



Possibilities Unbound.

**Indiana State Department of Agriculture
Specialty Crop Block Grant Program Final Report
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Farmers' Market Cost-Share Reimbursement Program

Summary

Most of Indiana's Farmers' Markets are small and lack the financial resources needed to pay for promotional items. To increase consumer awareness and overall appeal of Indiana farmers' markets, ISDA created and implemented a cost-share reimbursement program; with previous years Specialty Crop Block Grant funds, to provide grants to Indiana farmers' markets. The program was another round of cost-share funding. ISDA requires all promotions and advertisements to only contain images of fruits and vegetables or other qualified specialty crops to ensure those crops are being featured and recognized.

The importance of this project is to continue to build the sale of specialty crops grown and sold in Indiana.

Project Approach

ISDA advertised the availability of funds for 2012, starting with the Horticulture Congress, held in January. Approximately 6,000 people attend Hort Congress and ISDA spoke to several audiences about the program. ISDA also participated in three Farmers Market Boot Camps ran by Purdue University, Indiana Cooperative Development Council and Indiana Farm Bureau. ISDA reached another 400 people at these boot camps.

This cost share program was offered on a first come first serve basis in the amount of a 50% reimbursement up to \$500.00 per market for market advertising, displays, and promotional material centered only on specialty crops. After expenditures were made the Markets then submitted claims to ISDA that include copies of all marketing that was done.

Goals and Outcomes

ISDA expects this program will increase consumer awareness of Indiana Farmers' Markets causing them to experience increased visitation and the overall growth of farmers' markets. With this new funding source, ISDA expects visitation to increase by 15%.

-With the 15 markets surveyed, weekly visitors over a one year period increased by 290 on average, or an average of 26% in patronage.

ISDA also anticipates the growth of farmers' markets to increase by 5%.

-Our Farmers' Market Cost Share Program identified two new markets that wished to participate in the cost share program. The addition of these two markets to the program is a 13% increase in participation. While other markets new markets were started, they did not wish or were unable to participate in this program. Therefore, the total increase in new markets is not included in this program. (See Lessons Learned section for more information)

Beneficiaries

The increased number of visitors (average approximately 3,000 per year) to the farmers markets and the increased number of vendors (average 352) benefit from the marketing cost share. Additionally, the two new markets that participated in the program benefited by increased marketing dollars to attract new visitors and vendors in subsequent years.

Lessons Learned

With the cap of \$500 per market in available reimbursement, some marketmasters do not wish to complete the required paperwork and contracts. Additionally, most of the marketmasters work other full time jobs and/or volunteer as marketmasters and do not have the time to complete the required paperwork. The other challenge when working on this project is the

turnover in marketmasters. Often, the knowledge of the grant program does not reach the new person. ISDA has worked hard to ensure the program is promoted at various events and worked with new marketmasters to assist with paperwork, but we have learned the dollars available in the specialty crop block grant program may be better spent in other areas in the future.

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Indiana State Beekeepers-Sustainable Beekeeping

Project Summary:

Over the last 20 years, Indiana beekeepers have experienced severe winter losses of bee populations, primarily because of an introduced parasite, the Varroa mite. Indiana has only about 10% as many as many hives as before the arrival of the mites. Colony losses result in increased cost of pollination to growers and reduced profitability for beekeepers. We proposed to produce northern-bred queens that are more resistant to mites and disease and to promote their use. This project involved the honey bee specialist at Purdue University, who is breeding for mite resistance. We compared the viability of our stocks to commercial queen sources with funding from our north central sustainable agriculture research and education grant (SARE) other than this grant no other funding has been received.

Project Approach:

Information regarding this program can be found at <http://www.extension.org/pages/61384/an-update-on-bee-breeding-efforts-in-indiana:-breeding-for-resistance-to-israeli-acute-paralysis-virus> website. David Shenefield, Krispin Given and others traveled to regional state bee clubs to promote the project. We had great response and participation from beekeepers and clubs who wanted to participate. There was NO program income generated.

The breeder queens went to the personnel stated in the grant for production of cells and queens. Those breeders along with Indiana Survivor stock queens from Purdue and Indiana breeders from project participants were made available to beekeepers and clubs. We felt it was necessary to educate beekeepers on how to use and introduce these queens. It was vital to the success of the project. We went to regional and state meetings to educate them. We also provided an artificial insemination class at Purdue for queen producers to go along with the project.

With the use of existing Indiana survivor stocks, Purdue University mite resistant queen stock and breeder queens from two out of state breeders. These queens were artificially inseminated with mite resistant genes. Other materials were purchased to be used in raising daughters from each of these stocks. Through participants around the state, producing queens and cells of this project stock. We were able to meet our goal of introducing 2000 queens from selected stocks around the state. This has already improved honey bee survival in Indiana. Beekeepers are reporting a lot better survival rate this winter then the past few years. We asked all participants to record data of these stocks to be used for comparisons with other stocks purchased out of state. With the education of all information we will receive from the project. Beekeeping will hopefully be more sustainable in Indiana.

Goals and Outcomes Achieved:

We met the project goal of 2000 cells and or queens in Indiana bee hives. There were queens that were distributed to 74 beekeepers. The exciting part is this project will continue. We have set it up to sustain its self.

In North America, some bees are fighting back against mites. Two traits in honey bees have been shown to reduce mite populations. Some bees are good at removing mites from brood, and some are good at removing mites from adult bees. The first trait, Varroa sensitive hygienic behavior or VSH, involves bees removing or uncapping sealed brood that is infested with mites. The USDA Baton Rouge Bee Lab has developed the VSH stock and it has been made available

commercially. The other trait is grooming behavior - we are working on increasing the mite-biting behavior in our bees. We developed a lab assay to sample bees from hives and determine how many mites they remove from themselves in three days (Andino and Hunt 2011). We showed that these results correlate with the proportion of chewed mites that fall on a sticky board placed on the bottom board, so both methods can be used to measure grooming behavior. The results also showed that mite-biters had fewer mites on the adult bees. We are using the proportion of chewed mites as our selection tool and breeding from colonies that have higher proportions of chewed mites.

Through funding, education and promotion it was key to have a successful project. It had already been proven that queens raised in Indiana were superior to out of state stocks. Since we are a northern state, bees are not available in early spring. Most beekeepers purchased southern stocks. These stocks did not perform or survive as well. It was of up most importance to help change beekeeping practices around the state. Education and promotion of the project needed to be in place to help. Using speakers at bee meetings for educational and promotion on the project. The ISBA website (we were not able to track hits to the site but do have 543 likes on our face book page), newsletters and bee magazines were also used. After these were in place the response of beekeepers followed. With an enthusiastic response from beekeepers, it was evident the project would be successful. Personnel were in place around the state to receive breeders and materials to start raising daughters for beekeepers. These stocks would be provided as cells, mated queens and nucs with mated queens. Along with the materials, artificial insemination devices were purchased. These are being used to produce breeders from chosen stocks out of the project. Classes were held at Purdue to teach use of the devices. These stocks will be distributed to regional clubs for future queens.

Two three-day queen rearing classes were attended by 70 beekeepers. Seven one-day queen rearing workshops were conducted throughout the state attended by over 100 beekeepers. This project involved all of the local beekeeping associations in Indiana and the two state associations. Ten associations directly participated. The workshops introduced to educate and train beekeepers on queen rearing. These were very well attended and are ongoing at this time. We will have one meeting a year at Purdue to insure continued training on queen rearing and artificial insemination. The project is posted on our ISBA website and the Purdue Bee Hive. We also have a face book page just for the Indiana Queen Project. This will be used to post and communicate with beekeepers who are interested in receiving queens in the future. Since the project got under way we have received reports on better survival rates this winter. Also there seems to be a trend of more beekeepers using these stocks becoming mite treatment free. Hopefully we are moving in the right direction to sustainable beekeeping in Indiana. With the continued growth in beekeeping, this will give all beekeepers a chance to help bees thrive again. Surveys were not conducted to measure the adoption of queen rearing methods but many individuals reported success in raising their own queens. An instrumental insemination course was given to 5 queen breeders. The instrumental insemination devices were used to make crosses between stocks that were resistant to mites.

Seminars were presented on queen rearing and selecting for resistance to parasitic mites at state, regional and national venues during the project and have continued this since the close of the project.

Survival of colonies from the queen project in one comparison to commercial stock was much higher but in another comparison to a different commercial queen source there was no difference detected, possibly because of the way the test was done. When compared to source #1, the commercial stock ended up with 5 times as many mites on the bees and most had chalk brood disease and parasitic mite syndrome in the fall. They all died by spring but half of the Purdue colonies were still alive in February. The variability from year to year makes it impossible to measure exactly the benefits to survival from our breeding program. But anecdotally many people have said that the stock they received from the Indiana queen project was by far more able to survive the winter than colonies started from queens purchased from out of state.

A survey needs to be conducted to compare the survival across the entire state. The ISDA funds did not include money to conduct a survey.

Beneficiaries:

While the research was conducted in Indiana clearly this is a national benefiting project. Results of this study was posted in the American Bee Journal and the Bee Cultural, reaching an audience of over 2,000. The ongoing benefits of this project will be great if we can continue to foster the Indiana queen breeders to produce northern bred stocks of honey bees that are resistant to mites and the viruses they transmit.

Lessons Learned:

Setting up good communication is a must. The weather is a big part of mating for queens.

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Additional Information:

It takes some kind of funding to help good projects like this successful. The Indiana queen project has received national attention in publications. It has also received interest from other projects wanting breeding stocks for their breeding programs. Please visit the website listed above.

<http://www.extension.org/pages/61384/an-update-on-bee-breeding-efforts-in-indiana:-breeding-for-resistance-to-israeli-acute-paralysis-virus>
<http://www.americanbeejournal.com/>

Food Safety for Fresh Fruits and Vegetables: Education and Resources for Farmers

Summary

Fresh fruit and vegetable producers want to satisfy consumer and government expectations for produce safety. Growers must satisfy these expectations in order to remain competitive. Experts in the industry predict that farm businesses that do not meet expectations for food safety practices will not continue to produce fresh vegetables beyond retirement of the current operator, and may have trouble accessing markets before then (E. Bihn, personal communication). The majority of growers in the targeted audience were ill-prepared to address current or potentially mandated food safety expectations. Consequently, there was a great need for training in this area. The purpose of this project was to enable fruit and vegetable producers to meet market expectations for safe produce by teaching them about good agricultural practices (GAPs) and good handling practices (GHPs) and developing resources that facilitate producer adoption of GAPs and GHPs. The work is part of the ongoing efforts of the Indiana-Illinois Food Safety for Fresh Fruits and Vegetables Initiative.

In addition to helping producers and farmers' markets meet buyer demands, growers who practice GAPs and GHPs may be able to minimize the negative impact of foodborne illness outbreaks traced to other sources of the commodities they grow. The potential for impact to public health is also important. Produce-related illness sickens an estimated 413,126 people in Indiana and 847,771 people in Illinois each year, at a cost of \$760 million and \$1,620 million, respectively. Improved practices on farms could potentially prevent some of the illnesses.

We developed and delivered workshops, webinars, and factsheets to inform fresh fruit and vegetable producers about Good Agricultural Practices (GAPs) for Food Safety on Fruit and Vegetable Farms.

Approach

We developed and offered a 4-part webinar series with attendees viewing at a hosted site in Valparaiso, Indiana, or from their own location in 2011. The recorded webinars were available online for a period of time, along with resource lists developed for the webinars. We also delivered shorter presentations at other events. We offered a 3-part webinar series with attendees viewing at a county office or their own location twice in 2013 (July and November). We developed and delivered a Food Safety Plan Writing workshop in three locations. We adapted an existing food safety plan template and recordkeeping sheets for growers in Indiana. We compiled resources for workshops and distributed them in notebooks and/or electronic formats. We organized and presented a day-long program 'Melon Food Safety: 2012 and Beyond' in Vincennes. We organized a webinar presented by FDA for Indiana producers that summarized the FDA investigation of the 2012 outbreak of illness associated with cantaloupes. We hosted a Q&A webinar/conference call with FDA and the Produce Safety Alliance to answer questions about the Produce Safety Rule of the FSMA. We developed a web site framework and compiled content for the site. We published a factsheet (with several updates) in response to an outbreak of foodborne illness

Goals and Outcomes Achieved

1. Farm businesses write food safety plans. 50 farms by June 2012.
29 farms wrote and 37 farms began to write a food safety plan, and 13 had written a plan prior to attending one of our educational programs.
2. Farms improve GAPs and GHPs. 25 farms by June 2012.
84 farms improved GAPs/GHPs and 19 began to improve GAPs/GHPs
3. Farm businesses pass 3rd party food safety audits. 10 farms by June 2012.
14 farms report passing a third party food safety audit and 4 started the audit process

Beneficiaries

The educational programs have informed hundreds of people about GAPs and on-farm food safety. People who attended programs in 2011 and were surveyed in early 2012 (63 respondents) reported that they made changes on their farms to improve food safety (65% had made changes, and 22% had started but not completed a change). Preliminary results from a survey of people who attended programs in 2012 or 2013 also indicated that people are changing behavior. Of those who responded in 2013 (101 respondents): 20% had started to write a food safety plan, and 25% had completed a plan since attending a GAPs or other food safety program; 64% had made a change in farm practices or equipment to improve food safety and 10% had started to make a change; 11% had passed a 3rd party food safety audit since attending a program.

