



ABOUT INDIANA GROWN

Spanning 19-million acres of farms, forestry and woodlands, Indiana’s 57,500 farms grow, produce and process some of the highest-quality products around the world. However, even as the tenth-largest farm state in the nation, Indiana hardly feeds itself with locally sourced items. Hoosiers spend \$16 billion per year buying food, but less than 10 percent of that is sourced from within the state.

Despite this staggering statistic, the demand for locally made products is at an all-time high, which is what prompted the Indiana State Department of Agriculture to create Indiana Grown – a statewide branding initiative. By allowing our members to use the Indiana Grown logo on their products, the initiative aims to not only form a clearer designation of which products truly come from Indiana, but to also help Hoosier consumers easily identify and buy these products.

The three major components of the initiative include:

- Helping Indiana farmers and producers have a greater market for their products.
- Supporting Indiana processors in their effort to process more Indiana Grown products.
- Educating consumers on the importance of buying Indiana Grown products.

Hoosiers and consumers are able to identify Indiana Grown products using the following categories:

1. **100% Indiana** – Products within this category must be grown in Indiana and/or all ingredients must come from Indiana.
2. **Prepared in Indiana** – Product ingredients can be sourced from anywhere, but 100 percent of the production must be done in Indiana.
3. **Partner** – To be an Indiana Grown partner, a company or institution must assist in marketing Indiana grown products and members.
4. **Indiana Grown** – This category applies to all other Indiana Grown members.



Finding Indiana Grown Products

Indiana Grown products can be found in a variety of locations across the state, such as grocery stores, restaurants, farmers markets, convenience stores, wineries, breweries, and many more. You can also find great Indiana Grown products online by visiting our members’ websites.

Indiana Grown Members and Partners

Indiana Grown has more than 750 members and 50+ business partners which include farmers, farmers markets, distributors, producers, processors, wineries, breweries, artisans, as well as retailers, grocers, hospitals and restaurants. At Indiana Grown, we truly believe everyone has a chance to share in the success of the initiative; whether it’s a large or small operation, high-tech or low-tech, traditional or non-traditional.

Indiana Grown and Indiana's Economy

When you buy Indiana Grown products, you are keeping dollars and food close to home and supporting your fellow Hoosiers. You are also supporting job creation and building sustainable communities, while preserving Indiana's agricultural heritage. With extensive planning and forward-thinking strategies, Indiana Grown is set up for long-term success and has the ability to put more than \$1 billion into the Indiana economy simply by making it easier for Hoosier consumers to identify and buy local products.

About the Indiana Grown Commission

Appointed summer 2014 by Indiana's Lt. Governor, the 12-member commission provides guidance and assists the Indiana State Department of Agriculture in developing Indiana Grown.

BY THE NUMBERS

- 753 – Indiana Grown has 753 members and adds approximately one member each day (*as of 4.5.17*).
- 50+ – Indiana Grown has more than 50 business partners.
- 11 – Indiana Grown sponsored and/or hosted 11 major events during its first year.

SURVEY RESULTS

Indiana Grown conducted a voluntary survey, and below were some of the findings (*114 respondents*):

- 40% experienced an increase in sales since becoming an Indiana Grown member.
 - Those increases range from 5%-75%.
- Nearly 50% increased their product line offerings.
- Over a third had an increase in distribution ranging 5%-500%.
- Nearly 40% are in new retail locations.

Along with increased sales and product lines, Indiana Grown received a great deal of member feedback on other positive results of the initiative, such as:

- Gaining access to major retailers.
- Building connections and market access that otherwise would be unattainable.
- Hiring more personnel.
- Connecting with other members to facilitate new business opportunities.
- Increased consumer confidence in knowing their food is local.

SOCIAL MEDIA

Facebook: @IndianaGrown

Twitter and Instagram: @Indiana_Grown

Hashtags: #IndianaGrown #buyIndiana

SIGNING UP

Member applications are available online by visiting www.IndianaGrown.org. Applicants must provide business information and answer questions to ensure their products meet Indiana Grown guidelines. There is no cost to become a member.

MEDIA CONTACTS

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