



— Newsletter —

Learn about Governor Holcomb's [Back on Track](#) plan and [CLICK HERE](#) for the most up-to-date information on COVID-19.

A message from the Indiana Grown team:

Many Indiana Grown members have reported receiving emails that appear to be from Indiana Grown Director, Heather Tallman. These are **spam emails** coming from an

unknown Gmail account that does not belong to the State of Indiana or Indiana Grown. Please do not respond to these emails. Any legitimate communication from Indiana Grown will look like this newsletter or come from a State of Indiana email address accompanied by an email signature that includes our agency graphics. We sincerely apologize for any confusion this has caused.

January and February are months that many farmers and producers use to plan for the coming growing and event season. Like 2020, 2021 may look a bit different but we are encouraged to see so many Indiana Grown members working together, innovating and growing their agribusinesses in a variety of ways.

As we all plan for the coming spring and summer, please reach out to Indiana Grown if you have questions, concerns or are looking for assistance.

Shop Indiana Grown Online Marketplace

As you may have heard, Indiana Grown has officially launched the [Shop Indiana Grown](#) online marketplace! The FREE service will be offered to all qualifying Indiana Grown members providing you with an additional sales outlet during a time when online retail is critical to the success of many farms and businesses in our state and nationwide.



Signing up is easy! Simply visit <http://www.shopindianagrown.org> and click "Become a Vendor" to begin the application process. A member of the Indiana Grown staff will review your submission before you may continue.

If approved as a vendor, you will be responsible for creating your profile, uploading products, managing and shipping inventory as well as responding to consumer inquiries. In addition, we have brief, online training and information sessions you will be responsible for viewing. Please note: all products submitted must have the ability to be shipped, and all consumable products must be made in a commercially-inspected kitchen.

This new e-commerce platform was made possible thanks to our partnership with the [Indiana Small Business Development Center](#). Would you like to meet with a no-cost Indiana SBDC business advisor to help prepare you for e-commerce sales in areas like logistics + shipping, e-commerce development, financial advising or market research? Contact Heather Tallman at htallman@isda.in.gov to request assistance.

Please contact indianagrown@isda.in.gov for technical assistance or questions.

We Need Your Feedback!



Indiana Grown has released several ongoing surveys that have been shared with you over the past few months, and we hope to continue receiving your responses in order to best support you as a member. For more information and to complete each survey, please click the links below.

- [How Has COVID-19 Affected You?](#)
- [Indiana Grown Member Online Sales](#)
- [Indiana Grown Member Classification Survey](#)
- [Agri-Business Export Survey](#)

If you have any questions, please contact Indiana Grown Program Director Heather Tallman at htallman@isda.in.gov or 317-697-5863. We greatly appreciate your feedback!

Save the Date!

Indiana Grown has tentative plans to host a smaller version of our signature annual event, Monumental Marketplace, on **Friday, June 18 on Monument Circle**.

This event is contingent on many factors and more information will be forthcoming.



Food|Comida|Rawl 317 project

Are you a food or farm business or organization in Indianapolis or that serves Indianapolis buyers? Join us for some focused discussions as part of the [Food|Comida|Rawl 317](#) project, from the City of Indianapolis.

Through February we will be collecting information from consumers and from businesses and organizations that work in the food system. The idea is to listen, understand, and elevate the challenges and successes you are having as part of the pandemic, or in general, for your food business or organization.

Later this spring we will reconnect food system participants into another round of data collection to focus on the issues in common with others in the Indianapolis Food System.

If you operate a food business or organization and would like to attend a meeting, or offer information in an interview, please [click here](#) to take the registration survey. Please share this link with other food businesses and organizations that may want to attend as well.

If you work with home consumers, please share a link to [this survey](#) to let them know that we want to hear from them! Weekly prizes are awarded for people who take the consumer survey!



If you have questions, please contact Milele Kennedy with the City of Indianapolis or one of our Food|Comida|Rawl 317 team members [through this contact information](#).

The Market at White River State Park



White River State Park (WRSP) is kicking off an inaugural event series this spring: The Market at White River State Park. The Market is a farmer's market that will feature local farm produce, prepared foods/drinks, flowers/plants and handcrafted artisan goods.

The Market will be hosted in Celebration Plaza in WRSP from 9:30 a.m. – 1:00 p.m. on these Sundays: May 2, May 16, June 6 and June 20. For more information, visit [The Market at WRSP](#).

