



— Newsletter —

A Message from the Indiana Grown Team

As we enter July and get in the swing of summer, our team is preparing for the Indiana Grown Marketplace at the Indiana State Fair. Participating members, please make sure you have submitted all required information as soon as possible. This will help our team prepare for another successful marketplace!

Get Involved

There are many ways you can become an active Indiana Grown member:

- Create a member profile—add information, pictures, links and blog posts.
- Participate in our social media efforts, such as [Five on Friday](#).
- Tag us in your events and social media outreach.
- Attend our events as a participant or just to show your support.
- Share your Indiana Grown pride on social media, in your vendor booth or on your packaging by [using our logo](#).
- Join our closed, member-only Facebook group.

Indiana Grown Marketplace at the Indiana State Fair

The 2021 Indiana State Fair will take place Friday, July 30 through Sunday, Aug. 22. This store is available for Indiana Grown members to sell their qualifying products for the duration of the Indiana State Fair. Note: the Indiana State Fair will be closed Mondays and Tuesdays.



If you expressed interest in participating in the marketplace by completing [step one](#) of registration, you should have received a link for [step two](#). All participating members who have completed both surveys must also **submit required documents as soon as possible**. If you are not sure what is needed from you, contact indianagrown@isda.in.gov. It is very important for all Indiana Grown Marketplace vendors to communicate needs and read all Indiana Grown communications thoroughly.

Artisan Demonstrations at the Indiana Grown Marketplace



This year, the Indiana Grown Marketplace at the Indiana State Fair will feature artisan demonstrations. Examples include wood carving, weaving and soap cutting. Food demonstrations will not be permitted this year, due to COVID-19 restrictions.

This is a great opportunity for Indiana's talented artisans to connect with guests and showcase their products. As a demonstrator, you will be able to sell products at the store if you are registered to be a vendor. [CLICK HERE](#) for more details and to sign up. Demonstrators are welcome to sign up for multiple slots.

Sign up to Be Featured on WISH-TV

Indiana Grown partners with local news station [WISH-TV](#) to highlight an Indiana Grown member each Saturday morning. This is a unique experience and opportunity to promote your business and tell your story.



We have openings for the remainder of the 2021 year. Segments are filmed live at the WISH-TV studio in downtown Indianapolis. Participating members must **arrive at the studio by 6:00 a.m. (ET)**. The first segment goes live at 6:40 a.m. and the second segment goes live at 7:40 a.m. If you are interested in appearing on WISH-TV to promote your business, sign up [HERE](#). Indiana Grown staff will contact you at a later date about your scheduled slot.

Shop Indiana Grown Online Marketplace



As you may have heard, Indiana Grown 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 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? If so, [click here](#).

Please contact IndianaGrown@isda.in.gov with questions or for help getting started.

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 weekly feature is called Five on Friday and is a fun way for consumers to get to know you.

FIVE
on friday

with **INDIANA
GROWN** 

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 a photo of your business operation to indianagrown@isda.in.gov.

If you have questions, please contact Indiana Grown Marketing and Communications Manager Janna Page at japage@isda.in.gov.

Marketing Materials Available



If you're an Indiana Grown member, we encourage you to display our logo proudly on your products, vendor booth or storefront! This free benefit of membership with Indiana Grown helps consumers easily identify products that are packaged, grown, raised or processed in Indiana. If you need

the updated logo or other marketing materials, please complete [THIS FORM](#) to submit a request. Please note there are limited quantities of some materials.

Opportunity for Indiana Potato Growers

[Indiana Grown for Schools](#) invites Indiana growers to provide the featured Indiana-grown food for the 2021-2022 school year: potatoes. Indiana school food service providers are looking for all varieties of potatoes. All growers must be using [Good Agricultural Practices \(GAP\)](#), which is part of the recommended buying practice for school service buyers in Indiana.



Please fill out [this questionnaire](#) if you plan on growing potatoes and are interested in selling to schools in your area. This information will only be shared with the appropriate food service contacts and they, or their buying representative, will reach out to you directly.

Urban Soil Health Program



Do you grow diverse vegetables for market on a farm outside of town? Are you growing food in the city? Do you raise a range of products including produce, livestock, flowers and fruit? The Urban Soil Health Program wants to hear from you! The program's goal is to promote a systematic approach to urban and small-scale agriculture by enabling local efforts to deliver technical assistance, training, education and outreach related to soil health management systems to urban landowners, land-users and other interested groups.

The Urban Soil Health Program aims to reach new and underserved audiences in the small-scale farming arena and promote focused efforts specializing in urban soil health. Program staff will work with partners, including farmers and non-traditional partners, to help form local working groups across the state to provide new programming and address the needs of small-scale growers.

Find out more about the urban program and contact staff by visiting the [IASWCD website](#).

Project HOPE Offers Assistance to Small Businesses

The [Indiana SBDC](#) and Indiana University Kelley School of Business are partnering to support the long-term economic recovery of Hoosier small businesses and entrepreneurs. Eligible companies may apply for no-cost assistance to help establish or increase their online presence through website development, e-commerce support and other digital tools and services. Under this program, Kelley students and recent graduates are offered internships to assist small businesses in solving technology issues or providing new digital capabilities. Projects include creating or modifying websites, building e-commerce platforms, improving cybersecurity frameworks, migrating data and more. Indiana small businesses are encouraged to [submit applications online](#).



LG Visits IG



Lt. Governor Suzanne Crouch visits Indiana Grown member Crystal Springs Creamery Friday, June 18, 2021. Located in Osceola, Crystal Springs Creamery is a small family business that produces fresh, wholesome dairy products. The family is passionate about producing high quality dairy products with no added preservatives and the farm's cows are not treated with any growth hormones.

If you would like to request a visit from Indiana's lieutenant governor, please [CLICK HERE](#).

Terms of Service

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.



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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