



**STATE PERSONNEL DEPARTMENT**  
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**Mitchell E. Daniels, Jr.**  
*Governor*

**Daniel L. Hackler**  
*State Personnel Director*

June 26, 2012

Statehouse Market Vendors,

Thank you for your participation in the Statehouse Market. It is our sincere hope that the 12,000+ employees on our campus provides your food and produce an abundant marketing opportunity. In addition to the convenience and diversity of offerings each of you will bring to our employees and visitors each Thursday, we desire this pilot project to be successful in 2012 and look forward to a larger, more robust schedule in 2013.

Our goals are simple and straightforward: To provide access to fresh produce and meals and promote locally grown, healthy options. Above all, we need to extol the benefits of making healthy choices. For some, that change doesn't happen overnight by suddenly giving up milkshakes and processed foods for zucchini and fresh berries...it is a change that takes time by making small steps to daily habits. Our hope is that the Statehouse Market provides everyone the opportunity to start taking those small steps and eventually get the message that, "If I eat better and eat a variety of fresh foods, I will feel better and live a healthier, more productive life."

With that in mind, you have a unique opportunity to further these goals with your product(s) and your marketing efforts. I strongly encourage you to share the nutritional benefits of your products and why it is a healthier option versus commercially processed or mass-produced offerings. Inform your customers of the benefits they and Hoosiers will derive from fresh, locally grown produce. We will also have representatives from the Dietetics Association onsite each week to give healthy eating and cooking demonstrations.

I look forward to your participation and help in growing the mission of the Statehouse Market.

Sincerely,

Denny Darrow  
SPD Chief of Staff