Lessons Learned

The web site programmer we had spoken with while writing the proposal was not able to work within the current Purdue Ag Sharepoint system for web sites. Identifying someone able to work within that framework and with time to work on the project was more time consuming than anticipated.

As a result of the Food Safety Modernization Act signed into law January 2011, new regulations with direct impact on food safety practices required for fresh fruit and vegetable growers will be rolled out over the next few years. While this itself isn't a problem, we would like to have more information about what exactly will be in the regulations before finalizing resources. The proposed federal produce safety regulations are open for comment until November 22, 2013 and so they will not be finalized in time to incorporate what they require into the resources we develop.

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Enhancing the Development of the Indiana Wine Industry Through Our Signature Grape, Traminette

Project Summary:

Provide statewide exposure for the Indiana wineries and as a result expand their potential customer base/long-term sales through promotional efforts such as TV, print and radio. It takes seven to nine contacts with customers to compel them to buy a product. Therefore the marketing efforts for Traminette need to be comprehensive and repetitive throughout multiple forms of media. Funding will

be used to enhance 635 television commercials on cable TV, 6 print advertising, and 120 radio promotions.

Create a better awareness of Indiana's Signature Grape at the Indiana State Fair.

A portion of the funds will be used to develop a new State Fair display for the Indiana Wine Grape Council booth. Placing a strong promotional focus on Indiana's Signature Grape, Traminette, will help expand the customer knowledge, interest and audience size for the Indiana wine industry. The Indiana State Fair receives over 250,000 visitors a year. In turn, the increased interest will lead to increased foot travel to wineries, increased wine sales, market share, wine-grape acreage, and additional opportunities for value-added agriculture in Indiana.

Project Approach:

Indiana launched the Signature Wine Campaign to increase awareness of Traminette and eventually, all Indiana wines. With this campaign I was able to visit media outlets to talk about Traminette and Indiana wineries. I was able to develop print ads, promotional materials and a logo to share with the wineries for their promotional efforts. A website, www.traminette.org was also developed.

At least 5 wineries were able to increase their prices. I surveyed the wineries to determine, by simply asking them, if they increased prices.

Goals and Outcomes Achieved:

The grant has allowed Traminette to stay in people's minds. It has also encouraged new wineries to be sure Traminette is planted in their vineyards and will be featured on their wine list. The grant has successfully raised awareness of not only Traminette, but also the entire Indiana wine industry!

A major advertising campaign was conducted during the Christmas and New Year holiday season. Radio ads were run in the Indianapolis, Fort Wayne, Louisville and South Bend markets. Print ads were run in the aforementioned markets. Additional print advertising was placed in Bloomington. Television advertising proved to be cost prohibitive. The ads resulted in wineries saying more people visited during the holiday season. One winery has said since the beginning of the campaign, wine sales of Traminette have increased 300%

Grape acreage has not increased as a direct result of this campaign. Grape acreage has increased slightly because new growers have planted acreage.

A small portion of the grant did help fund a new Indiana State Fair display in the Our Land Pavilion. The display received much attention and will be reused in future years.

5 radio promotions and 3 print campaigns were conducted. Television was determined to be too expensive for the dollars I was awarded.

The ads reached people in Fort Wayne, Terre Haute, Indianapolis and Louisville.

The Indiana State Fair attracts nearly one million visitors every year. No tracking was done to see how many people specifically came to the Indiana Wine booth, but the building that the booth is in attracts hundreds of thousands of visitors.

Increased in travel to wineries and wine sales were based on what member wineries reported happened during the campaign. Wine grape acreage has been determined based on surveys done of vineyard growers in Indiana. More opportunities for value-added agriculture happened when new wineries were able to open after the success of this campaign. Increased interest in the industry generated enthusiasm from potential wineries.

The Purdue Wine Grape Team runs one of the largest wine competitions in the country. During the competition, an Indiana winery won White Wine of Year with their Traminette. They told me they then increased the price by 20% and were still able to sell out of the wine.

Beneficiaries:

Indiana Wineries and consumers are the beneficiaries to this program. Grape, they want it ever more. Wineries were able to increase their prices on their Traminette and increase their profit margin. This grant allowed the Indiana Wine Grape Council to launch a Signature Wine campaign that was well received. It put in motion the framework for future promotions, education about Traminette and has customers expecting a great wine when they try the different varieties our wineries produce.

Every Indiana winery was able to benefit by having increased traffic in their winery. Those customers spent money in the winery. So the wineries increased their bottom line. Consumers were able to benefit by finding Traminette in the wineries.

Lessons Learned:

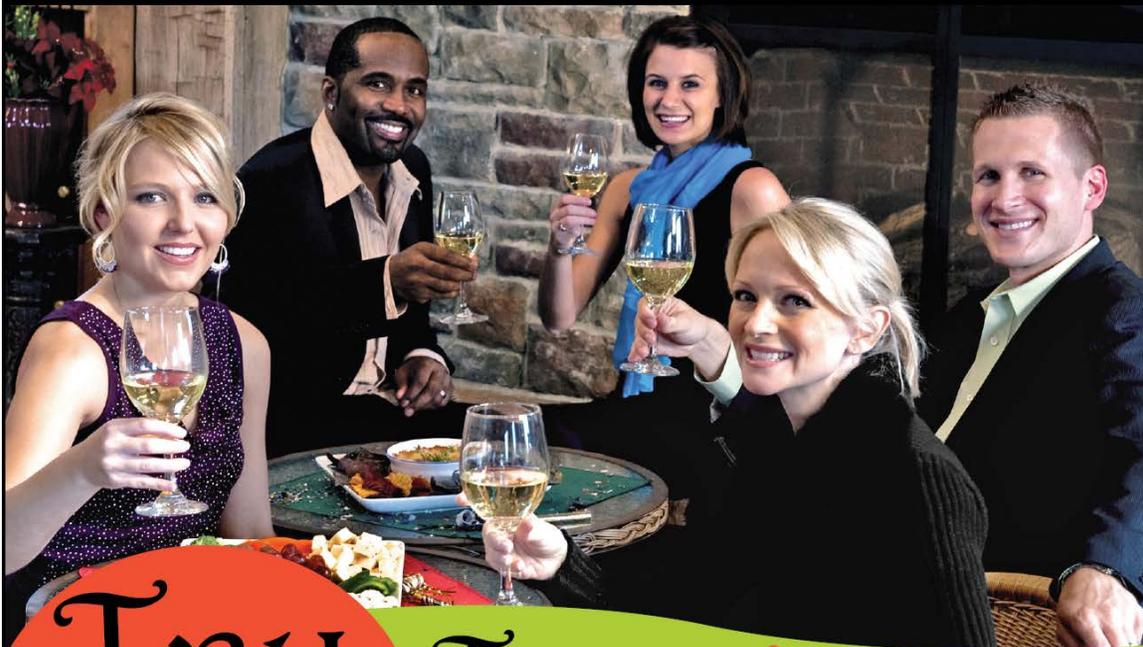
The only thing we struggled with in this grant is an increase in acreage. Vineyards are slow to establish in Indiana. What increase we do see is in very small amounts.

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Additional Information:

Dress Up Your Holidays



Try On Traminette

Indiana's
Signature Wine



Download your free Indiana Winery Guide,
available at the iTunes app store, today!

This season, Try On Traminette at all of your holiday celebrations! It's the perfect time to introduce family and friends to the delicious aroma and delectable crispness of Indiana's signature wine.

Grown in Indiana. Crafted in Indiana, by some of the finest winemakers in the world. Try On Traminette and impress your guests with this exceptional white wine.

TryOnTraminette.org

Knox County Growers-Implementing Industry Recommended Good Handling Practices

Project Summary:

The purpose of this project was to increase the members' knowledge and understanding of food safety and traceability of produce through the food chain from the farm to the consumer using GTIN numbers and share that knowledge and understanding with other growers primarily from Indiana.

Project Approach:

To this end, association members participated in learning experiences through attendance at the Southeast Regional Fruit and Vegetable Growers Conference in Savannah, GA from January 5, 2011 through January 9, 2011 and the Indiana Horticultural Congress in Indianapolis, IN from January 18, 2011 through January 20, 2011. To share the benefits of those learning experiences, the association created a brochure regarding food safety and traceability resources available to all growers and shared that brochure and verbal assistance with other attendees at the Indiana Horticultural Congress January 18-20, 2011 and the Illiana Watermelon Association Convention in Evansville, IN March 11-12, 2011 at a booth at each location.

Goals and Outcomes Achieved:

This project had two expected measurable outcomes. The first of these two is to maintain or increase volume of Indiana produce while the second measurable outcome is to maintain and ultimately increase Indiana agricultural jobs. While this project is expected to provide an impact on both of these objectives, other extraneous factors over which this association, as a group, has no control are likely to also have an impact. Therefore the positive results experienced by the members of the association cannot reasonably be attributed entirely to this project. Having provided that disclaimer, the members of the association have experienced a measurable slight increase in volume of most produce crops in the 2011 harvest season over previous years. This increase in crop volume has also translated into a slight increase in the number of agricultural employees on the member farms over the previous year. Both outcomes from member farms were reported via a survey to the association.

Preparations to increase food safety and traceability practices in 2011 have allowed the members of the association (and hopefully, those farms with whom association representatives interacted at the functions at which the association had a booth) to remain in the fresh produce market, intending to plant approximately the same acreage of produce in 2012 as in the previous three seasons. Failure to respond to the demands of the market to escalate the food safety practices and provide customers and government with an electronic traceability system would have required that these farms abandon the growing of produce products, thereby reducing the number of jobs provided by those farms and the availability of fresh produce to the Indiana consumer. Therefore, the impact of this project can reasonably be expected to be felt in subsequent years.

1. 3 Attended the Southwest Regional Fruit & Vegetable Growers Conference, Savannah, GA, January 5-9, 2011
2. 4 Attended at the Indiana Horticultural Congress, Indianapolis, IN, January 18-20, 2011
3. Educational booth at the Indiana Horticultural Congress, Indianapolis, IN, January 18-20, 2011

4. Educational booth at the Illiana Watermelon Association, Evansville, IN March 11 & 12, 2011
5. 4 Members of the Knox County Growers plan attended the Southwest Regional Fruit & Vegetable Growers Conference, Savannah, GA, January 5-8, 2012.
6. 12 Members attended the Indiana Horticultural Congress in Indianapolis January 17-19, 2012.
7. 8 Members attended the Illiana Watermelon Association Convention in Evansville, IN on March 9 & 10, 2012.
8. Food safety brochures were disseminated at the Indiana Horticultural Congress and the Illiana Watermelon Association Convention.

The two conferences described in items #1 and #2 above were of great value to the participants from the Knox County Growers Assn. Also, the educational booths were well received as members shared information regarding food safety with other growers via multiple conversations and a tri-fold brochure developed for the events.

Beneficiaries:

Beneficiaries of this project are the following:

1. The member-farms 3: Obviously, those farms represented at the functions described above benefited from the educational opportunities to enable them to operate with an enhanced level of food safety. This was confirmed in third party audits as these farms increased their scores for 2011 over previous years. Secondly, these farms benefited from the research performed to create the brochure described above and the experience of acting as instructors while interacting with other growers at the booths. Since teaching requires greater understanding, instructors tend to learn more than their students.
2. Other Growers 13: The brochures with the verbal instruction offered at the booths were, according to some of the other growers at our booth, beneficial to them as they progress through the same series of preparations to remain compliant with industry and governmental requirements.
3. The consumers: Any activity that simultaneously increases the safety of the food consumed by the public while also maintaining the supply of those food products is beneficial to the consumer. This project, as described above, facilitates those ends.

