



## JANUARY 2023 NEWSLETTER



Photo Courtesy of Boone Farms

### A message from:



January is a time for us to look back at all that we accomplished in 2022 and begin planning for 2023. We have some exciting program enhancements and events to add value to you as our members. Thank you for your continued engagement, participation in events and use of the Indiana Grown logo for brand awareness. Here is a recap of all we accomplished together in 2022:

**From Your Indiana Grown Team,**  
*Angela, Brandon and Caroline*

## 2022 RECAP

# END OF YEAR RECAP

# 78

MEMBERS PARTICIPATED  
IN THE INDIANA  
STATE FAIR STORE

# 462

UNIQUE PRODUCTS SOLD  
AT THE STATE FAIR



TOTAL SALES TOPPED  
\$76,198.54

WE HIGHLIGHTED OUR MEMBERS AND PROGRAM AT  
OVER 18 CONFERENCES, MEDIA OPPURTUNITIES &  
SPEAKING ENGAGEMENTS SINCE OCTOBER 2022

# 18



## GRAND OPENING

WE EXPANDED INDIANA GROWN  
BRAND AWARENESS WITH OUR  
PARTNERSHIP WITH SSP AMERICA,  
OPENING THE FARMERS' MARKET  
FEATURING INDIANA GROWN AT  
THE INDIANAPOLIS AIRPORT

**INDIANA  
GROWN** 

# NEW ANNOUNCEMENTS

## **INDIANA GROWN COMMISSION**

The Lieutenant Governor appointed our commission members and meeting dates for 2023 are set.

## **REVAMPED THE PROGRAM**

We have revamped our Indiana Grown member welcome & on-boarding experience, streamlined communication, enhanced our monthly newsletter, increased our social media presence and relaunched the member only Facebook page.

## **INDIANA GROWN ECONOMIC IMPACT STUDY**

We partnered with Purdue University to research Indiana Grown products with our logo and determine impact in the economy. We wanted to see if consumers would pay more for the Indiana Grown logo. Spoiler alert: Consumers did pay more which means more for our members. Having the Indiana Grown logo displayed on the product brought maximum consumer awareness. By more members including the logo on their products, everyone benefits.





# 124



**NEW MEMBERS  
WELCOMED**

# 51



**MEMBERS PARTICIPATED  
IN MONUMENTAL  
MARKETPLACE**



# 35

**MEMBER VISITS  
SINCE OCTOBER**



**SHOP INDIANA GROWN  
E-COMMERCE STORE  
TURNED 2 YEARS OLD!**



## SAVE THE DATE

Indiana Grown is hosting our June Marketplace on **June 3, 2023**. Additional information to follow.

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## WELCOME NEW MEMBERS

We welcomed eight new businesses into the Indiana Grown family during the month of December.

- Tanglewood Acres – Mill Creek, IN
  - Kindred Roots Farm – Terre Haute, IN
  - Halsema Custom Crafts – Lafayette, IN
  - Moo-Over – Columbia City, IN
  - Kiger's Artisan Soapery – Sheridan, IN
  - Tall Girl Specialty Pasta – Indianapolis, IN
  - Anderson Family Farm – Veedersburg, IN
  - Iron Born BBQ and Sauces – Washington, IN
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## AWARD WINNER AND PROGRAM INFORMATION

Congratulations to Maple Leaf Farms for the "**Coolest Thing Made in Indiana!**"

**Coolest Thing Made in Indiana** - The new Coolest Thing Made in Indiana competition celebrates the state's long manufacturing history. It's for companies who make all kinds of things. Businesses that have been around for decades or budding entrepreneurs. Companies entered in the tournament face off in a single-elimination bracket format. Winners are chosen through public fan voting. Each winner goes to the next round until we reach the coveted final four teams and an ultimate Coolest Thing Made in Indiana champion. For more information on Maple Duck, click [here](#).



Congratulations to our Indiana Grown Members for grants awarded from the **Dairy Business Innovation Alliance!**

- Goat Milk Stuff
- Freshly Dairy
- Sirocco Ridge Farmstead Creamery

The **Dairy Business Innovation (DBI)** Initiatives support dairy businesses in the development, production, marketing and distribution of dairy products. DBI Initiatives provide direct technical assistance and grants to dairy businesses, including niche dairy products, such as specialty cheese, or dairy products derived from the milk of a dairy animal, including cow, sheep and goat milk.

These initiatives specifically focus on:

- Diversifying dairy product markets to reduce risk and develop higher-value uses for dairy products.
- Promoting business development that diversifies farmer income through processing and marketing innovation.
- Encouraging the use of regional milk production.

