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**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

## **ISDA to showcase the importance, diversity of Indiana agriculture at 2017 State Fair**

**INDIANAPOLIS (July 27, 2017)** – The [2017 Indiana State Fair](#) themed “Wonderful World of Food” is nearly here, and the [Indiana State Department of Agriculture](#) (ISDA) will be on hand every day to showcase the importance and diversity of Indiana agriculture. From August 4th through the 20th (9 a.m. – 9 p.m.), ISDA staff will be at several locations around the fairgrounds, providing information on topics ranging from soil conservation to agritourism to Indiana FFA, as well as promoting the Indiana Grown initiative to thousands of attendees.

### *ISDA State Fair Locations/Exhibits:*

[Normandy Barn](#): ISDA will once again have a strong presence in the Normandy Barn (north side of the fairgrounds) and will continue to educate the public about new aspects of agriculture, engage families with interactive exhibits and highlight the importance of Indiana agriculture as part of everyday life. New this year, the Normandy Barn will have an Augmented Reality Sandbox, which is a hands-on exhibit that allows users to create colorful topographic maps demonstrating the relationship between soil and water, as well as an exhibit that highlights Indiana’s agritourism destinations.

[Indiana Grown](#): In the Agriculture Horticulture building, fairgoers will be able to purchase a variety of Indiana Grown products from the Indiana Grown Marketplace. Next to the store, cooking demonstrations featuring member products will be held daily at noon on the Culinary Stage. Indiana Grown members will also be sampling products in the Agriculture Horticulture building and at the State Fair’s Featured Exhibit – Our Global Kitchen: Food, Nature, Culture – located in the Harvest Pavilion.

[Indiana FFA](#) Pavilion: The Indiana FFA Pavilion encompasses more than 25,000 square feet and is one of the fair’s most popular attractions with 200,000+ people coming through the doors each year. The miniature golf course, farm animal wing, the Country Market and interactive children’s play areas are some of the pavilion’s more popular destinations.

[Pathway to Water Quality](#): Celebrating its 25th year, Pathway to Water Quality is an excellent watershed demonstration site that shows how proper management practices at home, on the farm and in business can improve soil health and water quality. The exhibit is managed by the Indiana Conservation Partnership in conjunction with ISDA.

### *ISDA State Fair Event Schedule:*

In addition to the events below, ISDA Director Ted McKinney will be at the fairgrounds throughout much of the state fair, meeting with members of the agriculture industry and attending other events.

*Friday, Aug. 4*

- What: Pathway to Water Quality 25th Anniversary Celebration
- Time: 9:30 a.m.
- Location: Pathway to Water Quality, east side of fairgrounds next to Boy Scouts Bridge.
- Details: [Lt. Governor Suzanne Crouch](#) will join Director McKinney and watery quality leaders at a celebration to mark the exhibit's 25th year at the Indiana State Fair.

*Friday, Aug. 4*

- What: Indiana Grown Marketplace Ribbon Cutting
- Time: 10:30 a.m.
- Location: Agriculture Horticulture Building
- Details: Lt. Governor Suzanne Crouch will ceremonially open the Indiana Grown Marketplace with a ribbon cutting. This is the first year the store has been entirely managed by ISDA.

*Friday, Aug. 11*

- What: [Hoosier Homestead Award](#) Ceremony
- Time: 1:00 p.m. to 3:00 p.m.
- Location: Indiana Farm Bureau Building
- Details: Director McKinney will honor longtime Hoosier farm families.

*Thursday, Aug. 17*

- What: Lt. Governor's Celebration of Agriculture
- Time: 3:30 p.m. to 5:00 p.m.
- Location: Normandy Barn (second floor)
- Details: The ceremony will include the presentations of the Lt. Governor's Agrivision Award, the Purdue Women in Agriculture Awards and the winners of the ISDA Photo Contest.

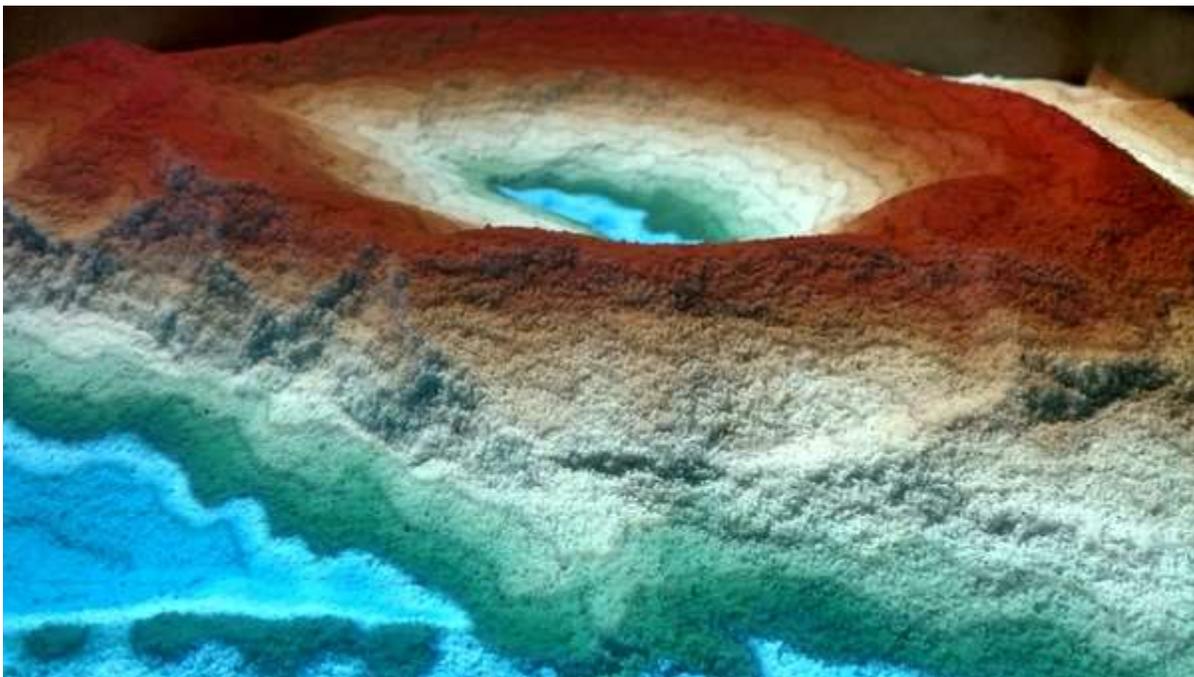
*Friday, Aug. 18*

- What: Indiana Grown Culinary Competition
- Time: 1 p.m.
- Location: Indiana Arts building
- Details: The competitors will come up with delicious dishes using a variety of Indiana Grown products. Judging begins at 1 p.m. and the top three dishes will receive a cash prize.

Media outlets wishing to do interviews should contact ISDA Director of Communications, Ben Gavelek.

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*Note to the press: The photos below for your use are of the Augmented Reality Sandbox, which will be displayed in the Normandy Barn. Photo courtesy: Elkhart County Soil and Water Conservation District.*



#### **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.*

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