Lessons Learned:

As described above, the educational opportunities provided growers with a greater understanding of Good Agricultural Practices (GAP) and Good handling Practices (GHP) while having the opportunity to learn from the experiences of others. Evidence of this learning was shown as growers experienced higher scores of third-party food safety audits in 2011. Growers were also able to learn more about the purchase and development of Global Trade Item Numbers (GTIN) for the produce crops grown. These facilitated the growers' compliance with industry requirements. The successful purchase of GTINs, development of numbers for individual crops, and implementation of these numbers into traceability software provided evidence of this learning.

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Additional Information:

Knox County Growers, Assn.

In 2010, four Knox County, IN produce growers created an organization to support their transition to more stringent food safety requirements. To educate themselves and others in this area, the association chose to create this brochure dedicated to sharing sources of information regarding food safety. Each of the following sources has been valuable to the members of the association in the evolving process of developing their food safety programs.

General Food Safety Information

Several diverse sources of general information regarding food safety practices have evolved over the last ten years. The following is a listing of several of these sources (in no particular order).

The National Watermelon Association has provided information on its website that can be accessed and printed by any grower.

http://www.nationalwatermelonassociation.com/food_safety.php

North Carolina State University also has on-line information available:

http://ncsu.edu/foodscience/extension_program/publications.html

Both the University of California at Davis and Cornell University contributed to this series titled "Food Safety Begins on the Farm."

<http://sfp.ucdavis.edu/pubs/articles/foodsafetybeginsonthefarm.pdf>

<http://www.gaps.cornell.edu/educationalmaterials.html>

From the FDA, the following source is helpful, but tends to contain more "legalese" than the sources above.

<http://www.fda.gov/downloads/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/ProduceandPlantProducts/UCM169112.pdf>

For determining the areas of your operation that demand attention, a self-audit of the operation can be facilitated by printing forms from the Primus Labs website at no charge. Food safety plan documents for farms and packinghouses may also be accessed through Primus Labs, one of the better known Third Party Auditors.

<http://www.primuslabs.com/rs/documents.aspx>

Food safety plan documents are more easily developed using templates from Scientific Certification Systems, another well-known Third Party Auditor. However, uncertainty exists regarding the availability of the templates for those who have not contracted with SCS to perform an audit. Note that SCS is located in California and is the most expensive of the four auditing entities mentioned in this brochure.

http://www.scscertified.com/fff/food_safety_manual_dev.php

For those who prefer to discuss food safety challenges with a knowledgeable person, both Beth Bland Oleson of the Georgia Fruit and Vegetable Growers Association (877-249-8666) and Scott Monroe, Daviess County Extension Agent (812-249-8666) are also available for guidance. Third Party Audits can be arranged for members of the GFVGA through Beth's office at the lowest price of the three private auditing entities. Food Safety training for farms in southwest Indiana

for both English and Spanish speaking workers can be arranged through Scott. Both are outstanding resources when confronted with food safety challenges.

The U.S. Food and Drug Administration can also be an important source of information for growers. The FDA also has some personnel who perform food safety audits. The phone number of the Indianapolis office of the FDA is 317-226-6500.

Traceability

On January 4, 2011, the recently passed food safety legislation was signed into law by President Obama. The new law requires that each step of the fresh produce supply chain provide traceability “one step back and one step forward.” Most growers had previously developed some type of traceability program such as writing codes onto the bins to record dates picked, fields from which the produce was harvested, etc. In the past, if the grower recorded these codes on load sheets as the bins were shipped, traceability performed in a timely manner, as expected by the FDA, was accomplished. As of January 4th, this is no longer true. Prior to passage of this law, the FDA could only request information regarding a particular lot number. Today, they can, and likely will, request information regarding multiple lots when a problem is discovered. This plus the produce industry’s Produce Traceability Initiative (PTI) leads the producer to purchase computer programs and hardware to make barcoded labels to facilitate traceability under the time restrictions of the FDA. For more information go to:

www.producetraceability.org

To investigate purchasing a Global Trade Item Number (GTIN) to identify your business as required by the PTI, go to:

www.gs1us.org

To purchase a computer program and hardware to incorporate GTIN traceability and keep an on-demand inventory, you may wish to use a Three Rivers, Michigan based company, T3 Technologies, with which some members of KCGA are experienced. This company offers a more personal approach than its competitors in the market with whom we have interacted.

<http://www.t3tracking.com/default.aspx?id=1>

For those desiring an integrated program bringing together the activities of making labels, following inventory, creating manifests, and invoicing orders in a single computer package, the software offering, “Famous” would fulfill your needs:

<http://www.famoussoftware.com/products/modules/food-safety-%26-traceability/>



The Knox County Growers Assn. has presented this brochure in the hope that other growers face less frustration in acquiring knowledge and assistance while preparing food safety plans and experiencing food safety audits. The websites and phone numbers in this brochure represent the best sources of information members of this group have encountered. Other, equally helpful resources likely exist. If so, however, KCGA members have not interacted with them and cannot speak to their competency.



Knox County
Growers Assn., LLC



Food Safety Resources
For Indiana Produce Growers



January, 2011

Indiana Farm Direct.com

Project Summary:

The goal of the grant project was to conduct practical research on how specialty crop growers can use on-line tools to better promote their products and operations, educate consumers about buying direct from farmers, and engaging with consumers via social media channels. The vehicle used to conduct this research was the Indiana Farm Direct web site. This is an on-line web portal that has the most comprehensive list of Indiana farmers who sell direct to consumers. This site consists of a powerful search engine that allows visitors to search for a farming operation by location, name, or product. Each listing provides contact information and, in some cases, links to the farming operation, allowing consumers to make direct contact with the producer. The site also provides other resources such as a list of the farmers' markets in the state and other resources provided by the USDA and ISDA.

Project Approach:

A mix of different media was used to promote the site from traditional radio promotion to on-line links and social media. Traffic and search data was collected and analyzed. From this, recommendations have been made to help growers use on-line and social media tools to better market their products and operations.

On-line analytics and on-location surveys were used to determine what words, phrases, concepts, and resources consumer use when searching for information and locations of specialty crops .

Goals & Outcomes Achieved:

Objectives

The short term goal of this project was to increase consumer awareness and use of the on-line resources available to connect with Indiana specialty crop growers, specifically Indiana Farm Direct.com, Indiana MarketMaker, and ISDA Farm Market and Agri-tourism Guide.

The long term goal was to influence consumer perception of Indiana-grown specialty crops and of the benefits of purchasing those crops direct from local growers.

By bringing together the MarketMaker database of Indiana farmers and the Indiana Farm Direct database into one searchable on-line data set, consumers would have a comprehensive statewide resource for locating farmers who sell direct to the public. Adding a statewide marketing campaign would raise overall consumer awareness of direct from the farm sales and provide a one-stop, on-line location to find growers in their local area.

This accomplishment provided the opportunity to study how consumers use on-line tools to locate locally produced food and how different methods of promotion and marketing influenced on-line consumer behavior. From this data, individual farmers can make adjustments to their on-line presence and marketing to maximize consumer reach and influence sales.

This project used the resources of Truitt Communications, Hoosier Ag Today, and Digital Endeavor. The cooperation of Dr. Maria Marshall at Purdue was also invaluable in this project.

The timeline as proposed in the original grant application was the growing and marketing season of 2011. Due to an unexpected technical problem, this timeline was changed to the

growing season of 2012. One of the goals of the grant was to bring together the two major databases of Indiana specialty crop producers who were marketing directly to the public. These two databases were the Market Maker database operated by Purdue and the Indiana Farm Direct database. By combining these two data sets, the largest and most complete listing of growers in the state would be created. It was discovered, however, that the two databases were formatted in different ways and a simple combination would not be possible. Thus, the data had to be manually manipulated in order to work in the on-search tool. This took a considerable amount of time; and, by the time the system was ready, it was very late in the 2011 season. It was decided to put the remainder of the project on hold until 2012. An extension was requested from the grant administrator and was approved.

The newly combined database was placed on-line in the spring of 2012 with a redesigned web portal and improved graphics. The site was optimized to be picked up by internet search engines. No marketing or promotion activities were undertaken to measure how successful consumers would be in finding the site with no name identification or motivation. Consumers would have to draw upon produce names, locations, or general search terms to locate the site.

Beginning in July a multi-media promotion effort began. This involved radio advertising, web advertising, and e-mail marketing. A Facebook page was also launched. These efforts were continued for 3 months, ending in September. In addition, an informational display was constructed at the Indiana State Fair where premiums and brochures were distributed to several thousand fair visitors. The display was located in the Ball State Agriculture/Horticulture building. This location was chosen because people who visited this building were more likely to be interested in specialty crops. In addition, information about IFD was distributed during the State Fair at the Normandy Barn. This was the location of the Indiana State Department of Agriculture exhibit.

A series of 30 second radio announcements were placed on 18 radio stations strategically located around the state. These ads encouraged listeners to buy direct from local farmers. The quality and freshness of the products and the benefits to the local economy were stressed. The announcement mentioned the name of the web site several times and directed listeners to visit the site to find farmers in their local area.

Stations airing Indiana Farm Direct Spots

| | |
|----------------|-----------|
| Bicknell | WUZR-FM |
| Columbus | WYGB-FM |
| Crawfordsville | WIMC-FM |
| Frankfort | WILO/WSHW |
| Greencastle | WREB-FM |
| Jasper | WQKZ-FM |
| Kokomo | WWKI-FM |
| Linton | WQTY-FM |
| Martinsville | WCBK-FM |
| Mount Vernon | WRCY-AM |
| Mount Vernon | WYFX-FM |
| New Castle | WLTJ-AM |
| Rensselaer | WLQI-FM |
| Rensselaer | WRIN-AM |
| Vincennes | WAOV-FM |
| Wabash | WKUZ-FM |
| Warsaw | WRSW-FM |

A banner ad with the IFD logo, tag line message and hyperlink to the web site was placed the Hoosier Ag Today web site. This site was chosen because it has a statewide reach and is visited by a cross-section of rural and urban visitors. This banner remained on the site during July, August, and September. During this time, the site delivered 42,000 impressions of the IFD banner ad.

An Indiana Farm Direct ad and hyperlink was also included in a daily e-newsletter designed to reach the Indiana agricultural community. This newsletter has a 1,700 subscriber base with an open rate of 40%. The IFD logo appeared in this newsletter from July through September.



Results

During the period of April-June no marketing or promotion activities were conducted to drive traffic to the web site. Visitors found the site by using popular search engines like Google, Yahoo, or others. The search terms and phrases used to reach the site were recorded and provide interesting insights into how consumers look for farm direct products. Individual product names were not highly used. Instead general search terms were employed such as "Indiana direct produce," "How can I obtain a list of farms in the state of Indiana," and "Buy direct farms Indiana." When product names were used it was for a specific type: for example, "Blackberry heirloom varieties Indiana." Throughout the summer the site was continually visited by people seeking general information about Indiana agriculture. Because the site did contain an overview of specialty crop production in Indiana, search engines delivered it to people who entered the search terms, "How many soybeans does Indiana produce a year," "Where are the most Indiana farms located," and "Indiana foods farmed in Indiana-ranked."

Once the promotion activities began, there was a considerable change in site traffic. While the total amount of site traffic increased, the way visitors came to the site changed dramatically once the radio and web promotion began. The vast majority came directly to the site and did not use a search engine. Through the remainder of the summer, direct visits outpaced visits from search engines. There was also a change in search engine search terms. URL misspellings or fractions of the site name were used as search terms; "Indiana farms direct," "Indiana farmer direct," "Indiana direct produce."

One of the most effective tools in directing visitors to the web site was a link from other web sites. The banner ads and e-mail newsletter links generated a significant level of site traffic. There was evidence that other web sites had placed link to the IFD site. These sites dealt with health, organic, locavore, and farmers' market issues.

The informational display at the Indiana State Fair also gave a boost to site visits. During the weeks that the State Fair was in session, there was a 10% increase in site traffic. Most of these visits came directly to the site indicating the informational material at the fair had given them the direct URL. Site traffic after the fair returned to pre-fair levels.

