

SCBGP PROJECT PROFILE TEMPLATE

AWARD YEARS 2022 FORWARD

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. The following information must be included in each project profile.

PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Marketing Campaign to Promote the Education and Increased Consumption of Indiana Grown Watermelon

DURATION OF PROJECT

Start Date: October 1, 2023

End Date: September 30, 2025

PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State Department of Agriculture to lead and execute the project,*
- 2. The project's purpose, deliverables, and expected outcomes and*
- 3. A description of the general tasks/activities to be completed during the project period to fulfill this goal.*

FOR EXAMPLE:

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

The Illiana Watermelon Association will increase the awareness and consumption of Indiana grown watermelon by conducting an annual targeted digital marketing campaign, attending the Indiana State Fair, and producing and distributing educational videos to highlight Indiana watermelon production.

PROVIDE A PROJECT TIMELINE BY QUARTER AND YEAR BELOW.

YEAR ONE

Q1 YEAR 1 (October, November, December 2023)

Planning phase:

- Identifying additional Indiana state events to have a physical presence
- o Contacting events
- o Establishing costs

- o Planning logistics

Q2 YEAR 1 (January, February, March 2024)

Planning phase:

- Confirming event calendar for 2024 Watermelon season

- o Identifying growers who will provide watermelons each event

- o Establishing costs for watermelon pickup, preparation, and delivery to event through Indianapolis Fruit

- Meeting with The Original Company (TOC) to develop marketing campaign creative and identify target markets

Q3 YEAR 1 (April, May, June 2024)

Execution phase:

- Filming educational videos on Indiana Farms

Q4 YEAR 1 (July, August, September 2024)

Execution phase:

- Filming educational videos on Indiana Farms

- Attending large-scale Indiana events including the Indiana State Fair to pass out watermelon samples

- Execution of digital marketing campaign with The Original Company

- o Campaign to be run the last week of July through Labor day (peak IN watermelon season)

YEAR TWO

Q1 YEAR 2 (October, November, December 2024)

Analysis phase:

- Determine which in-person watermelon promotions were successful and should be attended in 2024

- Receive campaign analytics from The Original Company

- Submit receipts from Summer campaign into grant portal

Planning phase:

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- Request National Watermelon Promotion Board data for 2024 season
- o Begin analysis of 2024 season compared to 2023 season
- ☑ Calculate success of 2024 digital marketing campaign
- ☑ Review markets and identify if any additional markets should be added in 2025 or if any markets should be excluded in future digital marketing efforts

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YEAR THREE

Q1 YEAR 3 (October, November, December 2025)

Analysis phase:

- Determine which in-person watermelon promotions were successful and should be attended in 2026
- Receive campaign analytics from The Original Company
- Submit receipts from Summer campaign into grant portal

Planning phase:

- Identify any additional Indiana state events to have a physical presence in 2026
- o Contacting events
- o Establishing costs
- o Planning logistics

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- Request National Watermelon Promotion Board data for 2025 season
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Final Analysis phase:

- Complete Analysis of TOC marketing campaign
- Submit receipts from Summer campaign into grant portal

DESCRIBE HOW YOUR ORGANIZATION WILL INTERACT WITH ANY PARTNERS ON YOUR PROJECT.

The Illiana Watermelon Association is a non-profit organization of growers, shippers, and industry supporters brought together for a common goal, promoting watermelons. We will continue to use The Original Company to conduct our digital marketing efforts, as we have since 2019.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Consumer habits are changing and they want to buy local. This gives us the opportunity to share our key messaging, that Indiana is a top producing watermelon state! By promoting the Indiana watermelon industry in three ways, digitally through targeted marketing, in-person at the Indiana State Fair and other large scale community events, and through educational videos showcasing exactly where their food is coming from, Indiana residents will be driven to purchase a locally grown watermelon season after season.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.

