



## PREPARING A SUCCESSFUL INDIANA ARTISAN APPLICATION

### FOODS

#### THE PROJECT

Indiana Artisan is developing a brand that gives meaning and recognition to high-quality Indiana-made food and art. To accomplish that, Indiana Artisan is:

- promoting artisanal and value-added foods/drink made in Indiana, telling the stories of local artisans who produce them;
- encouraging artisans to leverage the Indiana Artisan logo and branding;
- providing access to entrepreneurial support and technical assistance, especially for artisans in rural areas;
- providing Internet representation via the Indiana Artisan website;
- helping artisans increase revenue and market growth through trade shows, retail displays and outlets, online representation, and collaborative statewide promotion efforts; and
- aiding and promoting local efforts to develop artisan-related, tourism-focused trail development throughout the state.

Launched in 2008 by the Office of Community and Rural Affairs, the Indiana Arts Commission, Indiana Office of Tourism Development, and the Indiana State Department of Agriculture, Indiana Artisan today is a non-profit corporation that continues its mission of helping Hoosier artisans who produce fine art, crafts and value-added foods expand their businesses. It does this by leveraging the resources of partners statewide, as well as the four state agency partners and their statewide networks.

#### THE PARTICIPANTS

To participate in the organization, artisans need to successfully complete the jurying process. Applicants can be for-profit or not-for-profit corporations, as well as unincorporated individual artisans. Participants will include any artisan who, or business that:

- produces a value-added, premium food/drink (“value added” defined as food/drink that has been modified or enhanced for the consumer beyond its raw form), created by the applicant or supervised by the applicant, that can be purchased and taken by, or shipped to the buyer (neither blended teas, roasted coffee, produce/plants, candles, soaps/bath/body products, nor raw meat/fish are eligible at this time);
- creates a product(s) that contributes to the positive reputation of the artisan’s business and to the brand development of quality Indiana-made foods/drink;
- desires their product(s) to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- creates their product(s) in Indiana and has been located in Indiana for at least one year prior to the date of application;
- would benefit from entrepreneurial support – education, workshops, and on-site assessment;
- will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

## THE DISCIPLINES

**VALUE-ADDED FOODS/PRODUCTS**, including, but not limited to:

Jams/Jellies	Spices	Dried meats/Jerky	Yogurt
Dry Mixes	Wine	Beer	Milk/Ice cream
Syrups/Honey	Cheese	Noodles	Sauces/Salsa
Bread, pastries and other baked goods			
Candies/Chocolate			

*Value-added food is a premium food product that has been modified or enhanced for the consumer beyond its raw form, presented for purchase so that it can be taken by, or shipped to, the buyer; neither blended teas, roasted coffee, produce/plants, candles, soaps/bath/body products, nor raw meat/fish are considered value-added foods by Indiana Artisan's definition.*

## THE PROCESS

The products of all food/drink participants in Indiana Artisan are juried by two panels, one that evaluates packaging, labeling and appearance, and one that evaluates taste, texture and appearance. Application is only available online, at [www.IndianaArtisan.org](http://www.IndianaArtisan.org). The panels will meet:

- **FOOD ADJUDICATION**

May 17 and 18

Application deadline is noon April 25, 2012

Product sample(s) required by May 16, 2012

Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.

Drop-off from 8 a.m. - 6 p.m.

- **ART & CRAFT ADJUDICATION**

May 8 and 9, 2012

The application deadline is noon April 25, 2012

The artwork sample deadline is noon on May 7. Artwork sample(s) required. Drop-

off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.

Drop-off from 8 a.m. - 6 p.m.

Selection is based on expectations outlined in the next section – a unique link with Hoosier history or heritage, taste, appearance of both product and packaging, correctness of labeling, price/marketability, and technique.

Applicants who meet the April 25 deadline with a properly completed application will submit a sample by May 16 that will be tasted and reviewed. Jurors will complete a scoring sheet and include comments designed to explain why the submission was accepted into the organization, and, if not accepted, designed to be helpful in improving and/or marketing the artisan's work. Jurors' comments are compiled and e-mailed to artisan applicants along with notification of the jury results and the jurors' recommendations. The decision of the jury is final and may not be appealed; however applicants whose product is not selected for the organization are encouraged to reapply.

**Application to this organization must be completed online.** To participate in the jury process, the application requires you to provide a description of your product and a definition of your price range. Be specific in your pricing, providing sub-ranges for different products, if applicable. All products must be handcrafted and produced in Indiana.

## THE EXPECTATIONS

Each food entry will be reviewed using the following performance expectations.