After the radio and web promotion activity stopped in late September, site traffic fell sharply and resembled levels before the onset of promotion. It should be noted, however, that by this time the growing season had come to an end.

An analysis of where in the state site visitors were from, shows a statewide reach that included major urban areas as well as rural communities. This suggests that consumers in all locations have an interest in farm direct sales.

Indiana Cities Represented in IFD traffic

Indianapolis
Warsaw
Bloomington
Kokomo
Fishers
Ft Wayne
Lafayette
Evansville
Greensburg
West Lafayette
Greenwood
Marion
Richmond
Zionsville
Avon
Bedford
Crawfordsville
Hobart
Linton
Mc Cordsville
Nappanee
Noblesville
Peru
Valparaiso
Bremen
Carmel
Clayton
Columbia City
Danville
Frankfort
Goshen
Jasper
Kendallville
Lebanon
Ligonier

Merrillville
Muncie
Plymouth
Terre Haute
Union Mills
Wabash
Albion
Angola
Argos
Bourbon
Brownsburg
Cloverdale
Converse
Culver
Decatur
Delphi
Eminence
Ferdinand
Franklin
Garrett
Granger
Greencastle
Greenfield
Hammond
Huntington
Jeffersonville
Lake Station
Leroy
Logansport
Madison
Martinsville
Michigan City
Monticello
Nashville
New Albany
New Carlisle
New Castle
New Palestine
Newburgh
North Judson
Plainfield
Princeton
Rensselaer

Rochester
Rockville
Rossville
Schererville
Sellersburg
Shelbyville
South Bend
St John
Thorntown
Vincennes
Wakarusa
Washington
Whiteland
Whiting
Winona Lake

On location Consumer survey

During the Indiana State Fair, Indiana Farm Direct conducted a survey to obtain the words and phrases consumers would use when thinking about or searching for farm direct specialty products. The question was posed: "Give us a word that you would use when searching on-line for products from Indiana farms."

A total of 136 people participated in the survey over the course of the 2011 Indiana State Fair. Nine of those turned in blank forms. Seventy-four unique "words" were received in response.

The top responses were:

18 - local Indiana produce

17 - fresh

12 - organic

6 each - produce, corn, home grown

5 each - farmers market, Indiana grown

4 each - quality, Indiana fresh produce

3 each - tomatoes, Indiana farms, fresh produce

2 each - u-pick, local grown food, locally grown Indiana, heirloom, Indiana farm fresh, grown in Indiana, farm fresh, vegetables, natural, Indiana products, Indiana, grass fed

The remaining 49 responses were either very specific or very vague. Some of the specific responses included organic farms Indiana, CSA Indiana, and fresh Indiana duck. Vague responses included greens, farm food, Hoosier goodies, and delicious.

This data has been used to refine IFD's materials as well as for search engine optimization. While it was our intent to compare web traffic data from 2010 with current web traffic, circumstances have made that impossible. The provider we were using in 2010 and 2011 to maintain this data failed to collect that data. Thus we cannot provide the numbers requested. We do have 2012 traffic numbers before our period of promotion began as well as during and after that period. It is this data on which our conclusions and recommendations are based.

The MarketMaker program is operated by Purdue University. We have requested the traffic data from 2010 and 2011. As of this date, Purdue has not delivered that data to us. When we receive this data, it will be delivered to ISDA and included in a revised final report. We do not anticipate this data will provide any unique insights or change our recommendations.

Social Media

The Indiana Farm Direct social media page effort began in late June. The Facebook page began to collect fans in early July. Interest in the page was slow to develop. Site administrators posted information about specialty crop issues, farmers markets, news material from ISDA, information about specific member farms activities, and when new crops were ready for harvest and sale. By September, the page had collected over 100 fans and had a possible reach of 51,000. Despite the perception that social media is used more by younger age groups, the IFD page had an average age range of 51 to 60 years of age.

Social Media results

Data begins in July 2011 when page went online

2011

Highest number of hits: 223 on 7/19/11

Average number of hits: 63

Surge in "likes": August (which coincided with the State Fair exhibit)

Demographics: 53% female, 45% male

2012

Highest number of hits: 61 on 8/11/12

Average number of hits: 40

Surge in "likes": August - October (which coincided with both the advertising push and the State Fair exhibit)

Demographics: 56% female, 42% male

2013

Highest number of hits: 60 on 4/13/13

Average number of hits: 40

Surge in "likes": March

Demographics: 56% female, 42% male

In the original grant proposal, the research phase was to take place in 2011. Due to technical difficulties in database construction the research phase did not take place until 2012. An extension of the grant period to accommodate this situation was granted by ISDA. Thus some of the time period references in the original proposal were modified. The scope of work, however, was not. This delay did not impact the financial cost of the project.

Beneficiaries:

The data obtained from this project will help any farmer attempting to market products directly to the public. The information will be especially helpful to specialty crop producers because of

the relevancy of the information to their products. In addition, most of the recommendations do not require significant investments in order to achieve success. Producers who incorporate the recommendations into the overall marketing program will benefit.

Lessons Learned:

Specialty crop producers who intend to sell directly to the public -- from their farm, from a farmers' market or on-line -- need to promote and market their products. Today's web and social media outlets provide an effective and affordable vehicle to do this. Based on the experience of Indiana Farm Direct, the following recommendations are made. These recommendations will be included in an education brochure that will be available to specialty crop growers through ISDA.

Web sites

Web sites are almost an essential marketing element today. Consumers turn to the web for information and validation that an operation is for real and is credible. The impression given by a web site will position your product and name in the mind of your customers. The depth and complexity of your site is less important than the message it portrays. Clean and simple navigation, correct grammar and spelling, appealing photos of your product and where to obtain it are vital to an effective site.

Web sites can cost a lot of money to build, but do not have to. With some research, there are many low cost alternatives. Some hosting services will even provide a basic site at no cost. Feel free to start small. A simple one or two page site can be a good start. Sites can be expanded as your business, expertise and budget grow. Your products, where to buy them, your contact information, and a little history of your operation are the top things consumers want to know. Start with these elements and then grow.

Blogs are not web sites, but they can serve as one. Blogs are simpler to set up and can be less costly to operate. They can contain the basic information described above and can establish your brand very effectively. They can also be a great way to interact with your customers. They do, however, require regular updating. You should write something new on your blog at least once a week. If a visitor comes to your blog and sees you have not updated your information for 6 weeks, it will send a poor message and chances are that person will not be back.

As shown in the IFD project, "build it and they will come" does not work for web sites. You must promote your site and your operation. While traditional marketing vehicles like radio and print are very effective, they are also expensive. On-line marketing can be less costly and still very effective. Getting your web site linked to other sites is an easy and effective way to drive traffic to your site and to build awareness. This can be done by purchasing ad space on other web sites or entering into a reciprocal agreement with others to link each other's sites on theirs. If you sell at a farmers' market or work with a Food Hub or CSA, have them link your site from theirs.

e-mail

As demonstrated by the IFD project, e-mail can be a low cost and effective marketing tool. Building a database of your customers and their e-mail addresses can be time consuming but, in the long run, extremely valuable. In order to obtain these addresses you need to give people something they want. Consider publishing a newsletter or sending discount coupons to those who sign up. This can be done on-line from your web site or blog or in person at a farmers' market. One of the main reasons people seek out farmers to buy from is the personal contact and information about the food produced they get. Use e-mail to connect with customers all year long.

If you do not want to get into e-mail marketing, get your name and a link to your web location placed in newsletters that reach your target audience. If you have a defined geographic area, then make sure you target e-mail lists that reach that area. Beware of purchasing lists of e-mail addresses, unsolicited e-mails are spam and can hurt your image and reputation. It can also get you blacklisted and blocked from some internet service providers.

Point of Purchase marketing

If you sell at a farmers' market, festival, or farm stand, these point of purchase locations can be a great place to market your on-line resources. Something as simple as putting your web site address on your sign can drive traffic to your site. Printing simple hand bills with your web site address, e-mail, or blog information and placing it in the bag or box with your product is also an inexpensive and effective tool. For the more technologically adventurous, create a QR code for your web presence and place it on your packaging or signage.

Web Site optimization

Optimization is a way of setting up your web site to attract internet search engines. Google, Yahoo, Bing, and others are a great way to help people find your web presence. Optimization helps your listing show up on more searches and can help you show up higher on the list of results. The higher you are on the list, the better the chance a visitor will click on your listing. Web site optimization is as much art as it is technology. How to optimize your site is beyond the scope of this project. There are companies who can perform this service for a fee. The key to optimization, however, is keywords. When you are developing your web site, make a list of all the words that are somehow associated with your farm, location, or products. Use the list of words consumers used in this study as a guide.

Social Media

Social media is touted by some to be the 8th wonder of the world; it is not. Social media alone will not reach your marketing goals. It will, however, help you interact with customers, build your brand, and sell your products -- all at very little cost. At present, *Facebook*, *YouTube*, and *Twitter* are the most used social media channels by the general public. There are dozens of others, and the future will produce even more. The key is know which ones are used by your customers or the people you want to be your customers. Once you establish a presence, it is important to regularly update your listing. The "social" in social media is just that; it is all about the interaction and linking. While it is important to connect to your core audience, it is even more important to have them share your information with their friends. Posting information that is interesting and relevant to your customers is important, but making it so interesting that they will want to share with their friends is golden. Remember, most people know very little about how food is grown or produced. Sharing these insights and facts in text, photo, or video formats is a way to educate and motivate your customers. Two new social media channels, *Pinterest* and *Instagram*, allow you to target information directly to people who are interested in your products. Many of these sites give you statistics on who is viewing your information, who is sharing it, and where they are. Incorporate this valuable information into your marketing plan and adjust your products and promotion accordingly.

Most of the social media options are free, although most also offer paid advertising options. This is a low cost way to draw attention to your social media destination. But be careful to narrow

your advertising. These products reach a national or even international audience. You do not want to waste money advertising your locally-grown products to Mongolia. When purchasing this kind of advertising, narrow it to your geographic area and to the people who have the interests that make them right for your product. For example, if you sell meat products, you will not want to advertise to people who have said they are vegetarians.

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Additional Information:

On-line tools can be very useful in promoting the awareness of and education about farm direct individual producers. They do not require large capital investments, but do require a certain level of technical knowledge and understanding. No one resource is effective alone, but should be used in combination with other digital products and traditional media sources.

The key to success is to use these resources in a targeted and coordinated manner. Seasonal timing is also vital to achieve maximum benefits. On-line resources can be extremely effective in targeting those who are seeking exactly the kind of products a producer has and are in his geographic area. An understanding of how these tools work and how to customize them to a specific operation, region, or product will provide tremendous returns for producers.

The recommendations from this project have been collected in a special guide for specialty crop producers. This booklet is in production and will be delivered to ISDA to provide to interested producers as a marketing resource.

Research on Specialty Cut Flower Production in Indiana

Project Summary:

High-tunnels offer an option for specialty cut flower growers to overcome the high fixed and variable costs of greenhouse construction and production. However, maximum and minimum temperatures in a high tunnel can differ significantly from those recorded in the field and in climate controlled greenhouses. Therefore we wanted to quantify the weekly yield of specialty cut flower cultivars in both field and high tunnel production systems in the Midwestern U.S. and to determine which cuts were best suited for high tunnel production. Cut flower genera and cultivars were carefully selected based on the following: 1) previously received designation of cut flower of the year from the Association of Specialty Cut Flower Growers; 2) recommended by cut flower production books or Extension bulletins and/or; 3) recommended by growers and educators. Collectively, the selected cut flowers were popular, had a low susceptibility to pest problems, required minimal postharvest handling, and had long postproduction longevity.

Project Approach:

Raised cut flower beds of dimensions 40 feet long, 4 feet in wide, and 6 inches tall were constructed with pressure treated lumber in a high tunnel and field at the Purdue University research farm, Tippecanoe county, IN (USDA Hardiness Zone 5b). The beds were filled with compost supplemented soil, 'Chief' celosia, 'Potomac' snapdragon, 'Rocket' snapdragon, 'Amazon Neon' dianthus, 'Katz' stock, 'Benary Giant' zinnia, and 'Mariachi' lisianthus seedlings and 'Sunrich Yellow' and 'Premier' sunflower seeds were transplanted or directly sown. Plants were irrigated as necessary with acidified water supplemented with water soluble fertilizer that provided 100 ppm N. On days of measurable rainfall, the high tunnel received clear water comparable to the rainfall amount.