Have you received an award, grant or achievement? Tell the Indiana Grown team in the Facebook group or send information to us [indianagrown@isda.in.gov](mailto:indianagrown@isda.in.gov) to be featured. We would love to highlight your awards & recognize you in future newsletters.

## Indiana Grown Commission Members and Meetings

Indiana Grown is happy to announce the first commission member meeting of 2023. These members will be voicing their thoughts, concerns and help with idea generation for the program. The commission members are an additional avenue to voice your thoughts about the program. Below is a list of the Indiana Grown commission appointees.

| <u>Name</u>         | <u>Company &amp; Role</u>                                      | <u>Contact</u>                                                                         |
|---------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Mayasari Effendi    | Mayasari Tempeh, Owner                                         | <a href="mailto:mayasaritempeh@gmail.com">mayasaritempeh@gmail.com</a>                 |
| Jeff Bricker        | Ivy Tech State College, Hospitality Program - Department Chair | <a href="mailto:jbricker@ivytech.edu">jbricker@ivytech.edu</a>                         |
| Nicky Nolot         | Tolon Restaurant, Owner                                        | <a href="mailto:tolonrestaurant@comcast.net">tolonrestaurant@comcast.net</a>           |
| Rachel Boyer        | Rachel's Taste of Indiana, Owner                               | <a href="mailto:Rachelstasteofindiana@gmail.com">Rachelstasteofindiana@gmail.com</a>   |
| Marcus Agresta      | Piazza Produce, Owner                                          | <a href="mailto:magresta@piazzaproduce.com">magresta@piazzaproduce.com</a>             |
| Leigh Rowan         | Ft. Wayne Farmer's Market, Market Manager                      | <a href="mailto:contact@ftwaynefarmersmarket.com">contact@ftwaynefarmersmarket.com</a> |
| Gina Johnson        | Madison Farmer's Market, Market Manager                        | <a href="mailto:madisonfarmersmarket@gmail.com">madisonfarmersmarket@gmail.com</a>     |
| Jennifer Rubenstein | Edible Indy, Publisher                                         | <a href="mailto:jrubenstein75@gmail.com">jrubenstein75@gmail.com</a>                   |
| Natasha Cox         | Farm Credit, Representative                                    | <a href="mailto:Natasha.cox@e-farmcredit.com">Natasha.cox@e-farmcredit.com</a>         |
| Nathan Shoaf        | Purdue University, Urban Agriculture Coordinator               | <a href="mailto:nlshoaf@purdue.edu">nlshoaf@purdue.edu</a>                             |
| Mike Hoopengardner  | Farm Bureau, Representative                                    | <a href="mailto:mikehoop@redbudllamas.com">mikehoop@redbudllamas.com</a>               |

Meeting Information: Our first commission meeting is scheduled for **Jan. 25, 2023**, from 1 p.m. - 3 p.m., at our office building (1 North Capitol, Indianapolis, IN 46204). The meeting will be held in the **First Floor Conference room** which is located just to the **left** of security. If you would like more information regarding the event, please email [bcaldwell1@isda.in.gov](mailto:bcaldwell1@isda.in.gov)

## THE LIEUTENANT GOVERNOR VISITS INDIANA GROWN MEMBERS

[Lt. Gov. Suzanne Crouch](#) visited **Poptique Popcorn** on Dec. 7, 2022. The lieutenant governor loves visiting Indiana Grown members in their community and will be making a series of visits in the next few months.



## MEMBER RESOURCES

*Review frequently requested information.*

### MEMBER ONLY FACEBOOK GROUP

Join the Indiana Grown member only Facebook group [HERE](#). Indiana Grown has relaunched the member only group. We encourage you join and participate in the group. Be the first to know about upcoming opportunities and directly network with members. The group is a community resource to ask for help, make connections, promote and learn from other Indiana businesses. The Indiana Grown team is looking at posts and events to include in our "Looking Local" newsletter that will be launching later this year.

### FREE MARKETING MATERIALS & DIGITAL LOGO

Are you using the Indiana Grown logo on your product labels and packaging? We encourage you to display the Indiana Grown logo on your products, your website, at your storefront and/or at your vendor booth. This benefit of membership helps consumers easily identify products that are grown, raised or processed in Indiana. Request the Indiana Grown digital logo and additional marketing materials. We have stickers, yard signs, vehicle magnets, tablecloths and other items available for members. Complete [this form](#) to submit a request. Items are mailed out weekly.

Email: [IndianaGrown@isda.in.gov](mailto:IndianaGrown@isda.in.gov) for any questions/requests.



