



— Newsletter —

**March 2020**

## Marketing Materials Survey

Take advantage of our newly developed marketing materials to help promote your Indiana Grown business!

[Click Here](#) to complete the survey to request these FREE marketing materials.



We have a limited number of items available to distribute, and we will fulfill as many requests as possible. Requests will be addressed on a first come, first serve basis. Prior approval is required for all logo use. Please allow 5-7 business days for shipping of your materials and to allow for logo use review and packaging of supplies.

Don't forget to share with us how you are using these marketing materials. Please post pictures and tag Indiana Grown on social media or email pictures to us directly at [indianagrown@isda.IN.gov](mailto:indianagrown@isda.IN.gov)!

## 5 Year Fridays



Indiana Grown turns FIVE on July 7, 2020, and in honor of this milestone we plan to celebrate! All year long, we will be sharing member and program accomplishments, and we would love your help! Each Friday we will be posting a short video from a member that tells the story of their time with Indiana Grown. **We want to hear from you!** Tell us what you love about Indiana Grown and why Indiana Grown is important to your farm or business. If you are interested in submitting your own video to be shared, please note the following requirements:

- No more than 45 seconds in length
- Shot in a vertical orientation
- Submit videos to Dana Kosco in one of two ways:
  1. Send via a Dropbox or Google Drive link to [dkosco@isda.in.gov](mailto:dkosco@isda.in.gov)
  2. Send to Indiana Grown's Facebook page via Facebook Messenger

We will review all submissions and post weekly based on the order they are received. Please note they **MUST** meet the above requirements in order to be used. We look forward to seeing your videos and thank you for your help in celebrating Indiana Grown's fifth anniversary!

## Homegrown by Heroes Searchable Map

Our [Homegrown by Heroes](#) members are producing some great products, and we want to help the public find them.

### WHAT IT IS

A searchable map database was just launched on the Homegrown by Heroes website:



- Search by zip code to find HBH producers near you
- See what they produce, where they are located, how to buy from them, and links to their website and social media pages

### TO JOIN THE MAP

If you are already certified Homegrown by Heroes and would like your farm added to the map listing, fill out the [inquiry form](#). If you don't have your Homegrown by Heroes certification yet, start with that [application](#) first.

[Search the Map](#) to find a farm near you and check back often as more members are added!

### 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 Farmer Veteran Coalition, Homegrown By Heroes will positively influence the way consumers think and feel when purchasing agricultural products.

For more information, [click here](#).

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## Farmer Veteran Fellowship Fund Application is CLOSING SOON!



The 2020 [Fellowship Fund](#) application is open from February 3 - March 6.

A small grant program, the fund provides direct assistance to veterans in their beginning years of farming or ranching and developing their agricultural careers. Assistance is provided through the purchase of capital equipment the veteran identifies as making a crucial difference in the launch of their farm business. Apply [HERE](#).

(Previous recipients are not eligible to apply in 2020. Previous Tractor Supply gift certificate awardees however are invited to apply.)

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## Visit Indiana Media Marketplace

The [Indiana Office of Tourism Development](#) will once again host a Spring Media Marketplace to provide industry partners with a one-stop media networking opportunity to pitch their travel destination ideas. The event is April 28 starting at 11 am (EDT) at the [Indianapolis Motor Speedway](#). The event cost is \$500 and covers two attendees, lunch and booth space (eight-foot table with two chairs).



Potential media participants include writers, freelancers, editors, producers, bloggers and journalists.

[Click Here](#) to reserve your spot. Contact [Josh Alsip](#) with questions.

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## Trade Content



Planning to grow your business in 2020? Consider selling goods or services internationally. Our [ISDA Economic Development Division](#) can link you with critical educational, operational and financial resources for export assistance:

- Statistics from the [U.S. Census Bureau](#) provide intelligence on current markets and flows. And the [Food Export Association of the Midwest](#) can offer you its evergreen, no-cost [Export Essentials Online](#) learning modules.
- The [Indiana Small Business Development Center](#) has a team of trained advisors and export experts established to simplify your expansion through no-cost, customized one-on-one coaching statewide. Another key resource is the [U.S. Commercial Service](#) office in Indiana who can assist you with market research, finding international partners through its Gold Key program and trade event services.
- [Food EXPORT's Branded Program™](#) provides 50% cost reimbursement (up to \$300,000) for a wide variety of international marketing activities related to food and agricultural products. Another option is the [Indiana State Trade and Export Promotion \(IN-STEP\)](#) program which can also provide 50% cost reimbursement (up to \$12,500) for a wide variety of international marketing activities as well as export educational programs and other export services provided by the [U.S. Department of Commerce](#).

Start exploring the [many benefits of exporting](#) with ISDA today!

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## Made In America

The [Made In America](#) trade show was held in Indianapolis in 2019. Check out this message from their CEO for details about [2020 Made in America](#).

This year 10,000 complimentary attendee tickets will be given away. There will be certain times of the show designated to buyers and the rest of the time open to consumers. This is the best of both worlds when it comes to a trade show. Exhibitors will have time with buyers to introduce their products but will also have the opportunity to bring inventory and sell it on the show floor.



**SPECIAL OFFER FOR INDIANA GROWN MEMBERS:** \$17.95 per square foot when you mention Indiana Grown.

[Click here to confirm your desired space.](#)

Here are a few links that give general information about Detroit and the TCF Center:

[Exhibitor Resources](#)

[FAQs about Detroit](#)

Thank you for your continued support of American Manufacturing!

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## Terms of Service and Logo Download



Please review the recently updated [Indiana Grown terms of service](#). Indiana Grown has a logo you may use on your product, signs, website, social media or retail location, if approved. All logo use requests must be verified by Program Director, Heather Tallman. Please contact Heather Tallman at [htallman@isda.in.gov](mailto:htallman@isda.in.gov) or 317-697-5863 for logo approval requests within 15 days of intended logo use.

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**317.232.8770 | [IndianaGrown@isda.in.gov](mailto:IndianaGrown@isda.in.gov) | [IndianaGrown.org](http://IndianaGrown.org)**

Indiana Grown is administered by the Indiana State Department  
of Agriculture in partnership with Lieutenant Governor Suzanne Crouch.

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