

Indiana Grown Commission Meeting

Market District- Table

Friday, November 18, 2016

Attendees:

Ted McKinney

Jeanette Merritt

Deb Trocha

Margaret Davidson

Cheryl Carter Jones

Mark Straw

Pete Eschelman

Chris Baggott

Staff and Guests:

Melissa Rekeweg

Julie Gollither

Heather Tallman

David Bausman

Suzi Spahr

John Baugh- Purdue

Welcome/Introductions- Ted McKinney

Brian- Market District Presentation

- Inspire people to discover the pleasure of food
- Emphasis on experience for guests
 - Local spirit is robust in this area
- Top selling items in store
 - Broad Ripple chips
 - Traders Point
 - Eiseles honey
 - Copper Moon
- Broad Ripple Chips
 - 15,832 items sold in 52 weeks
- Trader's Point Creamery
 - 9,810 units sold in 52 weeks
- Total of Indiana Grown Products in 52 weeks
 - 88,198 total units sold
 - \$472,873 in revenue

- Merchandising
 - Local foods generated \$11.7 billion in sales and projected to climb to \$20.2 billion by 2019 according to Nielsen market research data
 - Able to stock items that their other stores do not have- create displays to show off vendor and their story
 - Indiana grown products are also in other stores in Ohio and Pennsylvania
- Customer Feedback
 - Positive
 - Millennial customers make up 22% of decision making
 - “local products” was mention 127 times in their customer portal
- Brought in vendors from local farmers markets, food shows, conventions, etc.
 - Constantly bringing in new local vendors into the store
 - Suzi met with Brian this morning to discuss new ways to bring in new vendors
 - Wants to use Indiana Grown has a source for new vendors
 - Brian has helped some vendors get products ready to be sold at a retail level
 - This store has more flexibility to bring new items in than other stores in other locations, because this Market District is the only location in Indiana.
- Giant Eagle
 - Getgo Gas Station is also owned by Giant Eagle
 - Soon will be able to pick up groceries curbside via Getgo
- Concerns for small famers in big retailers
 - Hard for small famers to work under big retailer format

Staff Updates and Introductions

- Melissa- Staff updates
 - David King took new role with CoAlliance
 - Upon David’s departure, have renamed role to Membership Development Program Manger
 - Suzi’s position and new hire position will both report to Deputy Director- same as before
- Suzi- New Employees
 - Via Specialty Crop Block Funds have secured 2 new contract employees
 - They are only allowed to work within specialty crops
 - Julie- Northern Indiana

- Meeting with vendors and reaching out to new vendors
- Attended Market meeting and was able to clarify details about Indiana Grown and qualifications
- Trying to add more members and spread awareness
- Heather- Southern Indiana
 - Used her previous contacts to access networks to get word out to other farmers
 - Deals with many producers that are not tech savvy
 - Has become creative on ways to contact producers and vendors
 - Currently using google doc to track
 - There might be a free version of Salesforce called Zoho

Economic Impact Study

- See handout in folder
- Plan to begin impact study by the end of the year or early 2017
 - Received 2 proposals
 - Smari fits within budget restrictions
 - Hope is to have hard data in the middle of legislative session
 - Depends on how quickly can get contract approved
 - Possibly wait until after legislative session before beginning study?
 - Should focus on new SCBG employees to get word out

Budget, Funding and Upcoming Legislative Session

- Budget/Funding- See handouts
 - Budget is very conservative
 - Also things in budget we don't have to do
 - Does not include personnel costs, travel costs or training costs
- Suggestion made to itemize out budget and have 2016 to compare to 2017
 - As a commission, put together budget plan
- About \$400,000 to run program per year (estimate)
- Fantastic Food Fest 1/21/17-1/22/17
 - Circle City Hosts
 - Open to public

- Can come in and sample products
- Horticulture Congress
 - Looking into expanding into other sponsorship opportunities
 - Suzi trying to become a presenter
- PMA
 - Produce Marketing Association
 - ISDA has participated every year
 - Other states with similar programs attend
- Suggestion made to update marketing budget
 - Get more online
 - Most of budget is marketing- suggested hiring a marketer or marketing agency
 - Establish marketing approach/strategy?
- Suggestions made to put more money into social media
 - Less on “old fashioned” marketing outlets
- Suggestion made to look at other states that do local retail really well and take from their models
 - Vermont, Michigan, California, etc.
- What is missing in the budget?
 - Google ad words
 - Personnel
 - Broken down by line items- marketing, travel, etc.
 - All Commission members send comments/ideas to Suzi in next few days
- Legislative- David
 - Don’t expect to have a budget hearing until January-February time frame
 - Fair Labor Standards
 - This will effect most of government staff

Review of 2016 Activities

2017 Plan

- See handout
 - “other goals” is completely suggestion
- Eliminate

- Indiana State Fair Building Sponsorship- not worth it
- mobile app
- Indianapolis 500
- Has value
 - recruitment
 - social media
 - Indiana Grown Member Conference
 - Informational, educational, networking, etc.

Open Commission Positions

- Commission members serve a 3 year term and do not need to roll off the board before they can be reelected
- 2 positions open
 - Restaurant position
 - Farmers Market position
 - Have applicants for each position- just need stamp of approval from LG's office
 - Per LG's office, applicants will not be considered until after transition to new administration.

Website Updates

- Submitted updates are in process
- Have seen prototype- it looks really good and hope to have it up and running by beginning of 2017

Media PR Update

- See handouts from Ditto plus 3 media outlets with stories
- Many other states have a "catch phrase"
 - See handout in packet with logos and tag lines
 - Does Indiana Grown need a tag line?
 - Positive feedback
 - Why Indiana grown? Why local?

Marsh

- Indiana Grown's biggest Partner success story

Suggestion to connect with Ag Ed Programs

- Schools starting gardens and livestock farms
- Indiana Grown expand to schools participating in those types of programs?