Objective 1	<p>Increase consumer awareness of Indiana as a top producing state.</p> <p>In all of our marketing efforts we focus on locally grown watermelon. This can be seen in our videos where we visit Indiana watermelon farms sharing facts on the watermelon growing process, in our digital marketing campaign where we know consumers want locally grown and we target the markets where IN grown watermelons are in stores, and by attending in-person events where we can share information on the Indiana growing season.</p>
Objective 2	<p>Drive sales through a targeted digital marketing campaign.</p> <p>By running our digital marketing campaign during peak Indiana growing season and making sure the markets where we are targeting have IN grown melons in store, we are able to directly drive sales of Indiana grown watermelon</p>
Objective 3	<p>Educate consumers on the production of watermelon.</p> <p>The primary way we will reach consumers is through digital marketing. By geo-targeting our target market, women who are purchasing groceries for their families, we are able to reach those who consume the most. Our digital marketing campaigns will be developed with input from the National Watermelon Promotion Board, the marketing experts in our field. Past campaigns developed with the knowledge they shared proved to be successful and we as an association, and as an industry, value their insight. Our digital marketing campaign will have educational messaging included. For example, in 2020 during the height of the pandemic, we knew that health was at the forefront of the consumers' minds. Our campaign was focused on the fact that watermelon provides 25% of the necessary daily value of Vitamin C. This drove clicks to our website to learn more about locally grown watermelon.</p> <p>Education is also at the heart of our farm videos. Through these videos, we will give viewers a glimpse into the Indiana watermelon industry. Viewers will learn about the watermelon growing process and the health benefits watermelon provides. More and more consumers want to know where their food comes from and by shining a spotlight on the Indiana Watermelon industry we will provide a positive impact on Indiana agriculture as a whole.</p> <p>At in-person events, such as the Indiana State fair, watermelon facts will be shared through face-to-face interaction with the Illiana Watermelon Queen and IWA staff. Children will receive watermelon coloring sheets that feature kid-friendly watermelon facts that they can take home. It is our hope that this will excite kids about watermelon and that they will ask their parents for watermelon the next time they're at the grocery store. Recipe cards will also be available that highlight the versatility of watermelon, encouraging consumers to think beyond the slice when it comes to how to serve their favorite fruit.</p>

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 200

Does this project directly benefit socially disadvantaged farmers and/or underserved communities as defined in the RFA? Yes ☐ No ☒

If you selected yes, please describe how the project directly benefits socially disadvantaged farmers and/or underserved communities.

Does this project directly benefit beginning farmers as defined in the RFA? Yes ☐ No ☒

If you selected yes, please describe how the project directly benefits beginning farmers.

Does this project directly benefit veteran farmers as defined in the RFA?

Yes ☐ No ☒

If you selected yes, please describe how the project directly benefits veteran farmers.

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

☒

List of Specialty Crops: Watermelon

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBG project?

Yes ☐ No ☐

If you have selected "yes", please address the following:

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

This project will build on the success of our previous grant project initiatives. Digital marketing has proven to be successful and with continued funding we will reach more consumers. Our goal is to share our messaging of Indiana grown watermelon with over 1 million people each year, by strategically placing our digital campaigns in cities where Indiana grown watermelon is in stores and by focusing on our key buying demographic, women ages 30-50. We plan to continue our presence at the Indiana State Fair and other community events but increase the number of patrons served samples of Indiana grown watermelon.

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

Our digital campaign reached 841,289 potential buyers in 2021. We had a Click Through Rate of 0.17% which is 2.37 times higher than the national average. Our presence at the Indiana State Fair was a success, we passed out 2,750 free cups of fresh diced watermelon while educating fairgoers on health, value, and versatility of Indiana grown watermelon.

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

What was previously learned from implementing this project, including potential improvements?

With Covid we had had to move funds from in-person marketing efforts to digital. Going forward we would like to focus the majority of our funding to our digital campaigns. This allows us to reach the maximum number of consumers with the least amount of dollars invested.

How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

Plans for our future digital campaign include creating a landing page on our website that ties directly into the key messaging from our advertisements. This will give those that show interest and click our ad more of the Indiana Watermelon industry knowledge they are seeking.

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

With our limited advertising budget, we are unable to fund a geo-track marketing campaign of this size on our own. Our presence at the Indiana State Fair is a longstanding tradition within our organization and can be self-sustaining. Expanding to other large-scale community events will require grant funds during setup but could be funded by industry sponsors once we have a proven track record of success.

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

☐

No

☒

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

Identify the Federal or State grant program(s).

n/a

Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

n/a

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project).

