

Indiana Grown Commission Meeting

Indiana Farm Bureau 1p.m. – 4 p.m.

Attendees:

Bruce Kettler

Mark Straw

Emma Harris - Williams Randall

Roy Ballard

Tamara Benjamin

Thom England

Jolene Ketzenberger

Bob White

Heather Tallman

Suzi Spahr

Regan Holtsclaw

Dana Kosco

Bruce: Calls meeting to order 1:08p.m. Welcomes everyone
Introductions, welcomes Tamara Benjamin as Purdue Dean of Ag rep.

Dana: Update on events. Save the Date for Indiana Grown day at the Statehouse. March 7th. Member Conference feedback and takeaways, less speakers, more connecting. Galantine's Day event, Feb. 19th open to everyone, not just members. Recap of Indiana Grown on the road series on social media and Youtube Channel.

Feedback on member conference? Suzi explains the comment on the feedback that 'VisitIndy won't work with us' - Visit Indy is a 'pay to play' organization, just by being an IG member doesn't give them access to Visit Indy's resources.

Suggestion to make clear the IG conference differentiation from Hort Congress, Farmers Market Forum, Indy Food Conference. Or perhaps partner with someone else, like small farms conference?

Monday morning was perhaps a bad choice of the day.

Change "farm bureau insurance" session to "farm bureau risk management"

Heather: Retails updates, Martin's Supermarkets acquired by someone else. Changes at target (Greenwood and Avon), new district manager for Indianapolis south, they reduced the overall space of the Indiana Grown, however, sign is still up and section is now an endcap. Target requires people to sample, if you don't sample, Target won't keep you.

Question - Why did some IG members not work (underperform) at Target? Some members were too expensive compared to others. However, Target has more local in their stores than Kroger. IG is now in 15 Targets.

Food service update, members are finding a lot of success in food service. Heather has been talking to IU about more local foods, and in partnership with hospitals on how they acquired more local foods and trained their staff to use local foods.

Farm to school update, last week was IG for schools kick off. At the event, they explained the grant and the guide and how everyone will work together to feed more kids local food every day. Enormous amount of positivity around this project. DOE has been a big help on the education side and USDA rules side, IG is more of the finders of local food. Indiana Grown for Schools network has twitter, Instagram and Facebook, soon will have a website. The guide brings together schools purchasing supervisors and local growers to connect.

Purdue Extension is working on bringing people together on this IG for schools program. We're really excited about it.

Asking producers to fill out the survey has been a challenge. Survey is open through Feb. so we can talk to people at Small Farms and Hort Congress at our booths.

Question - Do we have the ability to measure metrics and show those to the general assembly? Are there ways for us to show the kinds of impacts we are seeing? IG business owners should be tracking that as a business. We know what Piazza and Eskanzi spend on local. We need to do a micro economic study.

Suggestion to send a survey to members and let me know that we need their numbers to show the legislators so they support local foods and IG members.

Economic study? We are on it, working with Michael Wilcox. After May we would start that, if we are approved for the grant funds

Suggestion to consider working with recipients of other grants as well.

Suzi: Program Updates. We are headed into a long session year, which means Budget year. We have had \$250,000 for the past 2 years. No guarantee for more funds, hopeful we will retain those funds.

Hopefully, moving forward IG budget will be a permanent thing and not a line item any longer.

Reminder that Commission members cannot lobby legislators on behalf of the Commission, but you are free as an individual to share your thoughts with your legislators.

Safe Produce Indiana and FSMA starting site visits and helping people prepare. They are looking for folks to be prepared and are looking for more site visits.

We need people to do these site visits regardless of whether they are exempt or not. Nothing can harm these producers from these site visits. They take nothing off the farm and they leave the notes with the producers.

We're now over 1300 members! Average rate is still 1 per day.

2019 plans and goals.

Went over what has been done and what is planned with IG and ISDA Communication staff. (See one page insert.)

Comments:

Media training at the conference?- teach members to talk to reports in print and on tv. Bob committed FB's marketing team to do the media training.

The Conner Prairie Market will be a single day event.

Heather is coordinating buyer tours. Aquaponics and Red Gold specifically. She will let all commission members know of these events are all are invited.

Can we make IG the collector of all specialty crop grants? IG should be at the table of all specialty crop grant tables. ISDA gives out the grants, so why aren't they IG members? Or even mentioned.

Overview Williams Randall marketing strategy. Attached.

Comments:

Need to target audiences and be more inclusive in the future.

What is the purpose of this ad? What do you want people to do? What is the call to action? We want people to find the IG label in the store and keep their money local.