

INDIANA GROWN SUMMARY

About the Program

With demand at an all-time high for locally-made products, the Indiana State Department of Agriculture (ISDA) is revamping the Indiana Grown program to meet the needs of Hoosier consumers.

Indiana is home to more than 60,000 farms spanning 15 million acres growing more than 30 different fruits and vegetables, including corn and soybeans. Meanwhile, in the tenth-largest farm state of the U.S., in a country that prides itself on “feeding the world” — Indiana does not even feed itself. Hoosiers spend \$16 billion per year buying food, \$14.5 billion of which is sourced outside of the state.¹ Indiana imports an estimated 90% of its food, so it is not unusual for a meal in Indiana to travel 1500 miles or more to reach the consumer, which may have an effect on nutritional value and taste. Consumers are faced with challenges every day, but their choice of food should not be one of those challenges.

An enhanced Indiana Grown program will increase economic activity through the sale of Indiana products, and consumers will more fully understand how their choice to purchase foods from Indiana farms will positively impact their local economy. Producers and growers of local foods gain a stronger foundation in the state with the development of sufficient resources to grow local markets and build lasting infrastructure that creates even greater local efficiencies.

Indiana’s strong agricultural heritage will be preserved and thrive with the enhancement of the Indiana Grown program, which will promote nutritious locally grown foods, local employment opportunities, and economic growth, while building sustainable communities.

About the Indiana Grown Commission

The Indiana Grown Commission was appointed by Lt. Governor Sue Ellspermann in July of 2014. During the Commission meetings, the conversation will focus on which program model the Commission and ISDA believe should be selected for the new Indiana Grown. All Commission meetings will be open to the public.

The tentative timeline is as follows:

- September 2014 – Discuss membership requirements and policies
- October 2014 – Discuss promotional efforts and advertising strategy
- November 2014 – Discuss development of working relationships with other local foods-oriented programs, also discuss upcoming legislative session and budget
- November-December 2014 – Begin “soft” recruitment and promotional efforts.
- End of 2014 – former Indiana Grown program “sunsets,” the new program will have taken shape and will be ready to implement as soon as the budget is secure
- Spring/Summer 2015 – Begin full scale recruitment and promotional efforts

Indiana Grown Initiative via House Enrolled Act 1039 – 2014 (Rep. Lehman)

Rep. Lehman authored HB 1039 due to the importance of a statewide marketing and promotional campaign of Indiana food and products after visiting other states that have seen great success with similar initiatives. The legislation establishes the Commission and who must be appointed to it.

The statute states the Indiana Grown Initiative program is established to market and promote Indiana produced agricultural products to Indiana residents, restaurants, grocery stores, farmers’ markets, wholesalers, processors, and other retail businesses. ISDA shall develop, administer, market, and promote the program, and the department is permitted to collect fees which will be deposited in a dedicated fund that can be used to carry out the initiative.

COMMISSION BIOGRAPHIES

Ted McKinney is the Director of the State Department of Agriculture and Chairman of the Indiana Grown Commission. He believes that the Indiana Grown Initiative is an innovative and positive approach to creating a consumer preference for Hoosier grown products.

Chris Baggott is the chairman of Husk Foods, Head Farmer at Tyner Pond Farm, and Co-Founder of two successful software companies, including the Indiana-based e-marketing company, ExactTarget.

Margaret Davidson is currently the VP of Strategic Development at the Asher Agency. Her involvement includes the Greater Indianapolis Progress Committee 2020 Strategic Committee and the Purdue Agricultural Dean's Advisory Council.

Jodee Ellett is the Purdue Extension Local Foods Coordinator. She has been involved with the Bloomington Community Farmers Market and the Bloomington Local Growers' Guild.

Pete Eshelman is the Co-Founder and Co-Owner of Joseph Decuis, a Farm to Fork Restaurant and Farm. His passions are Joseph Decuis, farming, and producing the finest Wagyu beef in the world.

Cheryl Carter Jones is a Farmer on The Food Farm in Columbus, IN and an Independent business Consultant. Her career memberships include the Society of Human Resource Management and being a past and present member of the Board of Directors for the Local Growers' Guild.

Chelsea Marburger is the Director of Civic Engagement for the Indianapolis City Market. She has a passion for public markets and supports the idea of communities returning to sourcing locally.