Goals & Outcomes Achieved:

Cut flower yield per square foot was never higher for any of the cultivars tested in the field compared to the high tunnel. For example, in the high tunnels, we harvested 23, 13, 172, and 178 more marketable 'Potomac' snapdragon, celosia, dianthus, and zinnia stems per 10 ft², respectively than in the field. Stems harvested from the high tunnel were significantly longer for 'Potomac' and 'Rocket' snapdragon, lisianthus, stock, and zinnia, and also thicker (in terms of stem caliper) for stock and zinnia.

A major quality parameter for cut flower stems is the minimum stem length needed for marketability. Some markets dictate that cut flower stems need to be at least 12 inches in length in order to be marketable, while others use 16 inches as the minimum stem length acceptable for sale. In this study, we used 12 inches as the minimum stem length for a stem to be considered marketable. Longer stems may be desirable for florists, but other stem characteristics affect cut flower marketability, especially for farmer's markets and wedding bouquets.

Beneficiaries:

The beneficiaries of this research are current cut flower producers, individuals who want to transition into producing specialty cut flowers and greenhouse growers who want to diversify into cut flower production.

Research results have been presented at the 2012 Indiana Flower Growers Conference in Indianapolis, IN, at the National Ohio Florist Association short course in Columbus, Ohio (9,100 attendees) and at the International Saskatchewan Green Trades Conference in Saskatoon, Canada. Additionally, the results have been published in Greenhouse Grower magazine and in HortScience.

Lessons Learned:

The results obtained from this study suggest that high tunnel production does offer several benefits over field production when growing high-quality specialty cut flowers in Indiana. However, the specific benefits associated with high tunnel production are cultivar specific. Seven of the cultivars selected for the study produced higher quality stems in the high tunnel compared with the field. For example, stems of 'Rocket' snapdragon grown in the high tunnel were longer with longer inflorescences than stems grown in the field, making them higher quality. For 'Amazon Neon' dianthus, high tunnel production yielded more stems per square foot and reduced time to harvest, but flowers that were slightly smaller. 'Mariachi' lisianthus stems harvested from the high tunnel were longer with larger flowers than stems harvested from the field, and were therefore higher quality. 'Sunrich Yellow' sunflower stems produced in the high tunnel had notably larger flowers with less visible insect damage than stems grown in the field. 'Premier' sunflower performed well in both field and high tunnel environments, but time to harvest in the high tunnel was reduced and flowers were more aesthetically pleasing because the occurrence of wind and insect damage on the petals was much less than on stems harvested in the field. 'Benary Giant' zinnia and 'Katz' stock stems were higher quality in the high tunnel because they were longer, had larger stem caliper, longer inflorescences, and larger flowers than stems from the field. In addition, more stems were harvested per square foot from the high tunnel than from the field, making Zinnia a good choice for high tunnel production in Indiana and the Midwest.

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Conclusion & Additional Information:

When selecting cultivars for specialty cut flower production, traits of importance other than stem length are stem strength, time to flower, pest and disease resistance, heat tolerance, and vase life. Stem caliper is a good indicator of stem strength. A long stem with a small stem caliper has a greater incidence of bending or breaking than a shorter stem of the same caliper or a stem of the same length with a larger stem caliper. Stock and zinnia stems had significantly larger stem caliper when grown in the high tunnel than the field, along with longer stem length. The combination of longer stem length and larger stem caliper for these two cultivars makes high tunnel production an advantage over field production when growing high quality stems. On the other hand, 'Potomac' snapdragon stems were longer when grown in the high tunnel, but consequently had smaller stem caliper. This combination of characteristics led to problems supporting the stems in the high tunnel. The stems were too heavy and weak to be successfully supported by the mesh system we provided. Supporting the stems ensures better quality upon harvest.

Dig IN!

Project Summary:

The mission of Dig-IN is to promote the quality food producers of Indiana and engage the public in an educational and festive atmosphere that demonstrates buying Indiana foods and products is good for our environment, good for our economy and good for our citizens.

Dig-IN, A Taste of Indiana is a one-day event designed to educate attendees about 1.) the wide variety of specialty crops grown in Indiana and 2.) how they can be prepared in dishes. This is accomplished through:

- 1.) a day-long speaker series involving 13 speakers on topics that include Urban agriculture; Operating your farm; Making healthier food buying/eating choices; and The role food plays in Hoosier culture;
- 2.) involving statewide farmers, who provide produce for the dishes served, in booths, and talking about their farm operations;
- 3.) serving two-ounce “tastes” of dishes prepared with Indiana-produce, created by 30 of Indiana’s best chefs from restaurants statewide;
- 4.) involvement from Indiana-based wineries talking about the wine/grape industry in Indiana;
- 5.) four juices made on-site from Indiana fruit and vegetables; and
- 6.) a “passport,” a printed piece every attendee received that explained the dishes, and also mapped the producers and what they grow in order to better educate attendees on the event’s offerings, and also to provide them with a take-home piece they can reference year-round.

Project Approach:

The second event built upon lessons learned in 2010 and was a success in every measurable way. Media exposure was considerably higher, attendance was higher, attendee and participant satisfaction was extremely high, farmer participation was much\ better integrated into the event, the educational component was intentional and integrated into every phase of the event. Without question, Dig-IN (the event) is sustainable, and as a result the board is moving forward with expanding. It has identified skill sets needed (legal, accounting, promotion, education, producers, fund-raising, etc.) and specific prospects with those talents. The expanded board will pursue 501c3 status and leverage the skill sets to determine and implement year-round programming that leverages, and supports and leads to, the annual event, the expansion of specialty crops, and the educational outreach for buying local in Indiana.

1. To further drive consumer awareness, the Indiana Family of Farmers hosted all of the producers in a well-labeled 40X40’ tent at the entrance of the event. More than 20 producers manned an individual table marked with his/her name, the farm name, and the farm location. From there, they discussed their ingredient used in a dish at the event, their farm operation and all they produce, and they were encouraged to bring and distribute material promoting their farm, their work and their production.
 - a. To encourage all attendees to visit the tent, and visit with the producers, free, cold bottled water was offered only from that venue.
 - b. Signs and banners were hung near each tasting site with facts about the specialty crop being used, as well as handing out recipe cards with additional information.
 - c. In Indiana in late August, cold water is a draw; but in addition, the Indiana

Family of Farmers gave away a \$500 shopping card from Marsh Supermarkets. To enter into the food card raffle, guests had to log into their Facebook accounts via a bank of 12 laptops and “like” the Indiana Family of Farmers. This connects them with one of Indiana’s broadest online producer communities well after the event. Please note SCBG funds were not used on this raffle, this mention just demonstrates a way consumers could learn more about specialty crops long after the event was over.

2. The day-long Speaker Series also engaged attendees with the producers, driving consumer awareness of Indiana’s offerings. Session topics included “Homegrown Indiana,” “Pairing Indiana Wines and Food,” “Pairing Indiana Beers and Food,” “Farm Fresh: A Panel of Farmers,” “Hoosiers Heal Thy Ways: 10 Ways to Make Healthier Food Choices,” and “City Ag.”

3. All attendees and participants (growers, chefs and wineries) reported very positive interaction with attendees and a desire to return in 2012.

4. Indiana Artisans, the value-added food producers (jams, relishes, breads, maple syrup, and more) who filled a branded 40X40’ tent, increased total gross sales by more than 100 percent. The number of Artisans increased from four in 2010 to seven in 2011, accounting for a large portion of revenue growth; however, all Artisans reported “significantly” increased growth in gross receipts and attributed it to increased interaction with guests. The Artisan tent was alongside the Indiana Family of Farmers tent and was the second logical stop as guests entered the Park.

5. The day-long speaker series had seating for 200, and each session was nearly filled to capacity.

6. After-the-event communication via social media continues to be robust and positive in regard to locating participating producers and restaurants that serve dishes that include Indiana-sourced ingredients.

7. The Dig-IN board is expanding from seven to 19 people through the addition of an Executive Committee and a more intentionally selected board of directors.

The Executive Committee has formed a sub-committee to draft the initial paperwork required for the 501c3 application. An attorney has been engaged to help with the process, and another attorney has agreed to join the board to also lend expertise.

Goals & Outcomes Achieved:

Goals include:

1. Increasing the public’s knowledge and accessibility to specialty crops, converting them to true consumers;
2. Educating the public-turned-consumers on the benefits of buying local and the breadth of what is produced in the state;
3. Hosting an event that highlights Indiana producers, specialty crops, specialty crop products, and local restaurants that focus attention on these items;
4. Leveraging the event to create a non-profit (501c3) for Dig IN that will provide year-round, statewide programming that will benefit specialty crop producers throughout the state; and
5. Forming strategic partnerships.

Expected Measurable Outcomes:

1. More than 3,500 people attended the second annual event.
2. The addition of the “passport” provided a solid educational tool for attendees during the event and to take home. Because there was one entrance/exit, it was easy to quantify that well over 75 percent of attendees left with their passport.

a. The 12-page passport was added to the 2011 event specifically to educate attendees and increase consumer awareness of producers around the state.

- i. It included producers' names, farm names, and farm locations.
- ii. It also included a map that linked each each of the 75 Specialty Crop producers (including Indiana grape growers and specialty\ crop producers) with the chef using ingredients from the producer's farm, along with what the ingredient was – cucumbers, hickory syrup, Indiana sweet corn, etc.
- iii. A post event survey was conducted and found that these producers sales increased by 7 %.
- iv. The passport listed each of the 27 chefs and the name of the dish s/he was serving. That listing included the name and city of the farm whose produce/protein was included in the dish.

3. Dig-IN's earned media results promoted specialty crop producers, the variety of crops, produce being used in Dig-IN dishes, individual chef usage of produce within their dish, goals and mission of Dig-IN, what attendees would learn, and why readers/viewers should attend. Results included: Please note in all of these articles it would be mentioned that the purpose of this event was to showcase Indiana specialty crops being served as food at this event.

Air/Run Media Outlet Headline/Subject

June 28 Indianapolis Star's "Talk of the Town"

Volunteers needed

June GottaGo blog Volunteers

June IndianapolisPatron.com Volunteers

June Charitable Advisors newsletter Volunteers

July WTHR's community focus Volunteers needed

July 5 Westside Flyer Volunteers needed for second annual Dig-IN (with photo)

July 13 Hendricks County Flyer Group seeks volunteers for second annual Dig-IN event

July 26 Long Weekends e-blast Au Revoir, Summer

July 28 New Palestine Press Downtown Indy in August

August Senior Life Volunteers needed for second annual Dig-IN

August Indianapolis Woman Dig-IN call-out in calendar section with photo of Indiana Artisans

Aug. 1 Inside Edge E-newsletters also ran in the Vidette Times and Hammond Times on Aug. 2)

Hoosier food festival set for later this month

Aug. 3 WIBC radio afternoon drive time Interview with ISDA staff member Annie Schmelzer

Aug. 3 Muncie Star Press Muncie caterer invited to prestigious food festival

Aug. 4 Southside Times Dig-IN, A Taste of Indiana brings together top chefs

Aug. 4 Muncie Star Press Muncie caterer invited to prestigious food festival

Aug. 5 Eastside Voice Dig-IN selects chefs to participate in Aug. 28 event

Aug. 6 Indiana Insider blog Dig-IN to Indiana's best local food this August

Aug. 12-13 WFYI radio, "The Art of the Matter" Dig-IN Dir. Eric Freeman

Aug. 13 Daily Journal (Johnson Co.) Local chef to take part in statewide festival

Aug. 15 IndySpectator blog Dig-IN: A Taste of Indiana

13

Aug. 19 AroundIndy.com blog and Web site

Aug. 19 Indianapolis Star "Five things I love" food feature by ISDA staff member Ann Schmelzer

Aug. 22 Indianapolis Star Taste Hoosier Food (5 things you need to know this week)

Aug. 23 Westside Flyer Calendar mention

Aug. 23 WTHR Dig-IN Dir. Eric Freeman and Chef JJ Boston live for community focus segment

Aug. 24 Ft. Wayne Journal Gazette "Local produce featured" main feature in food column

Aug. 24 NUVO Cuisine page column, plus arts newsletter and blog

Aug. 25 Indianapolis Star "Get ready to dig in" (calendar listing and color photo in weekend section)

Aug. 25 Columbus Republic Area wineries in fest

Aug. 25 FOX 59 morning show Dig-IN Dir. Eric Freeman and Chef Thom England live at 9:15 a.m.

