

## Indiana Grown Commission Meeting

10/16/15

Members present: Pete, Bob White, Mark Straw, Jeanette, Margaret, Cheryl Carter-Jones, and Ted McKinney

Non-members present: David King, Bianca Gogel, Greta Snell, Britny, Wendy Maple IT consulting company

9:9:15 - Welcome from Ted go over agenda

9:15- Discussion of Homegrown by Heroes location. Open to ideas. Introduction of everyone.

9:20 – Vote of member participation by electronic means. Cheryl made the motion Jeanette seconded it. Discussion of terms, must be renewed every two years, a third must be present. Unanimous approval by accord.

9:23- Commission continuance on board discussion. Feedback from commission on engagement: Notification of press releases more in advanced. More communication more involvement. The day to day operations must keep the commission in the back of your mind. David King- Sometimes what is discussed in meetings does not translate over to ISDA. Ted- there's been a slowdown in communication but do not want to be involved in day to day operation? Am I hearing that right? Commission: yes, we are an advisory board. There are two types of boards the advisory and the working board are ones who you can communicate directly with day to day. David: Sometimes when I need help I need clearance from my bosses to ask you guys for help. Commission: We want to help we have areas of expertise and we want to see it be successful now that it is launched and we have relationships that can help that be. David: challenges, funding and communicate to all steps. Commission would like a one page report monthly or every two weeks. Disappointed in legislation, needs to be in their face. Ted-Summary, periodically a summary, you understand it's an advisory board, interested in helping; we have missed updates and informing, always to tap in to networks individually. Commission: I think you have missed legislations. We need more engagement. David: be sure to check emails. We need your support to feel that are emails are important. Ted- Lateness in invitations was not intentional and we will take note. The next event is on November 17<sup>th</sup> with almost certainly after 11. On a scale of 1-10 an 8 to 9 on importance of being there.

9:45: Discussion of importance of being at Homegrown by Hero. See if governor can host commission 15 minutes before the event. Maybe have it at Hendricks Co, on a farm? Location must be around Indy.

9:52- Must complete ethics training today.

9:55 – Indiana Grown Annual report discussion. What key things do you think should be in there. Cheryl- need numbers, the addition of David is key. Commission would like to see report before hand. Like to

see efforts and economics noted. Need to know the past before, the failed launches the historical part. Mention that this program is to try to make new dollars for the state. No, we need to say if not set a goal. If we go under the legislators are going to say no to more funding. Regurgitate business plan. Let's work hard on getting the hard examples and numbers, not mention names. Cannot publicize how we go those numbers on paper. Testimonials and proof points!! How do you combat that we are doing a great job without funding? We show where we are lacking and what we are missing. There's a reason why soybean alliance spend so much money.

We've got to make sure it's the big picture, it's the big tent in every sense

Background, creating of the commission, business plan, proof points, shortfalls

Had we had the funding we could've delivered xyz

Commission will see the draft, a few days for input

Executive summary is important

Thank yous and testimonials

Quotes and statistics directly from producers and news clips and appendix

Need to have a big section on funding support it from the top down, creation of commission, to the business the plan to this point, how in the world are we going to support that with no funding.

Ted - We do have funding but we scraped the bottom.

We need to put those challenges in that report.

Three suggestions we need to make the program better: financial sustainability, enhanced brand awareness in restaurants, breweries, etc. Program only known in the donut counties we need to have a greater reach, creating a better benefit to being a member. See the benefits, how do we get businesses prepared to be ready for the increased demand? To deal with the introduction of federal regulations. Who does the training? Training into the retail system. Do we tie in food hubs? We need to be 'Kroger' ready UPC codes, forms etc it's an operational thing. We have created an opportunity, we are going to fall sort of demand if producers are not ready. Another point, we need more supply, how do we get more producers? What do these retailers want and how can we create that supply? We need co-packers.

Making sure supply meets demand, and begin operational preparedness.

Include map in the report. Take a giant visual map for legislation.

Use a different word than producers. Make them sound more like entrepreneurs and business owners.

Sometimes we do not have the luxury of using Purdue to prepare producers.

We need someone to train them to be Kroger ready. I don't see IN grown having staff to do that. Maybe a workshop?

Put financial sustainability last.

Three title points in order: Increase brand awareness- Expand on point. Handling increases supply and Demand- training, more producers, FSMA, UPC codes and forms etc. then follow up with last point Financial sustainability: expand on why the points mentioned and other examples show that the program is not sustainable without funding.

10:50- Break

10:57 – Dittoe Highlights. Document passed out with media relations update. 535 pieces of media on IN grown from July to September.

Commission would like a breakdown of location of media state-wide. How much North, South, and Central.

353 total pieces does not include everything. Mostly from personal pitches to media.

More proactive than reactive.

Going forward we are going more into feature/lifestyle side. Individual stories from current members. Brooke's Candy has increases 70% for example. Proactive media pitches of those stories. We will do that on a regular basis.

We need to tap in to commodity groups. If they are spending money make sure they say it's Indiana Grown.

These seem to be Indy centric. We need to chase other areas, Evansville, Lafayette, South Bend, Fort Wayne, etc.

We need to reach out to Gunther Farms for the Thanksgiving turkey segment.

Next agenda point, how is this going out of the central region?

David: Asked commission to look for products in store that are not Indiana Grown, we need to sign them up.

11:15 – Homegrown by Heroes. The official date is November 17<sup>th</sup>. Location possibility is Historical Society, WW2 Memorial, on a farm, etc.

Why scale it back? We should have 1,000 people there.

I don't want this to be all consuming and take away from the main goal which is promoting all of Indiana products.

Example from Kentucky ultimately it was about Kentucky Proud not just veterans.

Think larger not smaller not 1000 maybe 100 or hundreds.

What is the perfect time?

Dittoe- after 11

If we do it in the evening we are looking at late night news or morning news

11:30 – Indiana Grown update.

50 Kiosks in Marsh. Fixed mistake of restocking products, that was a Marsh issue.

Indiana Pork is providing a 12 pack box that is going into Marsh has logo on it. Looks like what is at the State Fair.

IPC is looking into possibly segregating hogs in the future.

This would be a great story to highlight.

IPC is also trying to get their product into Cuba.

I think a great selling point for stories is their margins.

Adam Moody has all bacon approved to go into Marsh and is in 5 Kroger.

Brian and Julie Gollither they farm about 2000 acres over the course of the last six months they have quadrupled.

Hunt Family Farms hog producer supplying to This Old farm went from 25 hogs to over 200 hogs.

Moody is very close to getting packaged pork into Marsh

Working on salad mixes. Looking for someone to stand up and build a food hub.

Need to focus on national news to bring in brand awareness. Chicken on Dr. Oz

Making headway into several other chains. Banners and Shelf talkers are all on their way. Producers are there, now we need to be more visible.

Market District? We are working on the signage. Looking into bringing 6 more stores into the state.

Kroger is putting pressure on getting more.

12:00 Adjourn