## INDIANA GROWN MEMBER VISITS

Staff visited multiple members throughout December. Thank you for opening your doors to the Indiana Grown team. The tours have been wonderful, we have learned a lot about our diverse membership and how Indiana Grown can continue to support our members. To schedule a future visit with Indiana Grown, click [HERE](#).

- Smoking Goose and Goose the Market – Indianapolis, IN
- Wick's Pie Company – Winchester, IN
- Steamwhistle Coffee Roasters – Winchester, IN
- Crown Brewing – Crown Point, IN
- Jefferson Street BBQ – Converse, IN
- Hunt Family Farm – Amboy, IN
- FARMbloomington Restaurant – Bloomington, IN
- Needmore Coffee Roasters – Bloomington, IN
- Bloomington Chocolate Company – Bloomington, IN
- Stobo Farms – Bloomington, IN

## OPPORTUNITIES

*Browse active opportunities that may apply to you.*

### JOIN THE WAITLIST FOR WISH-TV 2023

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. All 2023 spots are full; however, we have a waiting list. Add your business to the waiting list [HERE](#). The following members appeared on WISH-TV in December 2022.



Click below to watch December's member segments:

[Purple Shamrock Farm – Seymour, IN](#)

[Bee Great – Churubusco, IN](#)

[BubbleTime Soap – Hagerstown, IN](#)

[People's Cooperative Market – Bloomington, IN](#)

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# EDUCATIONAL & GRANTS

*Browse active opportunities that may apply to you.*

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## UPCOMING EDUCATIONAL OPPORTUNITIES

**Indiana Hort Conference & Expo** Jan. 23 – 24, 2023 at the Beck Agricultural Center in West Lafayette.

<https://www.indianahortconference.org/>

**Heart of America Grazing Conference** Join the Indiana Forage Council as they host the Heart of America Grazing Conference on Feb. 20-21, 2023 in Ferdinand, Ind. <https://indianaforage.wordpress.com/>

**Ag Women Engage Conference** Feb. 21 – 23, 2023 at the Terre Haute Convention Center

<https://ag.purdue.edu/departments/extension/wia/conference.html>

**Small Farms Conference** March 2 – 3, 2023

[https://extension.purdue.edu/anr/teams/dffs/small\\_farm\\_conference/save-the-date.html](https://extension.purdue.edu/anr/teams/dffs/small_farm_conference/save-the-date.html)

**Indiana Grown Symposium** – April 12, 2023 at the Hendricks County Fairgrounds Complex.

A separate email will be sent to all members on Jan. 27, 2023, with more information about registration for the member conference. The Indiana Grown team is currently looking for feedback on possible topics and vendors. Share thoughts on the Facebook page or email Caroline Patrick, [cpatrick@isda.in.gov](mailto:cpatrick@isda.in.gov), by Feb. 1, 2023.

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## 2023 Indiana Organic Grain Farmer Meeting

*February 22, 2023 + The Beck Center at the Agronomy Center for Research and Education (ACRE)*

Hosted by Purdue Extension, the Indiana Organic Grain Farmer meeting increases participant understanding of organic transition, certification, and cropping systems through peer learning and networking. This annual training includes education and full-day workshops on transitioning to organic grain, breakout sessions, farmer panels, networking time, and an industry trade show.

**Registration is Open now!**

**with the early bird special of \$60 until January, 16th.**



For More Information: <https://bit.ly/3k5OkOZ>

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Online Registration: [bit.ly/3V30MvK](https://bit.ly/3V30MvK)

## GRANT OPPORTUNITIES

**Cultivating the Next Generation of Diverse Food and Agriculture Professionals (NEXTGEN)** *Find more information [here](#)*

**U.S. Small Business Administration (SBA) COVID-19 Small Business Funding Portal** *Find more information [here](#)*

**USDA-NIFA Food Safety Outreach Competitive Grant Program** *Find more information [here](#)*

**Manufacturing Readiness Grant**  
*Find more information [here](#)*

**Food Export Midwest**  
*Find more information [here](#)*

## BECOME A VENDOR



Vendor Applications  
Launch: **Jan 9, 2023**



**FISHERS  
FARMERS  
MARKET**



**With 100,500  
annual visitors**  
Fishers Farmers Market offers  
vendors 2 locations per week  
starting in May!

**SHOP FRESH. SHOP LOCAL.**

- Ranked 6th in Indiana by the Farmers Market Coalition, Nickel Plate District AMP Market takes place every  
**Saturday, 8a.m. - Noon.**
- Our second location at Saxony takes place every  
**Wednesday, 4:30 - 7:30p.m.**



Erica Foreman  
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playfishers.com



@fishersfarmersmarket



@Fishers Farmers Market



Click [here](#) to sign up.

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