Aug. 25 WISH-TV "Indy Style" show Dig-IN Board Member Bob Whitt and Chef Regina Mehallick live

Aug. 25 WFYI public radio "No Limits" show Chef Thom England appearance on a panel talking about local foods, Dig-IN, Butler's new urban garden

Aug. 26 Eastside Voice Calendar mention with Fermenti Artisan and Served Café & Bistro from the Eastside of Indy

Aug. 26 Indianapolis Star Get ready to dig in at Dig-IN (weekend roundup pull-out)

Aug. 26 Indianapolis Star Hungry for a change? Farm-to-fork food is easier to find in the city

Aug. 26 Indianapolis Star Indy Gets Fresh

Aug. 26 Indianapolis Star "Five things I Love" food feature by Dig-IN Board Member Bob Whitt

Aug. 28 WIBC Dig-IN Board Member Bob Whitt interview

Aug. 29 Indianapolis Star At this festival, it's all done in good taste (color photo and caption)

Aug. 29 Indianapolis Business Journal Dig-IN looks to create independent foundation September Business Exchange (Johnson Co.) Chef to take part in statewide festival

Sept. 5 Shelbyville News Photo and caption highlighting Indiana Downs' chef

Sept. 7 Evansville Courier & Press Dig-IN A Taste of Indiana

Beneficiaries:

Statewide farmers, who provide produce for the dishes served, in booths, and talking about their farm operations. Thirty of Indiana's best chefs from restaurants statewide. Indiana based wineries talking about the wine/grape industry in Indiana.

Every attendee received an explanation of the dishes, and also mapped the producers and what they grow in order to better educate attendees on the event's offerings, and also to provide them with a take-home piece they can reference year-round

Lessons Learned:

1. to increase their ability to be noticed, and to create additional ambassadors/FAQanswers, board members need dedicated/noticeable shirts.
2. we will secure a media partner, likely a local morning television show, to increase the educational message and to promote the event.
3. we will communicate more intentionally with chefs in order to promote a year-round relationship with the producer and leverage opportunities for season extension efforts.
4. we will consider the importance of a “recognized name” in the Speaker Series, budget it and pursue that person early in order to attract even more people to the educational sessions.
5. we will consider a place for attendees to vote on a People’s Choice dish.
6. the IFOF tent needs to be in the center of the Park in order to create even more dialogue opportunities with the producers.
7. volunteer recruitment should be for broader responsibilities to allow for flexibility of assignments the day-of.
8. we will consider expanding the experience and education through the involvement of food trucks.

Contact:

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E: Eric@DigIndiana.org

Additional Information:

Web site: www.DigIndiana.org
YouTube Channel: <http://www.youtube.com/watch?v=DvTFuBESXMY>
Facebook: <http://www.facebook.com/DigINDIANA>

National Maple Syrup Festival

Project Summary:

From the support of the ISDA Specialty Crop Block Grant, the National Maple Syrup Festival was able to attract out of state as well as in state festival attendee's and increase our attendance from previous year. Through the efforts of the National Maple Syrup, Indiana produced maple syrup was highlighted on a national level.

Project Approach:

1. The National Maple Syrup Festival hired a public relations representative who was able to reach out to numerous advertising markets, such as newspapers, magazines, television, etc.
2. We worked with a local newspaper and produced a 12 page tab, 33,000 copies were printed and 26,100 were inserted into the Columbus Republic, Hope Star Journal, the Brownstown Banner and the Budget.
3. We were able to reach distant adverting markets through the efforts of our hired PR person. The National Maple Syrup Festival was advertised in the Chicago Herald Newspaper, 2011 Indiana Festival Guide, committee member's made appearances on 2 – Indy TV shows; 1-Louisville TV show and several radio promo's in the Indianapolis/Seymour area; also the NMSF information was printed in several newspapers.
4. The National Maple Syrup Festival was featured in Better Homes and Gardens March 2011 issue, Country Magazine and My Indiana Home – A magazine for Indiana Farm Bureau Members.
5. We rented 6- island heaters.
6. By providing educational information about maple syrup, highlighting maple syrup production and providing free samples of maple syrup, consumers are more likely to buy maple syrup and possibly encourage farmers to produce maple syrup.

Goals & Outcomes Achieved:

Through the efforts of our mass media distribution, we were able meet our goal of increasing our attendance by 25% of previous year. Attendance totals were collected at admission booth.

Attendee's were "interviewed" by festival volunteers to find out where they were from. That information was conveyed during our annual Volunteer Appreciation Dinner in May of 2010.

By demonstrations of the tapping of maple trees, witness the collection of maple sap and watch the sap boil down to the final product, we were able to promote the probability of increasing the numbers of maple syrup producers in the state of Indiana.

Through efforts of the festival, we were able to "spot light" maple syrup as well as make the public aware of maple syrup being a specialty crop in the state of Indiana.

We kept our web site, www.nationalmaplesyrupfestival.com, up to date and included pictures of the “happenings” of the festival and opened a Facebook account to promote the festival. The web site address was included on all festival advertising. Our web site hits increased by 30% of previous year. The NMSF web site used a counter on our site and monitored the site from Jan. 2011 to March 2011. The 12 pg. tabs were available at all sponsor locations. Free samples of 100% pure Indiana maple syrup was offered to all attendees and then attendees were asked by volunteers if they would consume 100% pure maple syrup after tasting sample. Out of about 5,000 people surveyed, the majority about 4,800 people, said that they would or do use 100% pure maple syrup at home.

Beneficiaries:

The beneficiaries of the ISDA Specialty Crop Block Grant Program are the Indiana Maple Syrup Producers, maple syrup consumers and future Indiana Maple Syrup *Producers*. *The National Maple Syrup Festival* used the ISDA SCBG to promote and educate the benefits of production and consumption through demonstrations, aggressive mass media, re-enactments promoting the history of maple syrup, as well as giving many opportunities to sample the product of a maple tree in several different forms.

Lessons Learned:

We learned that when you hire a PR person, who has the capabilities of reaching millions of people, and having great spring like weather, it is wise to prepare for “HUGE” crowds! We didn’t anticipate the crowd on the 2nd Saturday of the festival and some attendee’s waited 2 hours in line to board the shuttles.

Also, we need to take into consideration of the river being so close to Medora and if the river overflows its banks (which it did), how that can impact the re-routing of folks from out of town not familiar with the directions.

Contact:

Kelly Turner, Director
Co-Chair National Maple Syrup Festival
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Organic Specialty Vegetable Production Research with a Focus on Fungicide use in Cucurbits

Project Summary:

To allow a team of Purdue Extension Educators from Daviess, Knox, Gibson and Pike Counties and Purdue Specialists to compare the effectiveness of three OMRI approved fungicides to control foliar diseases on cucurbits, provide neighbor education with a field day aimed at educating producers about the steps one takes to become an Indiana USDA Certified Organic Producer, and to supply infrastructure for a soil improvement study.

Project Approach:

On 19 May, muskmelon, *Cucumis melo* cultivar 'Sweet Granite', were direct seeded into a field at the Southwest Purdue Agricultural Center in Vincennes, IN, which was managed for the 6th consecutive year organically. Individual row plots consisted of 30 ft rows on 6-ft centers. Muskmelon seedlings were thinned to 3-ft apart with 10 plants per plot. Each row was mulched with 4 ft wide x 0.16 in. black plastic (Visqueen 4020). The experimental design was a randomized complete block with four replications. Treatment plots were separated in the row by 10-ft unplanted buffers. OMRI listed fungicides were applied weekly from 12 Jul to 10 Aug with CO₂ backpack sprayer with 4 flat fan nozzles Tee-Jet 8002VS spaced 19 inches apart applying 10 gal per acre at 30 psi. A Horsfall-Barratt ratings system was used to evaluate severity of powdery mildew and Alternaria leaf blight on muskmelon leaves on 29 Jul, and 4, 12 Aug. Muskmelon fruit were harvested 22, 25, 27 and 29 Jul, 1, 3, 5, 8, 12 Aug. Rainfall totals for May, Jun, Jul and Aug were 5.70, 9.46, 1.71 and 1.22 inches respectively.

On 19 May, zucchini, *Cucurbita pepo* cultivar 'Raven F1', were direct seeded into a field at the Southwest Purdue Agricultural Center in Vincennes, IN, which was managed for the 6th consecutive year organically. Individual row plots consisted of 30-ft rows on 6-ft centers. Zucchini were thinned to 3.0-ft apart with 10 plants per plot. Each row was mulched with 4-ft wide x 0.16 in. black plastic (Visqueen 4020). The experimental design was a randomized complete block with four replications. Treatment plots were separated in the row by 10-ft unplanted buffers. OMRI (Organic Materials Research Institute) listed fungicides were applied weekly from 12 Jul to 10 Aug with a CO₂ backpack sprayer with 4 flat fan nozzles Tee-Jet 8002VS spaced 19 inches apart applying 10 gal per acre at 30 psi. The plots were examined for symptoms of disease on 29 Jul and 4, 12 Aug using the Horsfall-Barratt ratings system. Zucchini were harvested approximately 3 times per week between 15 Jul and 19 Aug. Rainfall totals for May, Jun, Jul and Aug were 5.70, 9.46, 1.71 and 1.22 inches respectively.

Goals & Outcomes Achieved:

1. Conduct second year in study.
2. To observe differences in 3 treatments. Record results
3. Share information observed in study with the Midwest Vegetable Trial report
4. Speak about observations at the horticulture meetings with Purdue Extension Specialists and County Extension Agents. Also presented information at the Indiana Horticulture Congress Organic/Vegetable Session, a written publication, and posted on the eXtension

organic webpage. The Midwest Vegetable Variety Trial Publication, and presented at a workshop in Jefferson City, MO- Fostering IPM by Vegetable Farmers in Missouri. webpage- www.btny.purdue.edu/pubs/vegcrop/VCH2010/VCH520.pdf

Beneficiaries:

Data was published in the Midwest Vegetable Variety Trial Publication. The group decided not to host an organic field day, due to the turnout at other meetings. At the Indiana Horticulture Congress Session 35 producers were in attendance and the Fostering IPM by Vegetable Farmers in Missouri had 42 attended the workshop.

Lessons Learned:

With The Melons-Both powdery mildew and Alternaria leaf blight (causal agents *Podosphaera xanthii* and *Alternaria solani*, respectively) spread into the plots naturally and were first observed on 13 Jul. No significant differences in yield were observed in total fruit weight or numbers (data not shown). However, on 29 Jul, the weight of fruit harvested was significantly less from Milstop or Oxidate treatments than from plots treated with Champ DP or the untreated control. Fruit from the untreated control was significantly smaller than fruit from plots treated with either Champ DP or Milstop. No significant differences were observed in disease severity on any date in either powdery mildew or Alternaria leaf blight.

With the Zucchini- Symptoms of powdery mildew (causal fungus *Podosphaera xanthii*) were first observed on 4 Aug. There were no significant differences in the disease severity of powdery mildew or the weight or number (data not shown) of fruit harvested.

Contact:

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mrestrepo@purdue.edu

Additional Information:

Muskmelon Results

| Treatment, rate/A ^z | Disease Severity 12 Aug (%) ^y | | Mean Fruit Size (lbs) | Fruit Weight (lbs) 29 Jul |
|--|--|------------------------|-----------------------|---------------------------|
| | Powdery Mildew | Alternaria Leaf Blight | | |
| Untreated control | 1.7 | 49 | 3.5 c | 9,314 a |
| Milstop + Champ DP | 1.7 | 49 | 3.9 a | 7,146 ab |
| Champ DP, 3 lbs. | 2.3 | 43 | 3.8 abc ^x | 9,750 a |
| Milstop, 2 lbs | 2.9 | 68 | 3.6 bc | 3,514 b |
| Oxidate, 90 fl oz ^w | 11.3 | 32 | 3.9 ab | 4,852 b |
| <i>P-value</i> | 0.2974 | 0.5882 | 0.0542 | 0.0178 |

^z Fungicides were applied approximately weekly from 12 Jul until 10 Aug.

^y Plots were rated for severity of Alternaria leaf blight and powdery mildew using the Horsfall-Barratt scale and converted to percent using the ELANCO tables.

^x Means within each column with a letter in common are not significantly different (Fisher’s Protected LSD), P=0.05.

^w Oxidate was mixed in a dilution of 1:100 with water, the resulting rate per A appears above.

