

Indiana Grown Commission Meeting Agenda  
Government Center North Conference Room  
May 23, 2017

**Attendees**

Deb Trocha  
Jodee Ellett  
Mark Straw  
Bob White  
Chris Baggott  
Margaret Davidson  
Jeanette Merritt  
Ted McKinney

**Guest**

John Baugh  
Britney Kalule

**ISDA Staff**

Melissa Rekeweg  
Suzi Spahr  
Heather Tallman  
Ben Gavelek  
Shelby Lamb  
Erika McKee  
Jeff Cummins  
Julie Gollither  
Jen Desormiers

Meeting Began at 9:04 AM

**Welcome- Ted McKinney**

- Thanks for attending
- Everyone introduce themselves

**Staff Introductions**

- Jen: IG contract employee in the southern region
- Julie: IG contract employee in the northern region
- Shelby: did a lot with IG last summer. Came back as intern manager.
- Catherine: Tyner Pond Farm
- Ben- Communications Director for ISDA
- Britney: with Dittoe PR

**Staffing- Melissa**

- Funding has helped a lot with staffing. Looking into more staffing when the funding comes available July 1<sup>st</sup>.
  - Suzi will be moving into a management role for Indiana Grown

### **Member Updates- Heather**

- Met with 76 members (their choice)
  - Talked about goals and what they need
- Talked with all distributors or retailers we have
- New retailer in northern Indiana - Martins
- Sampling event
  - 79 members and 64 buyers
  - Members were able to sell themselves
  - Things we would do different is to set up appointments for the attendees so that they are more timely during the event
  - Members collaborated with each other- very valuable
- Smoking Goose Event
  - Invited all Indiana based businesses who currently sell at Goose to attend
  - Let people in line who were waiting in line to get out of the rain and sample from members
  - 14 members were there to sell
  - Smoking Goose is thinking about inviting back our members to their meat sale every month
- Franklin College
  - Excited about learning about local foods and sharing with students and families
  - Will be meeting soon to talk
  - They have local food days in their cafeterias
- Partnership with Visit Indy for them to source product from Indiana producers
- World Milk Day
  - Thursday June 1<sup>st</sup> at 11 am at Kroger on Crawfordsville road
  - Will be Indiana dairy farmers present
  - Handing out free milk
- 2 year Anniversary of IG on Friday July 7<sup>th</sup>
  - Monument Circle 10-2
  - Farmers Market Event
  - All members invited to have space
- Watermelon Post
  - Member of Ag media in Kroger saw watermelon in a bin with Indiana Grown on one side and Heartland Growers on the other and posted about it- 2 other posts as well
  - Glad that someone let Heather know
  - Talked to store manager about responsibility of labeling
  - We educate with brand use
  - Good time to remind us about educating our retail partners and consumers
  - We want to push out to members about how to protect the branding

- Reminder that media is our friend but they are still reporters. They weren't trying to be mean.
- From Commission - This will be a challenge
- The produce staff at Kroger didn't have any instruction so we are going to do a one page instruction sheet for the produce staff to reference

### **Marsh Kiosks**

- Suzi: We have retrieved 6 and hope to have the rest in the next 2 weeks
- Members have been anecdotally having trouble getting paid but we will not get in the middle of the financial transactions
- Are getting prepared for any pushback about that
- Mark: Retail market is about to have some drastic changes

### **Budget/Marketing Proposals**

- Marketing Contract of 75,000 or less to avoid State procurement
- All contracts being thoroughly reviewed so we can't do 2 contracts to any one entity
- Received 2 proposals
  - Dittoe: social media management
  - Raidious
  - Potentially 4 more to come
- Measuring effectiveness of Dittoe?
  - Ben: Discussed doing more with social media. Still an audience of readers and tv watchers and it's good to hit all sides
  - Chris: media mixes; giveaways, paid online marketing, social marketing, PR, events, more.
  - Ted: of the total, what would be a percentage breakdown in how to distribute media efforts?
  - Chris: Impressed with the firms giving us bids. Out of the total, having 50% digital 50% Events
  - Heather: there is a value to being on tv and it can be earned media if it is not advertising.
  - Do we give out members marketing material
    - Suzi- limited. Stickers and brochures but encourage them to put the logo on their label and talk about IG.
    - Heather- Making sure to have conversations about how our members will help promote us
  - Margaret – still a value to traditional Media in Indiana and it's hard to measure non-digital
- Waiting on 4 marketing proposals and when those come back we will come back together in 2 weeks to talk about those
- 12 month contract
- In store audio?
- Rank Budget topics from 1 – 5 (1 being low importance and 5 of highest importance)
  - 5- 3<sup>rd</sup> person on the IG staff

- 5- Social media
- 4- Member Conference
- 4-Retail Signage
- 4 (because it's only \$1000)-Advertising in grocery store circulars
- Across the board- Sporting events with direct connection to food products
- Sponsorship of events
  - 5- Ag conferences
  - Low- Public wine/beer event
  - 4/5 - Regional festivals
- 1- Reusable grocery bags (need to be purchased for store)
- 4- Fantastic Food Fest
- Printing of local buyers guide (high value online, small value printed)
- Low-Print advertising (If strategic then maybe)
- 3- Radio advertising ( streaming is of interest)
- 4- Expendables for Farm to Fork dinner series
- 5- State Fair building signage
- 3?-Attendance at the National Restaurant Association annual show
- Grocery Store advertising - would do streaming audio before doing grocery carts – targeted phone ads while in the store?
- 1-Toll road service plaza store product placement
- 1-Ad purchase on state roadway map (we want it for free)
- Low - Road signs (online store so members can buy themselves??)
- Indiana Artisan event sponsorship – work with IA to see what a partnership would mean to them.
- Consideration for continued in-kind advertising –yes to all!
  - Recipe videos
  - Facebook live events
  - Television culinary spots
  - Indy 500/ Indiana Dairy possible partnership

### **Specialty Crop Block Grant Contract employee Reports (Julie and Jen)**

- Julie:
  - currently emailing, calling, visiting members and getting a spot for Indiana Grown in farmers markets
  - Calling extension offices in each county and attended their events to talk about IG
  - More response through email due to businesses' busy schedule
  - Went to Chesterton to receive a reward for IG "Recognition of Service Excellence- Putting Porter County on the Map"
- Jen:
  - Visiting towns, farmers markets to make travel more efficient
  - Brochures are very useful
  - Doing a lot of research
  - Getting out messaging out and helping to get everyone on the same page
- Ted: Great ambassadors

- Small farmers are very receptive to the idea because it promotes people to buy local

#### **Member Conference Discussion**

- What should be discussed that would be of educational value?
  - Food safety and how to work with health department
  - Showing models of distributions
  - Not all counties have tourism – so how to leverage other tourist focus options
  - Helping them to market and how to use our tools and platform
  - Any type of media training or opportunity
  - Time for networking and connectivity
- Only 12 members gave back their input- January was a consensus for the timeframe of the conference

#### **State Fair plans and Indiana Grown Store**

- Great opportunity from last year, but IG plans to run the store ourselves this year. It was a great opportunity for members to sell their products directly to the general public.

#### **State Marketer Conference Update**

- Suzi attended a conference in Colorado with 20 other state depts of ag based state marketing orgs. Lots of ideas, networking, and info sharing. Information included in handouts has Suzi's notes from the conference for idea generation and future consideration.

#### **Thank you**

- Ted offered his continued thanks for participation and activity as a Commission member. The initial three year terms are at an end and the Lt. Governor will be reviewing Commission membership to determine her preferences for placement on the Commission. If an individual would like to continue to serve in their current capacity, please let Suzi know asap.