Indiana watermelon growers, shippers, brokers, and industry leaders will directly benefit from this project. These stakeholders want to see Indiana's watermelon industry strengthened through consumer education and marketing. Shoppers have a lot of choices while grocery shopping which is why it is so important to educate them on the health benefits of Indiana grown watermelon. Through our online advertisements and farm videos, the Illiana Watermelon Association will be promoting the Indiana watermelon industry, and the Indiana agriculture industry overall, which will benefit everyone involved. The use of Geo-track marketing will allow us the ability to advertise watermelon during Indiana's harvesting season, pushing for increased consumption and increased sales of Indiana grown watermelon.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the SCBGP Performance Measures, which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- ☒ **Outcome 1:** Increasing Consumption and Consumer Purchasing of Specialty Crops
- ☐ **Outcome 2:** Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution
- ☐ **Outcome 3:** Increase Food Safety Knowledge and Processes
- ☐ **Outcome 4:** Improve Pest and Disease Control Processes
- ☐ **Outcome 5:** Develop New Seed Varieties and Specialty Crops
- ☐ **Outcome 6:** Expand Specialty Crop Research and Development
- ☐ **Outcome 7:** Improve Environmental Sustainability of Specialty Crops

OUTCOME INDICATOR(S)

Provide at least one indicator listed in the SCBGP Performance Measures and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

FOR EXAMPLE:

Outcome 1, Indicator 1.1a

Total number of consumers who gained knowledge about specialty crops, Adults 132.

Outcome 1, Indicator 2
Total number of consumers who consumed more specialty crops [10000]. a. Adults [9000] b. Children [1000]

Outcome 1, Indicator 1
Total number of consumers who gained knowledge about specialty crops [1001200]. a. Adults [1000000] b. Children [1200]

MISCELLANEOUS OUTCOME MEASURE

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

Interview Method: IWA staff will strive to speak face-to-face to at least 75% of all booth patrons as they pass out free watermelon samples to educate them on the health benefits and availability of Indiana grown watermelon. Educational materials will be available at the State Fair. The Geo-Tracking Marketing agency will provide detailed metrics which will allow us to compare wave 1 compared wave 2 and YOY data as the project progresses. The website landing page will monitor click throughs. IWA staff will keep count of the number of samples given based on the portion count brought to each event. IWA Director will monitor IWA staff to ensure that the goal of 75% interaction is met. Marketing analytics will be monitored for advertisements with an expectation of at least meeting the US average for clicks. Geo-Tracking marketing baselines will compared to YOY sales.

BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

BUDGET SUMMARY

Expense Category	Funds Requested
Personnel	\$6,000.00
Fringe Benefits	\$0.00
Travel	\$0.00
Equipment	\$0.00
Supplies	\$0.00
Contractual	\$76,000.00
Other	\$0.00
Direct Costs Sub-Total	\$82,000.00
Total Budget	\$82,000.00

PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Lana Brothers, Director of Marketing and Promotions	240	\$6,000.00

Personnel Subtotal: \$6,000.00

PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

Personnel 1:	To cover salary expenses while organizing, working, and analyzing grant-funded events and initiatives.
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FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	,		

Fringe Subtotal: \$0.00

TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1							

Travel Subtotal: \$0.00

TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

Trip 1 (Approximate Date of Travel):	
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CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with 2 CFR 200.474 or 48 CFR subpart 31.2 as applicable.



EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1				

Equipment Subtotal: \$0.00

EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

Equipment 1:	
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SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested

Supplies Subtotal: \$0.00

SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

:

CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Indianapolis Fruit	\$2,000.00	\$16,000.00
2	The Original Company	\$30,000.00	\$60,000.00

Contractual/Consultant Subtotal: \$76,000.00

CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Contractor/Consultant 1:	Indianapolis Fruit to supply fresh, safe, Indiana grown watermelon samples for large-scale community events including the Indiana State Fair.
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	We will use these funds to cover 3 summers of in person events. This covers pickup, cut costs, and delivery.
Contractor/Consultant 2:	Digital marketing campaign to be completed by The Original Company during peak Indiana watermelon season. These funds will go towards targeting markets who have IN melons in stores each summer.