Zucchini Results

| Treatment, rate/A ^z | Disease Severity 12 Aug (%) Powdery mildew ^y | Fruit Weight, Total (lbs) |
|--|--|------------------------------|
| Champ DP, 3 lbs | 11.3 | 54,397 |
| Untreated control | 13.4 | 54,639 |
| Milstop, 2 lbs | 18.8 | 59,145 |
| Milstop + Champ DP | 22.5 | 64,251 |
| Oxidate, 90 fl oz ^x | 22.5 | 62,780 |
| <i>P-value</i> | 0.6650 | 0.7704 |

^zFungicides were applied approximately weekly from 12 Jul until 10 Aug.

^yPlots were rated for severity of powdery mildew using the Horsfall-Barratt scale and converted to percent using the ELANCO tables.

^xOxidate was mixed in a dilution of 1:100 with water, the resulting rate per A appears above.

Indiana Wholesale Success Program

Project Summary:

Hoosier Organic Marketing Education (HOME) received a \$29,525 grant from the ISDA Market Promotion and Distribution Grant Program to develop the Indiana Wholesale Success Program. The goal was to build the skills of Indiana fruit and vegetable growers to better meet the needs of wholesale buyers. Better practices in post harvest handling, cooling, storing, packing, shipping, and food safety skills would reduce their risk and enable them to sell more produce to wholesale buyers thereby increasing their sales and profitability. This goal was accomplished through HOME contracting with FamilyFarmed.org to provide training materials, a training workshop, a "Meet the Buyer" event, and one-on-one technical assistance and market development follow up to Indiana produce growers.

The training and market development activities targeted 150 organic and non-organic fruit and vegetable growers from Indiana. These growers received a free copy of the FamilyFarmed.org publication **Wholesale Success: A Farmers Guide to Selling, Postharvest Handling, and Packing Produce**. This manual includes information on crop planning, post-harvest handling, packing and grading, pricing, best practices in food safety, and over 100 crop profiles that give specific information on harvesting, cooling, and storage. FamilyFarmed.org then worked with Hoosier Organic Marketing Education to develop, promote, and conduct a Wholesale Success workshop that was held at the 2011 Indiana Horticultural Congress on January 18, 2011, in Indianapolis. The training workshop concluded with a "Meet the Buyer" reception, where growers had the opportunity to meet individually with eight wholesale buyers representing a variety of market channels. The buyers participating included Basic Roots Community Foods, Caito Foods, Green BEAN Delivery, Indianapolis Fruit Company, Local Folks Foods, Ray Ruppel Farm, Sysco, and Whole Foods Market.

Through Indiana Wholesale Success, FamilyFarmed.org hoped to connect several Indiana growers with local and regional wholesale buyers, including those serving the Chicago market. Chicago area buyers are currently meeting their high demand

For local foods primarily through Wisconsin and Michigan growers, with Illinois and Indiana growers lagging far behind. Indiana Wholesale Success objectives included helping local food growers in Indiana to have the opportunity to meet wholesale buyers and to build needed relationships to close that gap. The familyfarmed.org Market development specialist/forager followed up the training workshop with one-on-one technical assistance to those attending the workshop or receiving the Wholesale Success Publication to ensure growers and buyers who were interested in working together had the tools, resources and information to do so successfully.

Project Approach:

FamilyFarmed.org developed the Indiana Wholesale Success Program in conjunction with HOME and performed the following tasks toward the following outcomes.

Methods Utilized:

Task #1 – Develop and conduct a promotional program using media, newsletters, publications or other dissemination techniques designed to: inform producers, buyers and agribusiness leaders in Indiana of training, networking and informational opportunities.

A promotional campaign was implemented after confirmation of FamilyFarmed.org's exhibit booth and Wholesale Success training workshop to be held at the Indiana Horticulture Congress on January 18-20, 2011 in Indianapolis. A promotional flyer and poster, announcing the training workshop date/time/location details and wholesale buyer participants, was developed and printed. FamilyFarmed.org and HOME then began publicizing the Wholesale Success workshop and Meet the Buyers Reception at the Congress in Indianapolis. The Indiana Wholesale Success promotional flyer (see attachments) was distributed to the HOME growers network in Indiana as well as the FamilyFarmed.org network. A press release (see attachments) was also distributed to agricultural media in Indiana, as well as through Purdue University Extension outlets.

Task #2 – Exhibit Wholesale Success and deliver training, networking, informational opportunities, and follow-up to producers, buyers and agribusiness leaders.

Leading up to the January 18-20, 2011 Congress in Indianapolis, FamilyFarmed.org worked with HOME to develop our exhibit and informational materials for the booth and workshop, finalize Wholesale Success training workshop content, and confirm Meet the Buyers Reception participants. Calls to at least 15 wholesale buyers were made to invite them to participate. Communication with Congress staff to confirm registration of "Buyer" participants was completed. FamilyFarmed.org prepared 150 manuals to be distributed at the exhibit booth and workshop.

FamilyFarmed.org President and Wholesale Success Manual editor Jim Slama

prepared a presentation based on the manual and secured other workshop presenters. 4

On January 18, 2011, FamilyFarmed.org President Jim Slama and Forager James Pirovano drove to Indianapolis, Indiana to conduct the Wholesale Success workshop, distribute manuals, make connections with growers and buyers, exhibit informational materials, and man the FamilyFarmed.org exhibit booth.

Event follow up and market development activities included email communications, individual phone calls, and a survey to growers and buyers to gather feedback on the workshop and manual, as well as to offer continuing matchmaking and technical support.

Following the Meet the Buyers Reception, all eight buyers were called and thanked for their participation and offered continuing support in sourcing local produce. Buyers were also invited to participate in the 3-day FamilyFarmed EXPO in Chicago March 17-19, 2011. Two buyers, Local Folks Food and Whole Foods Market, accepted the invitation.

On May 10th, an email was sent to workshop attendees and those who received the Wholesale Success manual offering further market development services. An invitation to FamilyFarmed EXPO was also extended in this email to growers who attended the workshop. The FamilyFarmed EXPO provided an opportunity for growers to continue to network with trade buyers and to build brand awareness in the greater Chicago market.

We were able to leverage the resources of another FamilyFarmed.org project, Building for Growth, for the benefit of Indiana growers. Through this food hub project, interested Indiana growers near the Kankakee area bordering Illinois were invited to participate in a Food Hub/Aggregation Facility focus group in February 2011. Area growers met with a major wholesale buyer to discuss local procurement and development of a food hub where produce from numerous area farms could be aggregated, cooled and stored for pick up and delivered to the wholesaler's distribution center. One Indiana grower attended and is now a cooperator for the 2011 season selling to the wholesale buyer. We hope to involve additional Indiana growers for the 2012 season.

Subsequent follow up included individual calls to almost 40 growers during May and June to gather feedback. A survey (electronic and paper) was also made available to growers. The survey was sent out electronically on June 6 to workshop attendees and manual recipients that we had email addresses for. There were also 15 paper copies sent out. A reminder notice of survey was sent out June 13th, and a final notice of survey close was sent out on June 21st.

Goals & Outcomes:

Our Expected Measurable Outcomes:

1. *Growers will have made changes to their operations based on information learned from the manual and/or at the January event. Outcome to be measured via feedback from growers. Specific benchmark goals are that 90% of growers will have learned something new and 75% of growers will have made a change in their operations for 2011 or plan to make a change in their operations for the 2012 growing season.*
2. *New working relationships between growers and buyers will have been developed as a result of the January event. Outcome to be measured via feedback from growers and buyers who participated in the Meet the Buyer event. Specific benchmark goal is that at least 5 new working relationships for the 2011 or 2012 season will result.*

Quantitative results:

We are pleased to report that 150 copies of the publication **Wholesale Success: A Farmers Guide to Selling, Postharvest Handling, and Packing Produce** were distributed to Indiana fruit and vegetable growers and agricultural educators. FamilyFarmed.org welcomed 60 attendees to the Find Wholesale Success Workshop on January 18, 2011, at the Indiana Horticultural Congress in Indianapolis, Indiana.

100% of responding growers stated that they learned from the manual or workshop.

100% of responding growers and one Purdue Extension Agent made changes to their operations based on information learned in the manual or from the workshop.

Six new working relationships were developed as a result of the workshop, meet the buyers connections, or follow up market development activities.

Exceeding our goals, there are six new working relationships between farmers and buyers directly attributed to this project. Four growers have a new relationship with Whole Food Market and will be selling to them during the 2011 season.

An additional farm has contracted to sell 4 acres of Roma tomatoes to the DeGroot Food Hub (which supplies Chicago Public Schools, Goodness Greeness, Whole Foods Market, Chipotle Mexican Grill, and others) as a direct result of our market development activities.

Finally, the sixth farm is now working with a new food store and community kitchen/processing center to supply produce.

A seven question survey was developed to get feedback regarding the Wholesale Success Workshop and Manual. The survey was sent out on electronically on June 6 to workshop attendees and manual recipients that we had email addresses for. There were also 15 paper copies sent out. A reminder notice of the survey was sent out June 13th, and a final notice of survey close was sent out on June 21st. Seven survey responses were received. Timing of survey during late spring/early summer when growers are busiest, probably led to low response rate. The response tallies follow.

Are you a:

| | |
|---|----------|
| Fruit or Vegetable Grower | 3 |
| Extension Agent or Agricultural Educator | 2 |
| Trade Buyer or Distributor | 2 |

Have you made changes to your business based off of what you learned at the Wholesale Success Workshop or in the manual Wholesale Success: A Farmer's Guide to Selling, Postharvest Handling, and Packing Produce?

100% of responding farmers, plus one extension agent **YES**

Key: 1=very helpful, 2=somewhat helpful, 3=Not very useful.

| | |
|-----------------------------------|------------|
| Wholesale Success Workshop | 1.8 |
| Wholesale Success Manual | 1.4 |
| Meet the Buyers Reception | 2.0 |

Narrative comments from the survey regarding changes made based on information learned at the workshop or in the manual:

- "Increased crop offerings and working on developing new markets"
- "Able to extend additional information on the topic"
- "Got great response from beginning growers who appreciated the free copy"

Qualitative Results:

We exceeded our goals for providing Indiana fruit and vegetable farmers with new information and skills in wholesale marketing. Wholesale buyer participation played an important role in the success of this project generally, and in the Meet the Buyers reception specifically. Due to the food hub/aggregation facility work being done by FamilyFarmed.org, we were able to work with wholesale buyers to increase purchasing of local foods from two Indiana growers. The Kankakee Food Hub launched in 2011 will be supplying buyers such as Whole Foods Market, Goodness Greeness, and Chipotle Mexican Grill.

A major lesson learned during this project was to plan for gathering immediate feedback onsite at the end of the workshop. Nevertheless, follow up communications were successful and did result in important feedback.

May and June calls to selection of growers elicited the following responses regarding the Wholesale Success Manual:

1. "The Wholesale Success Manual was very helpful and I am looking at expanding production of turnip greens, kale and green cabbage."
2. "The Wholesale Success Manual is especially helpful for working with a new local business that is looking to source locally for a new local food shop."
3. "Enjoyed the Wholesale Success manual very much, but getting discouraged for this years market due to wet fields. Nothing is planted yet and it's raining again today. Hoped to plant corn, pumpkins, tomatoes for the home market stand, but with such a late start, I don't think I will have enough for wholesale."
4. "Manual is a great resource."

In response to "Have you made any new wholesale connections?" growers called cited the following:

1. "This year I will be working with 5-8 stores of a small neighborhood independent grocery chain (last year worked with two stores), and I also have a new customer Strack & Van Til, (bought the old Country Markets stores) that I will be working with this season."
2. "Not interested in expanding into wholesale markets."

Other general comments included:

1. "This was a good event. There should me more like this."
2. "I would like to see more restaurants represented."

May and June calls to buyers attending the Meet the Buyers Reception elicited the following:

In response to "Have you made any new wholesale connections?" growers cited:

1. "I did purchase what remained of last season's storage crop from one of the growers attending the Wholesale Success Workshop."
2. "No new relationships from the workshop, but I am currently buying from some of the attendees."

Beneficiaries:

An evaluation plan and documentation system for project was developed and included email communications, phone calls, a survey to gather feedback and anecdotal debriefing among project team members.

Wholesale Success Manual distributed and workshop attendance was logged and 150 growers benefitted from this project.

Lessons Learned:

In the future we will be more certain to gather feedback immediately following the workshop to ensure all participants respond.

