



ABOUT INDIANA GROWN

Spanning 19-million acres of farm and forest, Indiana's more than 60,000 farms grow, produce and process some of the highest-quality products in the United States. However, even as the tenth-largest farm state of the U.S., Indiana hardly feeds itself with locally sourced items. Hoosiers spend \$16 billion per year buying food, but less than 10 percent of that is sourced from within Indiana.

Despite this staggering statistic, the demand for locally made products is at an all-time high, which is what prompted the Indiana State Department of Agriculture (ISDA) to create the Indiana Grown initiative. The program launched in July 2015 to not only form a clearer designation of which products are truly farmed, produced and/or processed in Indiana, but to also help Hoosier consumers easily identify, find and buy products grown, raised or processed in Indiana.

Indiana Grown offers immense potential to create new local and regional market channels for Indiana agricultural and food businesses while educating consumers on the opportunity to buy Indiana Grown products; increasing networking and sales opportunities for Indiana farmers; and expanding support for Indiana processors in their effort to use more Indiana Grown products.

Hoosiers and consumers are able to identify Indiana Grown products using the following categories.

1. **100% Indiana** – Products within this category must be grown in Indiana and/or all ingredients must come from Indiana.
2. **Prepared in Indiana** – Product ingredients can be sourced from anywhere, but 100 percent of the production must be done in Indiana.
3. **Partner** – To be an Indiana Grown partner, a company or institution must assist in marketing Indiana grown products and members.
4. **Indiana Grown** – This category applies to all other Indiana Grown members.



Indiana Grown Members and Partners

Program members and partners include farmers, producers, processors and artisans, as well as retailers, grocers and restaurants. Member applications are available online by visiting www.IndianaGrowb.org. Applicants must provide business information and answer questions to ensure their products meet Indiana Grown guidelines. There is no cost to become a member.

Indiana Grown and Indiana's Economy

Indiana Grown will enrich and preserve Indiana's strong agricultural heritage by promoting locally grown foods, local employment opportunities and statewide economic growth, all while building sustainable communities. The program will directly affect Indiana's economic growth through the sale of Indiana-grown products. In addition, Hoosier consumers will more fully understand how their choice to purchase

products from Indiana farms will positively impact their local economy.

About the Indiana Grown Commission

Appointed Summer 2014 by Indiana's Lt. Governor, the Indiana Grown Commission is responsible for establishing a strong foundation for the success of this new initiative. The 12-member Commission will provide guidance and direction to the ISDA staff responsible for connecting businesses that use or sell agricultural products such as restaurants, grocers, wholesalers, processors, and farmers' markets with Indiana-based producers of meat, fruits, vegetables, wine and forest products.

INDIANA GROWN'S FIRST YEAR BY THE NUMBERS

- Added approximately one member per day
- Partnered with more than 40 businesses including distributors, farmers' markets and retailers
- Participated in 11 major events
- Launched its first program, *Indiana Grown Homegrown by Heroes*

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