



## Culinary and Agritourism Regional Stakeholder Meetings Announced

INDIANAPOLIS (July 11, 2017) – Those interested or involved in Indiana’s thriving culinary and agritourism industries are encouraged to attend one of the six Regional Stakeholder meetings, hosted by the [Indiana State Department of Agriculture](#) (ISDA) and [Indiana Office of Tourism Development](#) (IOTD) this month.

"Our state has built a solid reputation on agritourism and culinary tourism," said Mark Newman, IOTD’s executive director. "To illustrate, travelers spent over \$3 billion in Indiana restaurants in 2015, part of a record year for traveler spending in Indiana. Research shows that 30 percent of travelers choose destinations based on activities related to local food and drink."

These meetings will include an overview and update on ISDA’s and IOTD’s recently unveiled culinary and agritourism strategy, which is a collaborative effort by these two agencies designed to bring value to Indiana’s culinary and agritourism destinations. Attendees will take part in discussion about challenges facing the industry today. They will also talk about the development of tools and resources to aid operators going forward.

"Agritourism and culinary tourism are growing in popularity in Indiana; Hoosiers are eager for more experiences on the farm, and farmers are looking to tell their story in a fun, engaging way," said Ted McKinney, ISDA director. "What better way to showcase the diversity of Indiana agriculture and teach how the industry works, than on the farm or agribusiness."

To register for one of the meetings below, please click [here](#). Since space is limited, additional information will be sent with the registration confirmation. Registration deadlines are two (2) days prior to the scheduled meeting.

Date	Location	Time
July 20	Hamilton County	2–4 p.m.
July 21	South Bend	10 a.m. – 12 p.m.
July 21	Lafayette	2–4 p.m.
July 24	Muncie	2–4 p.m.
July 25	Columbus	9–11 a.m.
July 25	French Lick	2–4 p.m.

Agritourism includes U-Pick, fall activities, farm markets, farm tours, Christmas tree farms, wineries, breweries, and other activities that bring the general public to the farm for agricultural activities.

Visit [www.VisitIndianaTourism.com](http://www.VisitIndianaTourism.com) for more information about IOTD or [www.isda.in.gov](http://www.isda.in.gov) for more information about ISDA.

#

#### **ABOUT IOTD:**

[Lt. Governor Suzanne Crouch](#) oversees the [Indiana Office of Tourism Development](#) (IOTD). Mark Newman serves as the agency's executive director. IOTD is dedicated to enhancing the economic vitality of Indiana through leadership and resource support to the Indiana travel industry. The tourism and hospitality industry is directly responsible for 155,200 jobs, generates over \$1.4 billion in tax receipts and contributes \$11.5 billion in revenue to Indiana businesses. For more information: [www.VisitIndiana.com](http://www.VisitIndiana.com).

Media Contact:

Amy Howell

Director of Communications & Media Relations

Office: 317.232.8897

Cell: 317.741.1320

Email: [AmHowell@visitindiana.com](mailto:AmHowell@visitindiana.com)

#### **ABOUT ISDA**

The [Indiana State Department of Agriculture](#) (ISDA) was established as a separate state agency by the Legislature in 2005. The Director is appointed by the Governor and is a member of the Governor's Cabinet. Administratively, ISDA reports to [Lt. Governor Suzanne Crouch](#), who also serves as Indiana's Secretary of Agriculture and Rural Development. Major responsibilities include advocacy for Indiana agriculture at the local, state and federal level, managing soil conservation programs, promoting economic development and agricultural innovation, serving as a regulatory ombudsman for agricultural businesses, and licensing grain firms throughout the state.

Media Contact:

Ben Gavelek

Director of Communications

Phone: 317.690.3303

Email: [bgavelek@isda.in.gov](mailto:bgavelek@isda.in.gov)

---

One North Capitol, Suite 600 | Indianapolis, IN 46204 | 317.232.8860

**VisitIndiana.com**