Contact:

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Hoosier Organic Marketing Education
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Additional Information:

Indiana Horticultural Congress Event website: <http://www.inhortcongress.org/>

2011 Indiana Horticultural Congress & Trade Show:
<http://www.inhortcongress.org/mailedoutfinalproof.pdf>

Wholesale Success Event Promotional Flyer: FIND WHOLESAL SUCCESS
<http://www.familyfarmed.org/wp-content/uploads/2011/08/WSflyer-Ind-Jan2011c.pdf>

Press Releases:

Meet the Buyers: Indiana Fruit and Vegetable Growers to Meet with Wholesale Buyers at Indiana Horticultural Congress January 18!
http://www.familyfarmed.org/mtb_ih/

Workshop Follow Up to Participants:

<http://archive.constantcontact.com/fs006/1101336245742/archive/1105477481979.htm>

Survey Announcement:

<http://archive.constantcontact.com/fs006/1101336245742/archive/1105846128097.html>

Survey Reminder:

<http://archive.constantcontact.com/fs006/1101336245742/archive/1105983881616.html>

Survey Close:

<http://archive.constantcontact.com/fs006/1101336245742/archive/1106142416156.html>

Marketing Plan for the Illiana Watermelon Association

Project Summary:

Our project's purpose was to inform both the general public and retailers that locally grown watermelon is available in Indiana from mid-July to September.

Five attractive billboard signs were strategically placed during the season, indicating that Indiana watermelon was available. Two of these signs were in the Indianapolis metropolitan area, and three were between Terre Haute and Evansville on US Hwy 41.

In a "Watermelon Blitz" during the last week of July, a group of approximately 30 volunteers and Watermelon Queens and their Coordinators gave away cups filled with chunks of Indiana watermelon to approximately 35,000 fans on a hot day at the Kroger-Busch 200 Race at O'Reilly Race Track in Clermont, IN. Chef Joseph Poon completed his famous carvings at our tent. Ross Chastain, a rookie driver in the NASCAR truck race the prior evening, signed autographs, provided photo ops, and helped give away the fresh watermelon at our tent. Chef Poon and the Illiana and National Queens appeared on Kroger television commercials the previous day and were interviewed by WXIN for a segment on their news show. On Wednesday, the queen appeared alongside race cars and drivers at the Clermont store, where she also did in-store sampling of Indiana watermelon. Forty-five Kroger stores competed for the top spot in our Watermelon Display Contest during the Watermelon Blitz.

We also participated in the 2011 Fresh Summit Conference in Atlanta, GA. Fresh Summit is the annual exhibition of the Produce Marketing Association and is the largest gathering of produce professionals in the U.S., including growers, shippers, and retailers.

Knox County is the hub of watermelon production in Indiana and the home of a festival known as the Spirit of Vincennes Rendezvous. Attendance varies from 25,000 to 35,000 annually. This event commemorates the Revolutionary War with battle reenactments, celebratory exhibits, booths, and food. Watermelon is a natural fit at this event. We completed construction of a rustic wood booth this year, where we were able to serve about 2,500 pounds of fresh cut watermelon.

Project Approach:

Our Association has been promoting watermelons in Indiana since 1989. We focus on informing the consumers about watermelon by sampling in retail stores during our harvest-time, serving fresh-cut watermelon at festivals and other outdoor events, and encouraging retailers to promote watermelon in their stores. Our approach to this grant focused on these same strategies—informing, serving, and encouraging. We informed consumers about our product using our billboard advertising. We served fresh-cut watermelon at events drawing thousands of people. We encouraged retailers to build watermelon displays in their stores by hosting a Watermelon Display Contest.

Goals & Outcomes Achieved:

Starting July 25 and through September 4, our billboard advertising was looked at by 857,599 people (age 18+) per week. In the prior year, our billboard advertising was much more limited and reached under 70,000 people (age 18+) per week.

We served fresh-cut watermelon at events drawing nearly 70,000 people.

Our Watermelon Display Contest received a record number of entries from Kroger stores in Indiana, totaling 45. Kevin Kotansky, Indianapolis Area Advertising Assistant for Kroger, reported to us that his total watermelon sales increased by 17% over the previous year for the week of the Watermelon Blitz.

The following is a summary of data on Indiana watermelon from the AMS Market News Portal:

| Summary | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------|--------------|--------------|--------------|--------------|--------------|
| Movement | 206,340,000 | 233,900,000 | 285,840,000 | 342,380,000 | 319,730,000 |
| Revenue | \$20,112,433 | \$34,893,667 | \$36,297,425 | \$50,120,850 | \$46,568,371 |
| FOB | \$0.097 | \$0.149 | \$0.127 | \$0.146 | \$0.146 |

Total movement was greater in 2010, but 2011 still achieved a price that was tied for second highest. (See graphic attached, Annual Indiana FOB & Movement, 2007-2011.) In 2011, we got a late start to our season, but volume grew rapidly, comparing favorably to 2010 while outstripping the other prior years. Not only did we see a great peak leading into August, but we also saw this peak prolonged throughout most of the month before finally coming back towards the average towards the end of the month.

Another attached graphic, Daily Movement 2011 vs. 2007-10, shows the late start to our season (blue area is daily movement vs. the average, above 0 shows more shipped that day than the average and vice-versa) that gradually picks up, including a stretch from around September 5th through the end of the season where every day was above the average due to the season lasting longer than previous years. The black line shows the cumulative of all these daily movements as a seven day average over the entirety of the season. Note that by the end of the season, Indiana was up slightly over 50 million pounds compared to the average.

In the Daily Average FOB graphic attached, we can see that the price mostly reflected the insufficient supply situation with high prices early on while showing a market correction taking prices well below average during the middle of August before generally returning to average.

The 7-day moving average movement for Indiana during the years 2007-2011 is also attached.

Overall, 2011 is the second best year of the last five. Indiana continues to beat its prior year average while seeing favorable prices throughout the shipping window.

Beneficiaries:

Beneficiaries include Indiana’s agricultural economy, especially the small family farms that grow the watermelon specialty crop.

Lessons Learned:

Watermelon sales can be driven by effective retail displays, including in-store promotions by our queen program. Strategically placed advertising is beneficial to seasonal sales of watermelon. Working in concert with a large retailer to achieve common goals has many economic benefits.

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Additional Information:

The main overall goal of this project was to increase the sales and price of Indiana watermelon, and to improve the agricultural economy in Indiana by assisting the growers of specialty crop watermelons in the marketing of their product. We believe we have achieved success in our endeavor.

IN2Wine Campaign

Project Summary:

IN2Wine Campaign was developed through this grant as a first-step in promoting Indiana wines as part of the Buy Local movement. Wine has historically been skipped over when people consider their local food and beverage choices. The anticipated result of the IN2Wine Campaign is to bring awareness to and action by the wine-consuming public, resulting in an increase in Indiana wine interest and sales.

Project Approach:

The IN2Wine Campaign took an active approach to promoting Indiana wines by incorporating both passive and active methods. The approach was to create an identifiable brand that encompassed the concept of buying locally made wine (IN2Wine Campaign), incorporate it into marketing materials (both print and electronic), then reach out to the consumer to garner feedback (through survey and social media) to, in turn, influence the future course for the Campaign.

The Indy Wine Trail has completed the initial IN2Wine campaign development through the creation of following:

IN2Wine Campaign Brand: logo, tag line, color scheme, font, etc. that will be used to identify the IN2Wine campaign through digital and print media.

Website Redesign: the IWT website has been redesigned with its own new logo, color scheme and font to tie directly into the IN2Wine campaign brand.

30 Logo Banner Design and Acquisition: the IN2Wine campaign logo and tag line, along with the new Indy Wine Trail logo, have been utilized to create large banners that have already been utilized by each winery to promote the IN2Wine campaign both in house and at various off-site events, like Vintage Indiana.

IWT Brochure Design and Printing: instead of double sided postcards, the IWT was able to create a multi-page brochure featuring the IN2Wine campaign. This piece serves as both an informational document as well as a call to action passport, encouraging the public to try Indiana wines found on the Indy Wine Trail.

Promotional Material Design: two different promotional items have been designed for give away and sale to the public – a T-Shirt and a reusable wine tote bag, both featuring the IN2Wine logo and tag line, along with the updated Indy Wine Trail logo. Both items are meant to be walking billboards, promoting the IN2Wine campaign.

Social Media Campaign: To gain consumer feedback on wine-related expectations and preferences to inform future Indiana wine production.

Method: Compare IWT web visits and track social media interactions.

Results: (IWT Website) Unique Visitors up 25%, Total Hits up %10

(Twitter) 220 followers, 1333 tweets

(Facebook) 75 people like, 400+ status updates

Goals & Outcomes Achieved:

As listed in the original grant contract, the goals, methods of outcome measurement, and the results of the IN2Wine Campaign are as follows:

1) To increase the volume and market share of Indiana wines sold.

Method: Compare annual wine retail sales from 2010 to 2011 (as % increase).

Results: Buck Creek Winery 5%

Chateau Thomas Winery 0%

Easley Winery 0%

Mallow Run 13%

New Day Meadery 96%

Simmons Winery 0%

Method: Develop customer survey, track participation and compile feedback.

Results: Customer survey developed (see attached documentation), 219 individuals participated

Notable Feedback:

1) Favorite style of wine (31% = Sweet, 30% = Dry Red, 15% = Dry White, 12% = Dessert, 8% = Other, 4% = Mead)

2) 92% would buy Indiana wine at a restaurant, if it was on the menu

3) 85% think the Indy Wine Trail tickets for events are a good value

4) 56% hear about the Indy Wine Trail from the participating wineries, with the next highest at 19% from word-of-mouth

5) 57% state that tasting fees do not keep them from visiting and purchasing at Indiana Wineries

Method: Track responses to follow-up emails from customer survey participants. 31

Results: No emails came in from survey participants.

3) To raise awareness of the Indiana wine industry, and position Indiana wine as a first choice for wine consumers.

Method: Compare the number of IWT passport completions from 2010 to 2011.

Results: Participation is estimated to be flat, 0% increase.

Method: Measure hits on IWT and IWT member websites. (Did this by % or direct stats)

Results: IWT = 10% increase (website), 220 followers (Twitter), 75 likes (Facebook)

Buck Creek Winery = 29 followers (Twitter), 33% increase (Facebook)

Chateau Thomas Winery = 194 followers (Twitter), 832 likes (Facebook)

Easley Winery = 1367 followers (Twitter), 2791 likes (Facebook)

Mallow Run = 35% increase (website), 60 followers (Twitter), 2303 likes (Facebook)

New Day Meadery = 2799 followers (Twitter), 2135 likes (Facebook)

Simmons Winery = 255 likes (Facebook)

Beneficiaries:

Direct beneficiaries of the IN2Wine Campaign have been the 6 Indy Wine Trail (IWT) member wineries, as the Campaign has been directly linked to the IWT through their website, social media and print/radio marketing. The broader beneficiary, from a dollars and cents point of view, is the Indiana wine industry as a whole. While the Campaign was directly tied to the IWT, the overarching message was to promote overall Indiana wine consumption; linking the Buy Local movement to Indiana-made wines. The third beneficiary would, of course, be the consumer. Enlightening them to the breadth and depth of wine offerings produced here in Indiana provides increased consumer choice, and also brings them closer to the source of their wine purchase. One of the benefits of the Buy Local movement to the consumer is the relationship created between them and the producer. This goes beyond the physical consumption of a product, and acts to feed the need for community and connection with our neighbors.

Lessons Learned:

There is a gap between consumer preferences (sweet wines and dry reds) and their propensity to buy them from local wineries. People prefer sweet wines and dry red wines almost equally, contrary to industry belief that Indiana wine drinkers only want sweet wines. They would also purchase Indiana wine in restaurants if given the chance.

The best way to reach current and new customers is through social media: people are looking for connectivity, and are more apt to be loyal if you create a bond with them. Social media is a much more interactive, personal method of marketing than more traditional media.

Contact

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Additional Information:

Links to IN2Wine Campaign digital media:

Twitter: <https://twitter.com/#!/IndyWineTrail> (Handle: @IndyWineTrail)

Facebook: <https://www.facebook.com/pages/Indy-Wine-Trail/182871995135387> (Handle: Indy Wine Trail)

Website: www.indywinetrail.com

Survey: <http://list.indywinetrail.com/emailmarketer/surveys.php?id=2>