



Commission Meeting Minutes

January 25, 2023 – Virtual

COMMISSION MEMBERS: Nathan Shoaf, Natasha Cox, Mike Hoopengardner, Mayasari Effendi, Jeff Bricker, Jennifer Rubenstein, Nicky Nolot, Rachel Boyer, Marcus Agresta, and Gina Johnson. 10 of 11 Commission Members in attendance.

ISDA STAFF: Jordan Seger, David Coates, Caroline Patrick, Angela Grant, Brandon Caldwell, Regan Herr, Haley Reiger, Katie Nelson, Jesse Cordray, and Lucy Newell

WELCOME & INTRODUCTIONS

Lieutenant Governor Suzanne Crouch

- Thank you all for your involvement and your commitment to Indiana Grown and ISDA.

Introductions and background from all commission members. Introductions from ISDA staff on the call.

CURRENT SNAPSHOT OF INDIANA GROWN

Caroline Patrick – Indiana Grown Program Director

- Indiana Grown started in 2015 and will be 8 years old this year in July. Membership is free for qualifying agriculture businesses. Product grown, raised, processed, and packaged within the state of Indiana qualify for the program. Program defined/outlined by state statute. Currently have over 1800 members in all 92 counties across the state. Revamping program to really showcase benefits and value we provide to members. New updated website as of September 2022. Member directory on website for advertising their local business, making it easy for consumers. Access to the Indiana Grown logo and the Homegrown by Heroes merged logo, access to Indiana Grown staff and ISDA resources, marketing opportunities – media, social media highlights & website highlights, member visits across the state, member meetings, sales opportunities, and additional member resources like a new welcome packet sent to all new members, promotional materials, & monthly newsletter.

2023 GOALS AND INITIATIVES

Caroline Patrick – Indiana Grown Program Director

- Member Symposium
 - Wednesday April 12, 2023 from 9 am – 3 pm at the Hendricks County Fairgrounds Conference Center. Educational one day event for members to connect and network. Indiana Grown will provide light breakfast and lunch. There will be breakout sessions, a tradeshow, panel discussion, promotional materials, and business resources. Registration will be sent out soon. Everyone planning to attend must register in advance for this event.



- June Marketplace
 - Saturday June 3, 2023 at the Indiana State Fairgrounds inside the Ag/Hort building. The June Marketplace event is an indoor sales opportunity for members to sell their products. Previously this event was mid-June on a Friday afternoon outdoors downtown Indy. The new June Marketplace will take place on a Saturday with extended hours, indoors. This will be easier for vendors to load in/load out with easy parking. We encourage more Hoosiers and consumers to shop Indiana Grown members' products at the marketplace as well as encourage more members to participate. Further information to come this spring.
- Indiana Grown Store during State Fair
 - We manage and operate a retail store inside the Ag/Hort building during the State Fair. Dates are July 28 – August 20, 2023, closed Mondays and Tuesdays. We sell members products in the store and promote the Indiana Grown program. We have plans to improve the continued success of the store for our staff and members involved. More information about the State Fair store will be shared later this year.
- Indiana Grown Holiday Box
 - Indiana Grown will be selling gift boxes highlighting local products this year. We will curate the boxes with members products, with hopes to ship across the country. The holiday box would change every year, allowing us to expand Indiana Grown awareness and product knowledge from our members, but also allow more members the opportunity to participate. More information to come on how members can apply/participate as well as how we all can purchase Indiana Grown holiday gift boxes.
- Revamping of Shop Indiana Grown
 - We are working with our web development team to make enhancements and fix issues with the Shop Indiana Grown e-commerce store.

TOPICS OF DISCUSSION FROM THE AUDIENCE

- Budget/Program funding, Logo use, free marketing materials, Trade Show Export information, additional questions, and discussion about upcoming events
 - Drew Sherman – ISDA International Trade Director – ASherman@isda.in.gov
He travels the world on behalf of ISDA to promote Indiana ag products and works to connect international buyers with Indiana businesses, as well as drive interest for Indiana products.

AGENDA TOPICS

- Membership Eligibility
 - Discussion on if we broaden the Indiana Grown program to include artisans/crafters, non-agricultural businesses. We currently require members to have products that are grown, raised, processed, or packaged within IN. Membership includes farmers, producers, and value-added food products as well as partners such as farmers markets and other organizations.



- Membership Fees
 - Discussion and thoughts on members paying annual fees to be apart of program. Currently Indiana Grown membership is free. Conversation about charging members for marketing materials/workshops/additional resources.
- Indiana Grown Logo Expansion
 - Opinions and discussion on an Indiana Grown logo specifically for Wineries, Distilleries & Breweries use as well as farmers/producers. Allowing members to use a “Gold Standard” Indiana Grown logo for any product with ingredients that are 100% grown within the state.

Next Indiana Grown Commission meeting will take place on April 26, 2023 at the ISDA Office.

Address is as follows: 1 North Capitol Ave, Indianapolis, IN 46204 in the first-floor conference room.

MEETING ADJOURNED

OPTIONAL MEDIA TRAINING

Presented by ISDA Communications team. Notes and slides will be shared with all commission members.

FUTURE INDIANA GROWN COMMISSION MEETING DATES

Wednesday April 26, 2023 from 1 pm – 3 pm

Wednesday July 12, 2023 from 1 pm – 3 pm

Wednesday October 25, 2023 from 1 pm – 3 pm