



Commission Meeting Minutes

December 16, 2020

COMMISSION: Thom England, Nathan Shoaf, Bill Kercher, Seth Grant, Bob White, Michael Gillum, Natasha Cox, Marcus Agresta

ISDA STAFF: Leah Harmon, Shelby Huff, Dana Kosco, Heather Tallman, Bruce Kettler, Regan Herr

WELCOME

ATTENDEE UPDATES:

Shelby Huff:

- Moving into legislative session:
 - New pesticide civil penalty bill
 - Carbon farming summer study – expecting a few pieces of legislation
 - There will be a bill on Indiana Gasohol
 - Broadband

Director Kettler:

- CARES
 - CARES dollars have been allocated to small scale meat processors
 - ISDA received 61 applications, 41 projects were awarded
 - All \$4 million was allocated. The program was a matching program so in total \$8 million is being allocated to small scale meat processors this year
- Economic Development Team
 - Businesses are coming to ISDA and IEDC about bringing new technology and agriculture into the state (*ex: leafy greens*)

Thom England:

- Seeing lots of changes and people adapting to those changes
- Ivy tech is virtual for first two weeks in January and then hoping to return to in person

Nathan Shoaf :

- Gearing up for Small Farms Conference | March 5th and 6th
- New curriculum on Urban Farming @ State Fairgrounds
- Program starting with NRCS and SWCDs on urban soil health



Bill Kercher:

- Great peach crop and some apples
- Great attendance each weekend on the farm – could be record breaking
- Concerned with the future of the USDA Food Box program – makes it difficult to plan ahead
- They are taking a conservative approach to planting
- They saw a very large increase in demand for prepackaged goods (*ex. sealed package of sweet corn*)

Seth Grant :

- Continuing food distributions in Marion County
- Utilizing Farmers to family food boxes but anticipating that going away at end of month
- Have received funding from Eli Lilly to get them through the end of 2021
- Trying to move the food pick up indoors if possible
- Focusing on how they can support locally owned restaurants and front-line staff
- Feeding our front-line staff meals from locally owned restaurants
- Preparing for vaccine distribution
- Looking forward to continuing the farmers market in the spring

Bob White:

- INFB is getting ready for the general assembly
- Keeping an eye on: Carbon Bill, update and modernize the home vender
- Expecting 2021 to look a lot like 2020 in the regulatory world

Michael Gillum:

- Started a new business farm fresh produce
- Sell wholesale produce

Natasha Cox:

- Lending is at a record high
- Land values are holding strong
- Happy to help members in any way!

Marcus Agresta:

- Business has slowed again
- Hopeful for future with the vaccine
- Looking for some more government relief

Lieutenant Governor Suzanne Crouch:

- Excited to announce the launch of the Indiana Grown Online Marketplace



COVID-19 UPDATES:

- Consumers have a newfound appreciation for local food in 2020

CURRENT PROJECTS/SOCIAL MEDIA CAMPAIGNS:

- Winter Farmers Market Public Media Campaign
- Interactive Shop Local Map (partnership with IU Center for Rural Engagement)
- Instagram Member Takeovers – every Tuesday
 - Began in September and full schedule through March
- Five on Fridays – every Friday
 - Blog post about a business on Indiana Grown website and social media
- Shop Indiana Grown Online Marketplace –
 - Launched on Monday 12/14/2020
 - Partnership Indiana Small Business Development Center
 - Selected some vendors who were already in the ecommerce space for the launch
 - Eventually will have delivery and pick up options as the online marketplace grows

UPCOMING ITEMS:

- Indiana Grown Member Buyer's Guide – using funds from SCBG Grant to create
- Food Council Development Grant – open to all established food councils
- Food Safety Assistance – working with Purdue and Safe Produce IN to get more members GAP certified

OPEN DISCUSSION:

- Director Kettler: Help us understand the opportunities are for growth for Shop Indiana Grown.
 - Heather: It will be marketed just as a store. Helpful to vendors not familiar with technology. Start small and grow carefully. Have Indiana be an example for other states.
- Director Kettler: Can vendors have sales and specials?
 - Heather: Yes. Vendors have full control of pricing, discount codes, upsell and cross sell.
- Regan Herr: Is there a cap on products they can upload?
 - Heather: No but currently asking them to limit their products to 5-10 to start.
- Michael Gillum: Excited about the store and buyer's guide. Would like to see the budget.
 - Heather: Will send budget to commission.
- Marcus Agresta: Each vendor is responsible for their own shipping?
 - Heather: Yes and SBDC can help get them become ecommerce ready.

SOCIAL MEDIA UPDATES:

- In September Indiana Grown's Facebook page was wrongly accused of violating Facebook Community Standards – continually reporting but no luck as of yet.
 - This limits posts that can be shared, and followers can not share many of our posts.

MEETING ADJOURNED – 2:30 P.M.