

INDIANA DAIRY STRATEGY

KEY TAKEAWAYS

INDIANA IS OPEN FOR DAIRY BUSINESS

#1

STATE
INFRASTRUCTURE

CNBC STATE INFRASTRUCTURE
2019 RATINGS

1ST

NUMBER OF
PASS-THROUGH
HIGHWAYS

INDIANA ECONOMIC
DEVELOPMENT CORPORATION

2ND

BEST STATE FOR
LONG-TERM FISCAL
STABILITY

US NEWS & WORLD REPORT
2018

10TH

BEST STATE TAX
CLIMATE

THE TAX FOUNDATION 2020
STATE BUSINESS TAX CLIMATE
INDEX

TOP 5

U.S. STATES FOR
BUSINESS

CHIEF EXECUTIVE
2020



SUSTAINABILITY

Ensure that Indiana is the most desirable location for sustainable dairy production by working with producers and processors to encourage innovation and support research and market opportunities across the value chain. Examples of this include enhanced feed technology, producing biogas and renewable energy from dairy waste.



INCREASE IN DEMAND

Enhance awareness of the health and nutrition of Indiana dairy products through consumer outreach and promotion. Additionally, work to increase procurement of milk and dairy products through various state institutions such as schools and nutrition programs.



INCREASE CAPACITY

Enable the continued growth of the Indiana dairy industry by adding processing capacity, fostering product innovation and leveraging the Hoosier State's unique advantage in critical infrastructure from agriculture to transportation to skilled labor.



AVAILABLE MILK

Encourage dairy processing with the net surplus supply of about 3.5 million pounds of milk per day which new or expanded processing capacity could draw on. Hoosier farmers reliably supply milk to dairy processors around Indiana and beyond the state's borders.



INDIANA DAIRY STRATEGY RECOMMENDATIONS



INCREASE DAIRY CAPACITY

Indiana is open for dairy business! Indiana is the proud home to a thriving, cutting edge dairy industry. The Hoosier State's greatest strength is its overall agriculture and business climate.

Indiana's tax, labor, infrastructure and transportation allow Indiana be an ideal destination for new processing.



POLICY ENVIRONMENT

Indiana has a suite of conventional economic development policy tools and a positive regulatory and tax environment for dairy.

ISDA is committed to furthering the refinement and reform of several areas to yield benefits for the Indiana dairy industry such as potential incentives, funding and energy statutes.



INDIANA - THE PREFERRED LOCATION FOR SUSTAINABLE MILK PRODUCTION

A dominant trend and goal in the industry is sustainability. Indiana is committed to be positioned as the preferred location for sustainable milk production.

Indiana currently has an agriculture ecosystem committed to sustainability.



BRAND RECOGNITION

Indiana dairy has a good reputation and is home to one of the best-known marketing and promotion platforms: the Indianapolis 500 Winner's Circle tradition of drinking a bottle of milk. That forms the basis for the "Winners Drink Milk" campaign.



PROVIDE INDUSTRY SUPPORT

Indiana has outlined a number of ways to continue to increase support for the dairy industry, including:

- Working with both producers and processors to determine the types of job skills and training necessary for the dairy industry
- Ensuring that Indiana dairy farmers are represented and involved in leadership development programs
- Directing in-state research to current and pertinent challenges and opportunities
- Promoting dairy products through a number of state institutions and programs can be used to target demand for Indiana dairy
- Working more closely with producers and processors to promote exports
- Directing in-state research on food technology innovation, dairy processing and product development
- Encouraging innovation and entrepreneurship across the industry



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