA GROWN

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.