

ISDA Indiana Grown Meeting
May 14, 2014

Food Hub update

- Jill sat down with food hub group. Decided to bump up some of their deadlines, some concerns about some of their grower's mtgs – determined timeframe, decided layout for the next 12 months.
- Goal of the food hub group is for implementation of food hubs and official guidelines for creation. Analyze the state, identify specific areas where food hubs should locate, determine how to implement for the future, and why certain areas not succeeding.
- Deliverable of the group is completed study by January 30, 2015.
- Useful to include food hubs with branding, online posting of product.

Applications for Indiana Grown Commission

- 8 total applications, 4 were incomplete. At the moment, only 4 completed applications.
- Most of the apps are not from individuals in leadership positions of the orgs.
- Have interest/apps from Pete Eschelman (fits all categories except farmer's market), Tyler Henderson (no org affiliations but he is part of Indy Winter Market), Margaret Davidson (no direct connection with ag but lots of marketing), Jeannette Merritt (producer group, she's in the wine industry), Bob White (Farm Bureau), James Poyser (Earth Charter Indiana – farm to school type program), Mark Straw (not sure what category), Sheryl Carter Jones (local grower's guild, very interested in the whole initiative)
- David's recommendation – if the org can give their blessing that the individual can represent the group, that should be appropriate. It would not be necessary to have the person be in a leadership role.
- No listing in law that indicates an option for a designee to attend in place of the original member for most of the members. The actual member should attend.
- **DO** - Have Ben send msg to Family of Farmers to advertise ISDA is accepting applications, maybe include retail orgs to reach a broader audience (**DO** - info from Jill and Laura)
- **DO** - Can the application deadline be extended? David will check with Ryan, but general consensus is it would be a good idea to extend by one week.
- Other individuals can be appointed by the LG in the future, if the apps don't come in.
- **DO** - Meet again after the deadline to discuss appointments
- **DO** – Jill will create a spreadsheet of applicants/fit with categories.
- Might be difficult to fill some of the positions: Retailers, Restaurants.

Other Items

- Most states don't have direct budget items for their locally grown programs. To bring together budget info, Laura had to do lots of inferences. Many funding discrepancies btw the states which have specific line items - \$10K to \$500K. Additional question in what comes from the feds to specific states.
- **DO** - Why does IN not get federal funding? Laura will call some other states to find out how they get fed funds. Maybe ask Mark Straw to get addl info for funding mechanisms in other states. Try to have info by Tuesday.
- **DO** – Laura will create a report/spreadsheet to show more line-item funding, background from other states.
- Main two issues ongoing: marketing will be largest expense, initial brand id will be largest issue.
- Use facebook, instagram to grab photos of consumers buying their local foods.
- Need to show ROI on the expense. Need to show measurables to validate program. It would require initial analysis of current expenditures.
- Value of a consultant – bring in someone who has seen multiple states who have done similar programs and what were the nuances? What's worked/not worked in the past? Take the data/info and apply it to IN.
- Commission should decide whether to use Honest to Goodness Indiana tagline.
- Use some component of outside regulator **DO** – Laura will check into New Jersey's program in this regard.
- **DO** – Laura will start on draft letter to the LG of recommended commission members.

Budget research needed – people/staff, Promotion/media, website development , functionality, fee based vs. foundational dollars, federal grants, structure and design, what is tied to tourism