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317 through.326, as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. ☒

OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested

Other Subtotal: \$0.00

OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to enhance the competitiveness of specialty crops	Estimated Income

Program Income Total: \$0.00



Clarification of Timeline

YEAR ONE

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Final Analysis phase:

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Indiana State Department of Agriculture

Governor Eric Holcomb

Lt. Governor Suzanne Crouch, Secretary of Agriculture and Rural Development

Bruce Kettler, Director

Proposal Cover Page

Submitted Date: 03/22/2020

Amended Submitted Date:

Specialty Crop Block Grant ☒

Livestock Grant ☐

Organization Name: Illiana Watermelon Association

Mailing Address: PO Box 618

City: Vincennes

State/Zip: Indiana 47591

Phone: 812-887-1422

Federal EIN#: 35-1814929

DUNS#: 191411185

SAMS Expiration Date: 11/01/2017

CAGE CODE #: 7K6H5

Project Manager/lead Name (main contact): Lana Brothers

Email : iwapromocoordinator@gmail.com

Phone Number: 314-724-6305

Project Name: Marketing and Consumer Education Campaign To Promote Indiana Grown Watermelon

Requested Grant Amount\$: 26,825.60

Required Match Amount \$: 0

Total Project Amount \$: 26,825.60

March 8, 2023
ISDA SCBGP Proposal

Prepared by:
Lana Brothers
Marketing and Promotions
Coordinator



MARKETING CAMPAIGN TO PROMOTE THE EDUCATION AND INCREASED CONSUMPTION OF INDIANA GROWN WATERMELON

DESCRIPTION

The Illiana Watermelon Association requests funds to raise awareness of the Indiana watermelon industry in an effort to increase the consumption of state grown watermelon. Through our proven digital marketing efforts, we are able to reach those who make the grocery buying decisions. Our presence at the Indiana State fair gives us the ability to reach residents from the entire state to share the health, value, and versatility of the watermelon, all while sharing the message of Indiana as a top watermelon producing state. Lastly, our farm videos will give viewers an inside look into how watermelon is planted, grown, and harvested which will open their eyes to the Indiana agriculture industry as a whole.

OBJECTIVES

Our primary objective will be to increase consumption of Indiana grown watermelon. This will be achieved through marketing and promotions focused on increasing consumer awareness of Indiana as a top producing watermelon state.

PLAN OF ACTION

Our objective will be achieved through a physical presence at the Indiana State Fair where free samples of watermelon will be passed out and watermelon facts will be shared. Farm videos will be created to highlight the lifecycle of a Indiana grown watermelon and will feature some of Indiana's top watermelon operations. Geo-Tracking marketing will be used to target shoppers at high-volume grocery stores.



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OUTCOME

Our digital marketing efforts will reach a million consumers annually, totaling 3 million consumers for the duration of the grant. At least 2,500 patrons at the state fair will be served free watermelon samples and educated on Indiana grown watermelon. Our farm videos will be available for viewing on our social media channels and YouTube.

DETAILS

Using an outside agency, The Original Company, Geo-Track marketing will be used to target shoppers of high volume grocery stores. Targeting will be set to specific grocery stores when they have Indiana melons in stock, ensuring customers who view these advertisements have access to Indiana grown watermelon at their grocer of choice. Advertisements will highlight "locally grown and in stores now" to promote Indiana grown watermelon.

Farm videos will be created showcasing the Indiana watermelon industry, highlighting all stages of the watermelon growing season. This educational content will be distributed through the Illiana Watermelon Association social media channels and YouTube which will allow for the content to be shared.

BUDGET

Direct Costs

Personnel \$6,000

Contractual \$76,000

TOTAL \$82,000.00



Digital Marketing Report for
Illiana Watermelon Association

841,289	1,393	0.17%	2.37	0.17%
IMPRESSIONS	CLICKS	CTR	X THE NATIONAL AVG (.07%)	TOTAL ENGAGEMENT RATE



Impressions: How many ads were served

Clicks: How many people are clicking on my ad

CTR: 'Click-Through Rate' which is $(\text{Clicks} / \text{Impressions}) \times 100$

X THE NATIONAL AVG: # of times greater than the .07% national average CTR

TOTAL ENGAGEMENT RATE: $(\text{Clicks} + \text{view-throughs}) / \text{Impressions} \times 100^*$

(A view-through is how many people see my ad DON'T click but then come to my website)

**Note: Total Engagement Rate does not include Facebook or Mobile Conquesting view-throughs. If total engagement rate equals your CTR, there were no view-throughs reported.*

