



## 2016 Annual Report – Indiana Grown

This report fulfills the requirement of IC 15-11-12-10 which details the activities of Indiana Grown during the preceding year.

The past year has been focused on implementation of the business plan as established by the Indiana Grown Commission and staff, as well as working to grow membership and consumer awareness. Details of the activities of Indiana Grown are below. Indiana Grown has over 550 members, including farmers, businesses, partners, distributors, and retailers. By having members through all steps of the food chain, we have been able to connect those in the industry to increase sales of local Hoosier products.

Briefly, our most successful events have included the Fantastic Food Fest and the Indiana State Fair. For the Fantastic Food Fest, we partnered with Circle City Expos to have over 50 exhibitors from Indiana Grown selling their products. The event was attended by over 8500 consumers. For the State Fair, we partnered with Marsh Supermarkets to provide the Indiana Grown Store. State Fair attendees could purchase products from Hoosier farmers and businesses to snack during the day and take home to enjoy in the days to come. We also had several members sampling their products at our trade show booth in the Bicentennial Pavilion. During the fair, we hosted two events; a partnership with the Indiana Pork Producers to highlight Indiana pork patties for sale at Marsh supermarkets and the inaugural Indiana Grown Culinary Competition.

Indiana Grown looks to increase our retail partnerships so we are able to provide producers with an array of sales connections. At this point in time, we have existing relationships with Kroger, Marsh, Market District, and Aldi. We have contacts with many others, but do not have fully developed partnerships. We are in discussions with key contacts to develop those for the future.

The initiative has also started to consider strategic planning for the next few years of Indiana Grown. We hosted a Simplex session to flesh out the needs for the future and best practices to moving forward. We intend to look at financial partnerships with outside organizations for promotion and to grow connections within the distribution and retail sector.

The Commission has met on a quarterly basis during the past year including January 27 and April 27. The September 14 meeting had to be cancelled due to scheduling difficulties among the members of the Commission. We will also be meeting in November.

Specific details of the activities of Indiana Grown over the past year begin on the next page.

## **2016 ACTIVITIES**

### **Fantastic Food Fest**

Sat/Sun, January 16-17

Indiana State Fairgrounds

52 Indiana Grown exhibitors/vendors, over 125 total exhibitors/vendors, very well attended – 8500 attendees (5400 Sat, 3100 Sun)

### **Indiana Horticulture Congress**

Tues-Thurs, January 19-21

Wyndham Hotel West, Indianapolis

Indiana Grown Exhibit at trade show, 3 different presentations highlighting Indiana Grown

### **Homegrown By Heroes/Indiana Grown Launch**

Mon, February 29, 12Noon

Indiana War Memorial, 431 N. Meridian St, Indianapolis

Press conference including Governor, military personnel, veteran-farmers

Extensive coverage in television, radio, and print media

### **Small Farms Conference**

Thurs-Sat, March 3-5

Hendricks Co Fairgrounds, 1900 E. Main St, Danville

ISDA Sponsor/Indiana Grown Exhibitor

Presentation at Lunch (full conference attendees) and break-out session presentation

Conference organizers solicited names of IG members to provide snacks/refreshments

### **Indiana Grown Legislative Reception**

Mon, March 7

32 Indiana Grown members sampling product at the Statehouse

Visits from LG Holcomb, other statewide elected officials, and members of the General Assembly

### **Gibson County Farm Bureau Ag Day Breakfast**

Sat, March 19

Knights of Columbus Hall, Princeton

400-500 attendees, spoke with several consumers about Indiana Grown

### **On The River**

Sat, May 21, 8am – 1pm

Evansville Riverfront

Attendance of 6000, Indiana Grown booth and individual members sampling/selling product

**Marsh/Taste of Indiana**

Sat, June 11, 11am – 3pm

Marsh, 2140 East 116<sup>th</sup> Street, Carmel

Sampling from 25 Indiana Grown members in store and in parking lot

**Market District Event**

Thurs, July 7, 4-5:30pm

Market District, 11505 N. Illinois St, Carmel

Sampling from 17 members, culinary competition between Indiana Grown and Market District, recipes from the competition highlighted at the Market District store and *taste* restaurant

**State Fair**

August 5-21

Indiana State Fairgrounds

Indiana Grown Exhibitor in Bicentennial Pavilion

ISDA Exhibitor in the Normandy Barn with Indiana Grown handouts, sampling or information sharing from 25 members

**State Fair Indiana Grown/Marsh Store**

Aug 5-21

Ag/Hort Building

Marsh operated the store logistics and staffing, Indiana Grown products available for retail purchase from approximately 50 members, 10 members sampling products near the store

**Pork/Marsh Pork Patties Announcement**

Wed, Aug 10, 10am

Press announcement to highlight the availability of pork patties (same as available at the Indiana State Fair) in all Marsh stores, covered by a variety of news outlets

**Indiana Grown Culinary Contest**

Fri, August 19, 1pm

Indiana Arts Building Main Stage

Individuals choose from selected Indiana Grown products to create their own culinary creation, 14 participants, recipes are used on the Indiana Grown website to highlight member products

**Local Food Summit**

Thurs, October 6

Ivy Tech Community College, Indianapolis

Indiana Grown was a planning partner for the event