



## **INDIANA GROWN INITIATIVE GIVES NEW MEANING TO BUYING LOCAL**

*Indiana Department of Agriculture's new program backed by some of the biggest names in Indiana food; supports, promotes Indiana-made products*

**INDIANAPOLIS** (July 7, 2015) — It's about to be easier for Hoosiers to identify, find and purchase products grown, produced and processed in Indiana thanks to the Indiana Grown Initiative. Developed by the Indiana State Department of Agriculture (ISDA) and backed by some of Indiana's most prominent names in the industry, the statewide, all-inclusive and collaborative program promotes Indiana-produced agricultural products.

The new initiative, led by Lt. Governor Sue Ellspermann, ISDA and a 12-member Indiana Grown Commission, will connect businesses that use or sell agricultural products such as restaurants, grocers, wholesalers, processors and farmers' markets with Indiana-based producers of meat, milk, cheese, fruit, vegetables, wine, beer and forest products.

Indiana Grown has immense potential to create new local and regional market channels for Indiana agricultural and food businesses through three initiatives:

- 1) Educate consumers on the importance of buying Indiana Grown products;
- 2) Increase networking and sales opportunities for Indiana farmers; and
- 3) Expand support for Indiana processors in their effort to process more Indiana Grown products.

"The Indiana Grown Initiative will be an incredibly useful and economically impactful tool for consumers and producers alike," said Lt. Governor Sue Ellspermann. "I applaud the collaborative work of the Indiana Grown Commission over the last year to thoughtfully develop a program to identify and promote Hoosier products and facilitate moving them from the farm to the table."

Hoosiers spend \$16 billion per year buying food, yet more than 90 percent is sourced outside of Indiana. Statistics such as this prompted the creation of Indiana Grown. Starting this month, consumers will begin seeing Indiana Grown decals, kiosks and logos and highlighting products that are grown, produced and processed in the Hoosier state.

"Indiana Grown is the first statewide, state-supported program that creates a clear understanding as to where products are farmed, produced and/or processed in Indiana," said ISDA Director Ted McKinney. "Indiana Grown is aimed at lifting up the state's robust food and beverage industry by providing the necessary tools to further promote local products to Hoosier consumers."

Consumers will be able to identify Indiana Grown members' products using four categories:

- **100% Indiana** – Products within this category must be grown in Indiana and/or all ingredients must come from Indiana.
- **Prepared in Indiana** – Product ingredients can be sourced from anywhere, but 100 percent of the production must be done in Indiana.
- **Partner** – To be an Indiana Grown partner, a company or institution must assist in marketing Indiana grown products and members.

- **Indiana Grown** – This category applies to all other Indiana Grown members.

Program members and partners include farmers, producers, processors and artisans, as well as retailers, grocers and restaurants. Member applications are available at [IndianaGrown.org](http://IndianaGrown.org). Applicants must provide business information and answer questions to ensure their products meet Indiana Grown’s guidelines. There is no cost to become a member.

For more information on Indiana Grown or to apply for membership, visit [IndianaGrown.org](http://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](http://www.IndianaGrown.org).

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