Maggie's Hoosier Marketplace

The St. Margaret's Hospital Guild raises money and support for Eskenazi Health and each year its largest fundraiser is the Decorators' Show House and Gardens (this is how your your link below spelled the event) in Indianapolis,



Throughout its 60 years, the event has raised more than \$13.5 million for Eskenazi Health, and is the largest event of its kind in the country. (<https://www.showhouseindy.org/>)

Due to COVID-19 precautions the Guild has created Maggie's Hoosier Marketplace to support Indiana small businesses during the duration of this event. This year the marketplace will replace the café featured in past years.

Particulars:

- Show House runs TWO WEEKS: Saturday, April 24 thru Mother's Day, Sunday, May 9
- YOU schedule delivery of your products and any marketing materials Saturday April 17, Sunday April 18 or Monday April 19. *There will be events happening at the Show House the week prior to its start*
- There will be always a security guard on the premises
- Their volunteers will always staff the marketplace
- They will contact you if more product is needed
- YOU schedule pickup of any remaining products for Monday, May 10. They pay you for items sold

They will sell your products on a consignment basis thus offering you free exposure and an onsite sales team. You set your retail price and the margin will go to Eskenazi Health.

If you would like to participate in Maggie's Hoosier Marketplace:

Email rozredmandick@hotmail.com by **Feb. 24** and include:

1. Picture and explanation of product
2. Retail price of product
3. Wholesale price for product
4. Your contact information (Name, address, phone, email, website)

Register for the Indiana Small Farm Conference



Registration is open for the 2021 [Purdue Extension](#) Indiana Small Farm Conference! Using the Microsoft Teams platform, they will be presenting their ninth annual conference online March 4-6, 2021. The \$35 registration gets you full access to a variety of live and on-demand content about what's new and what's next for small farming.

[CLICK HERE](#) to learn more and register.

Five on Friday

Indiana Grown would like to feature our members by asking you to share FIVE interesting things about your farm or business. This new feature is called Five on Friday and will be a fun way for consumers to get to know you.

FIVE
on friday

Please complete [THIS SURVEY](#) if you are interested in participating. Members will be featured on Indiana Grown social media platforms as well as on the Indiana Grown website. After completing the survey, please email Indiana Grown a photo of your business operation at indianagrown@isda.in.gov.

with **INDIANA GROWN**

Contact Indiana Program Director, Heather Tallman at htallman@isda.in.gov with any questions.

Produce Safety Alliance Grower Trainings

[Safe Produce IN](#) will host several Produce Safety Alliance (PSA) grower training courses during the upcoming fall and winter. This training is for fruit and vegetable growers and others interested in learning about produce safety, the [FSMA Produce Safety Rule](#), and Good Agricultural Practices (GAPs). The PSA Grower Training Course is one way to satisfy the FSMA Produce Safety Rule

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training requirement outlined in [§ 112.22\(c\)](#). **Very small farms with average annual sales \$25,000-\$250,000 must complete this training before their 2021 farm inspection if they have not already taken the course.** The 7-hour training sessions will be held in the following locations:

- Porter County; Wanatah, IN- January 15, 2021
- Delaware County; Muncie, IN – January 25, 2021
- Knox County; Vincennes, IN – February 12, 2021
- Switzerland County; Vevay, IN- February 19, 2021
- LaGrange County; LaGrange, IN- March 19, 2021
- Wayne County; Richmond, IN- April 9, 2021

Cost of the training is \$90 and includes a certificate of training and course manual. Growers can find training details and register for a session at SafeProduceIN.com. If you have questions about the training or would like to schedule a [Private Training](#), contact Dr. Amanda Deering at 765-494-0512 or email adeering@purdue.edu.

Create Your Own Blog Post Today

Have a great recipe to share? Want to tell the story of your fifth-generation farm? As an Indiana Grown member, you have the ability to create your very own blog posts to share the latest news and updates about your farm/business. Your post will live on the Indiana Grown website and be tied to your Indiana Grown profile! Reference our [Blog Post Step-by-Step Guide](#) to get started!

If you need assistance please reach out to our Indiana Grown Program Director Heather Tallman at htallman@isda.in.gov.



LG Visits IG

In 2017, her first year in office, Lt. Governor Suzanne Crouch visited Indiana Grown member My Sugar Pie and the bakery's owner Kelly Maucere. Located in Zionsville, My Sugar Pie offers more than 40 different pies – all handmade. January 23 was National Pie Day and Indiana's unofficial pie is the Sugar Cream Pie. If you would like to request a visit from Indiana's lieutenant governor, please [CLICK HERE](#).



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 within 15 days of intended logo use. To request newly developed Indiana Grown marketing materials or the Indiana Grown logo, please complete [THIS SURVEY](#).

****New members - please note: Due to COVID-19, the Indiana Grown team is working remotely, so you may experience a delay in receiving your membership certificate.***



317.232.8770 | IndianaGrown@isda.in.gov | IndianaGrown.org

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

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