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 Goliher
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
  o Local foods generated $11.7 billion in sales and projected to climb to $20.2 billion by 2019 according to Nielsen market research data
  o Able to stock items that their other stores do not have - create displays to show off vendor and their story
  o Indiana grown products are also in other stores in Ohio and Pennsylvania

• Customer Feedback
  o Positive
  o Millennial customers make up 22% of decision making
  o “local products” was mention 127 times in their customer portal

• Brought in vendors from local farmers markets, food shows, conventions, etc.
  o Constantly bringing in new local vendors into the store
  o 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
  o Brian has helped some vendors get products ready to be sold at a retail level
  o 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
  o Getgo Gas Station is also owned by Giant Eagle
  o Soon will be able to pick up groceries curbside via Getgo

• Concerns for small famers in big retailers
  o Hard for small famers to work under big retailer format

Staff Updates and Introductions

• Melissa- Staff updates
  o David King took new role with CoAlliance
  o Upon David’s departure, have renamed role to Membership Development Program Manger
  o Suzi’s position and new hire position will both report to Deputy Director- same as before

• Suzi- New Employees
  o Via Specialty Crop Block Funds have secured 2 new contract employees
    ▪ They are only allowed to work within specialty crops
  o 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
  o 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
    o Received 2 proposals
    o Smari fits within budget restrictions
    o Hope is to have hard data in the middle of legislative session
      ▪ Depends on how quickly can get contract approved
    o 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
    o Budget is very conservative
    o Also things in budget we don’t have to do
    o Does not include personnel costs, travel costs or training costs
  • Suggestion made to itemize out budget and have 2016 to compare to 2017
    o 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
    o Circle City Hosts
    o 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?