Line Item Performance

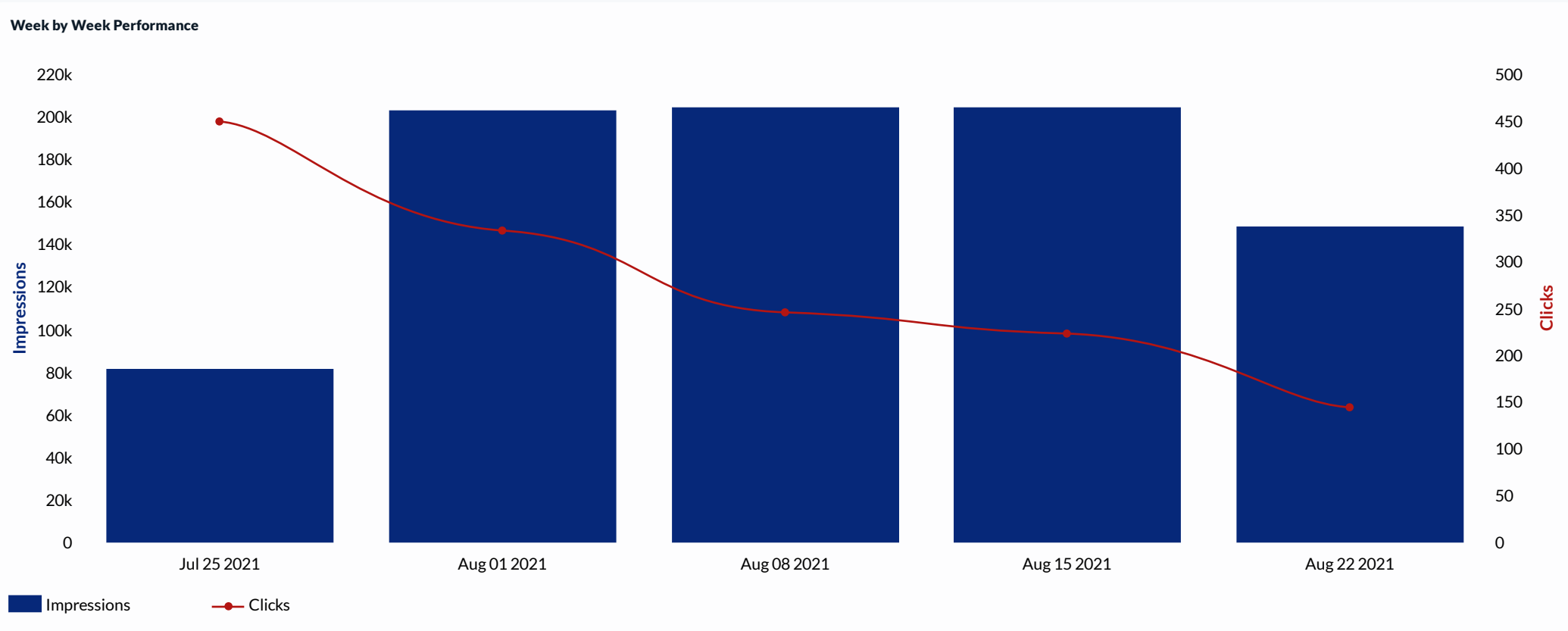
Line Item Name	Impressions	Clicks	CTR
Illiana Watermelon Association - Families/Health Mobile	435,082	686	0.16%
Illiana Watermelon Association - Geo-Fencing Mobile	152,085	253	0.17%
Illiana Watermelon Association - Geo-Retargeting Mobile	152,053	225	0.15%
Illiana Watermelon Association - Geo-Retargeting Lookalike Mobile	102,069	229	0.22%
Total ⓘ	841,289	1,393	0.17%

All Available Products in Our Toolbox:





Balancing Clicks and Impressions Per Week



Impressions: How many ads were served

Clicks: How many people are clicking on my ad

Top 5 Mobile Conquesting Creatives

Creative Name	Impressions	Clicks	CTR
Illiana Watermelon Association_sweeter 2.jpg	600,011	754	0.13%
Illiana Watermelon Association_making your summer sweeter.jpg	151,263	330	0.22%
Illiana Watermelon Association_sweeter long.jpg	84,696	263	0.31%
Illiana Watermelon Association_Watermelon lg.jpg	5,319	46	0.86%

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208441 812-886-1051
 ILLIANA WATERMELON ASSOC.
 2408 E. HENRY ROAD
 VINCENNES, IN 47591



DELV56000302026546130001

Ship To:

ILLIANA WATERMELON ASSOC.
 2408 E. HENRY ROAD
 VINCENNES, IN 47591
 812-886-1051

Terms: NET 21 DAYS

CUSTOMER COPY

Invoice

Salesperson	Route	Total Wgt	Pallets Out	Delivery Date	Invoice No.
RDC		960	2	08/14/22	02654613

