



— Newsletter —

A message from the Indiana Grown team:

April is here with sunny skies and warmer weather which means more time outdoors! Did you know that Indiana Grown has a horticulture guide which consists of those who grow landscaping plants, herbs, trees, vegetables and more? You can find [maps, trails and guides](#) on our website to see who is in your area.

In 2019, Indiana Grown began using an updated logo and made this logo available to members by request. Now that outdoor farmers markets are opening across the state, it is our hope that more market vendors will proudly display our logo at their booth to designate they are an Indiana Grown member. Need our newer logo? See more details below on how you can make that request.

Are you a grower in the state and in need of GAP ([Good Agricultural Practices](#)) food safety certification or training assistance in 2021? If so, please reach out to [Heather Tallman](#) in the next several days. We will direct you to an immediate resource to assist you in obtaining this valuable training and certification if you qualify.

Consumer Awareness Guide

Indiana Grown is developing a Consumer Awareness Guide! This guide will serve as an educational tool as well as an Indiana Grown member guide. To ensure your farm or business is listed in your preferred category, please complete this [short survey](#) by **Wednesday, April 14, 2021**. If you are unable to complete the survey, Indiana Grown staff will choose the category that best fits your farm or agribusiness. ***It is very important that each member takes a moment to choose how best to describe your business.***



2021 Monumental Marketplace Signup



Sign up to participate in Indiana Grown's Monumental Marketplace! The marketplace will be held Friday, June 18 from 10 a.m. to 2 p.m. on Monument Circle in downtown Indianapolis. We are in need of food trucks and other ready-to-eat food vendors, as well as produce, horticulture and meat vendors. All vendors must be signed up by **Wednesday, April 14, 2021**. Participation is subject to approval and space is limited. For more details and to sign up, [click here](#).

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 [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?

Please contact Heather Tallman at htallman@isda.in.gov with questions or for help getting started.

Marketing Materials Available



If you're an Indiana Grown member, display our logo proudly on your products! This free benefit of membership with Indiana Grown helps Hoosier consumers easily identify products that are packaged, grown, raised, or processed in Indiana. If you are considering label changes, we are encouraging members to transition to our updated logo. If you need the updated logo or other marketing materials, please complete [this form](#) to submit a request.

Economic Impact Study



The [Indiana State Department of Agriculture](#), in partnership with [Purdue Extension Community Development](#) and the [Purdue University Department of Agricultural Economics](#), has begun a USDA-AMS funded study to identify the impact of the Indiana Grown program.

The study is comprised of three parts:

- 1) determine the consumer awareness of Indiana Grown and quantify consumer willingness to pay for locally made/grown products in regionally differentiated markets within Indiana (April 2021);
- 2) identify/quantify the drivers/benefits of producer participation in Indiana Grown (September – November 2021); and
- 3) use the consumer and producer data to determine the economic impact of the Indiana Grown program (January – April 2022).

This work will allow the Indiana State Department of Agriculture to extrapolate the potential economic development potential for local agricultural product branding and marketing programs in Indiana. Additional benefits of the study include a unique set of consumer data that will be representative of the Indiana Economic Growth Regions and (with your help in fall 2021!) high quality producer data. This data will be critical as we continue to enhance Indiana Grown's services and impact on Indiana.

Indiana Grown Webinar Launch

Recently, Indiana Grown had the opportunity to learn more about [Hoosier Harvest Market](#) and [Market Wagon](#). To find out more about both online retail options available to Indiana Grown members, [click here](#) to watch a short video.

We will share a new video each month in our newsletter and add these to our website resources to view any time.

Indiana Grown Member Visits

Indiana Grown Program Director Heather Tallman recently visited Lewis Organics in Morgantown, IN and Indiana State Department of Agriculture Director Bruce Kettler visited Pure Green Farms in South Bend, IN. If you would like a visit or meeting with Indiana Grown, [click here](#).



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.

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.

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

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 Indiana Grown Program Director Heather Tallman at htallman@isda.in.gov.



LG Visits IG



Lt. Governor Suzanne Crouch visits Indiana Grown Member The Melon Patch in August of 2020. Located in Oaktown, along U.S. 41, The Melon Patch is more than a rest stop and refueling station for drivers, it also includes farm-fresh melons, homemade fudge and gift shop. If you would like to request a visit from Indiana's lieutenant governor, please [CLICK HERE](#).

Terms of Service - Update

In an effort to protect both the Indiana Grown brand and our Indiana Grown members, we periodically update our Terms of Service. Please [click here](#) to review our updates.



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

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