

*** MEDIA ADVISORY ***

INDIANA GROWN AND HOMEGROWN BY HEROES TO LAUNCH NEW PROGRAM SUPPORTING HOOSIER VETERANS

WHO: Governor Mike Pence, Lt. Gov. Sue Ellspermann, ISDA Director Ted McKinney, Executive Director of Farmer Veteran Coalition Michael O’Gorman, Major General Courtney Carr, Director of Department of Veterans Affairs Jim Brown, Veteran and Owner of Blue Yonder Organic Farm, and a representative from Farm Credit Services, as well as Homegrown By Heroes members, Indiana Grown members and Hoosier veterans.

WHAT: [Indiana Grown](#) partners with national [Homegrown By Heroes](#) program to bring statewide awareness to Indiana veterans in agriculture. The *Indiana Grown Homegrown By Heroes* program gives local producers who have served in the military the opportunity to use an exclusively-designed logo on their business signage and/or product labels. This will help consumers who wish to show their support easily identify products made by Hoosier veterans.

WHEN: 12 p.m., Monday, Feb. 29

WHERE: Indiana World War Memorial Plaza
431 N. Meridian St.
Indianapolis, IN 46204

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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 about this free program, visit www.IndianaGrown.org.

ABOUT HOMEGROWN BY HEROES

Originated in Kentucky, Homegrown By Heroes is a marketing program that provides a distinctive label that farmer veterans may affix on their agricultural products to be displayed to the consumer at point of sale. The label informs consumers that a veteran who served our country in the military produced the product in the U.S. With the help of FVC, Homegrown By Heroes will positively influence the way consumers think and feel when purchasing agricultural products. For more information, visit www.farmvetco.org/homegrown-by-heroes.

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