UPC/PLU	Item NO.	Qty Ship	Unit/Pack	Description	Country of Origin	Sugg. Retail	%	Unit Cost	Total Cost
WAC5L	02370	160	5 LB	WATERMELON CHUNKS 5 LB	UNITED STATES	3.99 LB	41	11.85	1896.00
<i>Comments:</i> GARDEN CUT ORDERS ARE DUE IN BY 10 AM EST, 48 HOURS IN ADVANCE OF DELIVERY. MON & TUE ORDERS ARE DUE SATURDAY BY 10AM									

The perishable agricultural commodities listed on this invoice are sold subject to the statutory trust authorized by section 5(c) of the perishable Agricultural Commodities Act, 1930 [7 U.S.C. 499e(c)]. The seller of these commodities retains a trust claim over these commodities, all inventories of food or other products derived from these commodities, and any receivables or proceeds from the sales of these commodities until full payment is received.

Total Number of Packages ➡ 160	Buyer agrees that all past due balances are subject to interest at the rate of 1.5% per month (18% annum). Buyer further agrees to pay all costs of collection, including attorneys' fees, and that they are sums in connection with produce transactions.	% 41	Total Retail 3192.00	Invoice Total ➡ 1896.00
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Received In Good Codition ➡ **X**

Signature:

Date



Clarification of Marketing Efforts

The Purpose of the *Marketing Campaign to Promote the Education and Increased Consumption of Indiana Grown Watermelon* is to increase awareness of Indiana as a major watermelon-producing state, educate consumers on the health, value, and versatility of watermelon, and increase sales and consumption of Indiana-grown watermelon.

The primary way we will reach consumers is through digital marketing. By geo-targeting our target market, women who are purchasing groceries for their families, we are able to reach those who consume the most. Our digital marketing campaigns will be developed with input from the National Watermelon Promotion Board, the marketing experts in our field. Past campaigns developed with the knowledge they shared proved to be successful and we as an association, and as an industry, value their insight. Our digital marketing campaign will have educational messaging included. For example, in 2020 during the height of the pandemic, we knew that health was at the forefront of the consumers' minds. Our campaign was focused on the fact that watermelon provides 25% of the necessary daily value of Vitamin C. This drove clicks to our website to learn more about locally grown watermelon.

Education is also at the heart of our farm videos. Through these videos, we will give viewers a glimpse into the Indiana watermelon industry. Viewers will learn about the watermelon growing process and the health benefits watermelon provides. More and more consumers want to know where their food comes from and by shining a spotlight on the Indiana Watermelon industry we will provide a positive impact on Indiana agriculture as a whole.

At in-person events, such as the Indiana State fair, watermelon facts will be shared through face-to-face interaction with the Illiana Watermelon Queen and IWA staff. Children will receive watermelon coloring sheets that feature kid-friendly watermelon facts that they can take home. It is our hope that this will excite kids about watermelon and that they will ask their parents for watermelon the next time they're at the grocery store. Recipe cards will also be available that highlight the versatility of watermelon, encouraging consumers to think beyond the slice when it comes to how to serve their favorite fruit.

March 24, 2023

To whom it may concern,

I write in full support of the *Marketing Campaign to Promote the Education and Increased Consumption of Indiana Grown Watermelon* proposal submitted by the Illiana Watermelon Association for funding through the Indiana State Department of Agriculture Specialty Crop Block Grant program.

The Illiana Watermelon Association (IWA) is an association of watermelon growers, shippers and other industry supporters in the bi-state area (Indiana and Illinois) brought together for a common goal of promoting watermelon. As President of the IWA, I see the benefits of the Association's marketing and promotional efforts and believe that with the support of the ISDA the watermelon industry in Indiana will be strengthened.

In order to drive sales, the IWA intends to target advertisements to decision-makers during the Indiana growing season and to educate them on the health benefits and versatility of watermelon. This is why I fully support the marketing endeavors of the Illiana Watermelon Association as they set out to better the Indiana watermelon industry as a whole.

Thank you for your consideration in funding this proposal.

Sincerely,

A handwritten signature in black ink that reads "Cody Smith". The signature is written in a cursive, flowing style.

Cody Smith

Watermelon Grower and President of the Illiana Watermelon Association