Jeanette Merritt is the Marketing Director of Indiana Wines & Purdue Wine Grape Team. She is a fourth generation hog and grain farmer from Miami County. She serves on the boards of Indiana Artisan, Dig IN, and the Purdue Women in Ag Team.

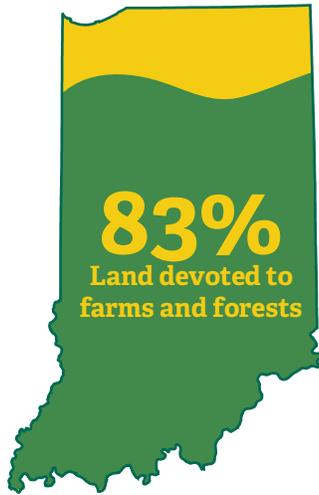
Mark Straw is the Executive Administrator for the Indiana State Egg Board. In 2013, he was appointed to both the Fountain and Warren County Health Board and the Board of Directors for the Warren County Farm Bureau.

Debbie Trocha is the Executive Director at Indiana Cooperative Development Center. She has over 20 years of economic development experience.

Robert "Bob" White is currently the Retail Agriculture Business Specialist at Indiana Farm Bureau. His career accomplishments include being the Chief of staff for Acting USDA Undersecretary Michael Neruda and the Chairman of USDA State Food and Agricultural Committee.

Sara Yelich is the Small Business Program Manager for the Greater Lafayette Commerce. As a 10 year 4-H member and active FFA member she understands and appreciates agriculturalists.

INDIANA AGRICULTURE FACTS



6,537,344
2012 Population of Indiana

245,000
Jobs Supported by Agriculture

23.3 Million
Total Land Area (acres)

19.4 Million
Land in Farms and Forests (acres)

245
Average Size of Farm (acres)

\$11.2 BILLION



The value of agricultural products sold in Indiana.

Indiana ranks 10th in the nation in agricultural sales.

41.5 MILLION

The number of broilers sold in Indiana in 2012.



↑ *Broilers up 12% from 2007.**

That's 6 times more chickens than people in Indiana.

10.5 MILLION

The number of hogs and pigs sold in Indiana in 2012.



↑ *Hogs and pigs up 10.7% from 2007**

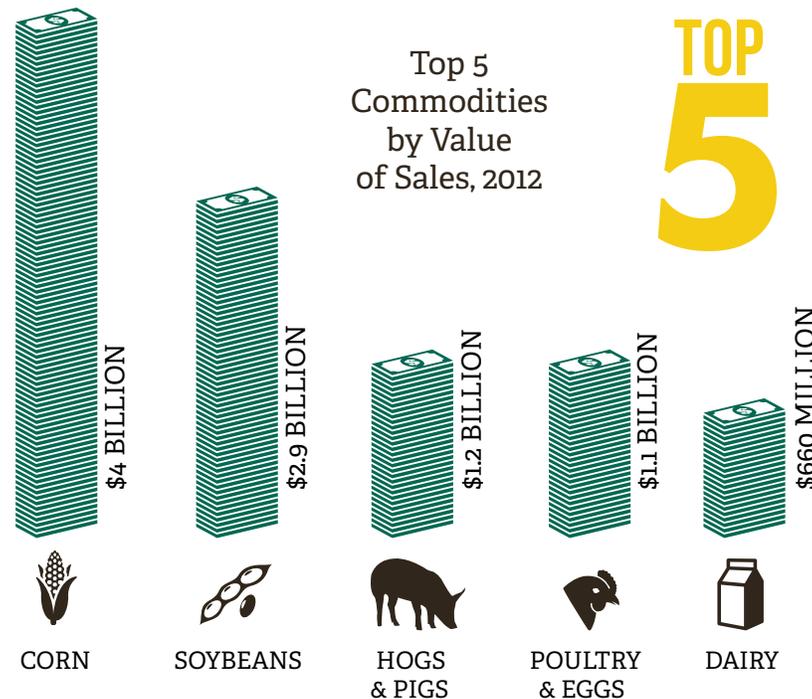
151 MILLION

The number of pounds of shelled popcorn produced in Indiana in 2012.



↑ *Popcorn farms up 27.4% from 2007**

Indiana produces the 2nd most amount of popcorn in the nation.



Top 5 National Rankings (Production Numbers)

- 1st: Duck, Wooden Office Furniture and Kitchen Cabinets
- 2nd: Popcorn, Ice Cream, Spearmint, Tomatoes (processed)
- 3rd: Chickens
- 4th: Eggs, Soybeans, Peppermint, Cantaloupe
- 5th: Corn, Pigs

37 THOUSAND

The number of acres of vegetables harvested for sale in Indiana in 2012.

↑ *Tomato acres up 17.3% from 2007**



* Statistically significant change. Visit <http://bit.ly/AgCensusFAQ>
Source: 2012 Census of Agriculture, May 2014

INDIANA AGRICULTURE FACTS

Ranked items within U.S., 2012

Item	Quantity	U.S. Rank	Universe ¹
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD (\$1,000)			
Total value of agricultural products sold	11,210,818	10	50
Value of crops including nursery and greenhouse	7,530,097	7	50
Value of livestock, poultry, and their products	3,680,721	18	50
VALUE OF SALES BY COMMODITY GROUP (\$1,000)			
Grains, oilseeds, dry beans, and dry peas	7,217,854	6	50
Tobacco	7,653	9	19
Cotton and cottonseed	-	-	17
Vegetables, melons, potatoes, and sweet potatoes	104,411	22	50
Fruits, tree nuts, and berries	10,897	36	50
Nursery, greenhouse, floriculture, and sod	110,838	26	50
Cut Christmas trees and short rotation woody crops	1,976	21	49
Other crops and hay	76,467	39	50
Poultry and eggs	1,164,199	13	50
Cattle and calves	522,694	29	50
Milk from cows	659,314	14	50
Hogs and pigs	1,273,099	5	50
Sheep, goats, wool, mohair, and milk	10,099	25	50
Horses, ponies, mules, burros, and donkeys	23,899	15	50
Aquaculture	5,120	35	50
Other animals and other animal products	22,297	19	50
TOP CROP ITEMS (acres)			
Corn for grain	6,036,712	5	49
Soybeans for beans	5,144,179	5	45
Forage-land used for all hay and haylage, grass silage, and greenchop	510,435	34	50
Wheat for grain, all	300,707	23	49
Winter wheat for grain	300,707	22	48
TOP LIVESTOCK INVENTORY ITEMS (number)			
Layers	25,587,222	3	50
Pullets for laying flock replacement	7,566,860	4	50
Broilers and other meat-type chickens	6,238,623	24	50
Turkeys	5,084,794	7	50
Hogs and pigs	3,747,352	5	50

Other State Highlights, 2012

Economic Characteristic	Quantity
Farms by value of sales:	
Less than \$1,000	15,870
\$1,000 to \$2,499	4,413
\$2,500 to \$4,999	4,859
\$5,000 to \$9,999	5,204
\$10,000 to \$19,999	4,321
\$20,000 to \$24,999	1,360
\$25,000 to \$39,999	2,768
\$40,000 to \$49,999	1,333
\$50,000 to \$99,999	4,254
\$100,000 to \$249,999	5,445
\$250,000 to \$499,999	3,575
\$500,000 or more	5,293
Total farm production expenses (\$1,000)	9,117,075
Average per farm (\$)	155,330
Net cash farm income of operation (\$1,000)	3,102,675
Average per farm (\$)	52,861

Operator Characteristics	Quantity
Principal operators by primary occupation:	
Farming	25,630
Other	33,065
Principal operators by sex:	
Male	52,950
Female	5,745
Average age of principal operator (years)	55.8
All operators by race²:	
American Indian or Alaska Native	153
Asian	66
Black or African American	83
Native Hawaiian or Other Pacific Islander	5
White	87,460
More than one race	192
All operators of Spanish, Hispanic, or Latino Origin	450

See "Census of Agriculture, Volume 1, Geographic Area Series" for complete footnotes, explanations, definitions, and methodology.

- Represents zero.

¹ Universe is number of states in U.S. with item. Data was collected for a maximum of three operators per farm.

MEDIA CONTACTS

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For more information, please visit Indiana Grown's website at www.in.gov/isda/2513.htm