- 1. Taste (25 points max. Must score minimum of 15.)**
- 2. Appearance of product (25 points max. Must score minimum of 15.)**
  - A positive comparability with a retail norm (15 points max)
  - Consistency within the product (10 points max)
- 3. Appearance of packaging (25 points max. Must score minimum of 15.)**
  - Overall attractiveness – distinctiveness among products on a shelf (10 points max)
  - The design complements the intent of the package and/or food (10 points max)
  - Clear wording and labeling (5 points max)

*NOTE: Any product not meeting Indiana State Department of Health labeling requirements will be disqualified.*
- 4. Marketability (25 points max. Must score minimum of 15.)**
  - An identifiable consumer market segment exists for this product (10 points max)
  - The product and price are appropriate for the expected market (10 points max)
  - The product supports the development of the specific Indiana Artisan brand (5 points max)

Artisans must be willing to create/produce/grow their product on a regular schedule, but they need not be a full-time food producer. Applicants must state whether they are willing to sell their product on consignment to both the wholesale and retail markets, however willingness is not a factor in adjudication. Artisans must produce their product in Indiana, and sales representatives are not eligible for this organization.

The work of artisans producing products identified as Native American will not be accepted into the organization if their work is not made by a Native American. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group or community, with your entry for authenticity purposes.

If your product is labeled as organic, you must provide your, or your supplier's, certificate number on the application in the space marked.

All artisans whose product(s) adjudicates into Indiana Artisan must participate in the required workshop on Tuesday, June 19, 2012, in order to fully participate in this organization (see timeline below).

## THE APPLICATION

Please complete the online application no later than **noon, April 25, 2012**. Applications will be immediately reviewed for appropriateness. Every applicant will be contacted on or before **April 27** regarding whether the application meets the adjudication criteria. Those applicants who meet the application criteria will be asked to ship/deliver a food sample to arrive **no later than May 16**. Food samples will not be returned, and Indiana Artisan cannot be responsible for jurying lost or misdirected food samples.

Those applicants whose application does not meet the criteria will be notified regarding why they may not participate in the May adjudication. The decision regarding application appropriateness for the May adjudication will be final, however, those applicants will be told what precluded participation in the adjudication, and they will be encouraged to reapply for the November 2012 review.

You may enter as many food items as you wish. Artisan work samples must be a line of work made in the same medium/technique and must constitute a coherent body of work rather than a range. Samples employing techniques, styles or ingredients that vary greatly should not be mixed within a single application. For example, honey and cheese would each require an individual application. Samples employing the same techniques to produce identical, or near identical, products, can be submitted on the same application, or may be submitted on separate applications. For example, an applicant submitting strawberry jam and blueberry jam for adjudication could include both on the same application or apply separately for each. Both methods will be scored equally, and there is no advantage to the applicant to pursue either over the other.

Each application will be reviewed by the jury panel, and applicants will be notified by email/letter of their work's acceptance/non-acceptance into the organization on or before **May 25, 2012**.

Photographic images of food in its packaging are not required to be uploaded as part of the application. However, the application does allow for five images to be uploaded if you desire the jury panel to see the breadth or depth of your product line. While professionally photographed images will represent the food better to the jury, professional photography is not required.

There is no maximum number of applications per artisan, however artisans who jury into the organization via one product will be permitted to sell only that product through Indiana Artisan. For example, if you jury into the organization with salsa as your product, you only will be permitted to sell salsa through Indiana Artisan, not chocolate, chips, pottery salsa bowls nor any other salsa-related product. Using this example, artisans can apply for their Indiana-made chocolate, pottery and salsa-related products to be juried into the organization separately and individually and, if accepted, those products can be sold through Indiana Artisan.

Once your product has juried into Indiana Artisan, it will not need to be juried again. However, at any time, and for any reason, Indiana Artisan reserves the right to remove a product from the organization or to ask the artisan to reapply for the adjudication process.

- Indiana Artisans are required to participate in developing the Indiana Artisan brand by purchasing and placing the organization's adhesive logo somewhere on their adjudicated work. Adhesive logos cost six cents each. Food/drink artisans who produce in large quantities are invited to make flexible arrangements with Indiana Artisan.
- Indiana Artisans are required to participate in the annual Indiana Artisan Marketplace, an event allowing participants to sell their work to both the retail/wholesale markets. The third Indiana Artisan Marketplace will take place in Indianapolis April 5 – 7, 2013.

## CHECKLIST

- Submit the online application(s) to arrive on or before noon on April 25, 2012
- Upload up to five images with the application (images not required but recommended).
- Include all other documentation requested on the application
  - Documentation of Inspection from the Indiana Department of Health
  - Documentation of training courses (if applicable)
  - Proper package labeling per the Indiana Department of Health
  - Copy of membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
- If you have questions*, contact Eric Freeman at:  
T: (317) 607-8715 / E: [Eric@IndianaArtisan.org](mailto:Eric@IndianaArtisan.org)

## TIMELINE

- **Wednesday, Jan. 25**  
Online application goes live at [www.IndianaArtisan.org](http://www.IndianaArtisan.org).
- **Wednesday, April 25**  
Deadline is noon for online applications to be submitted.
- **Friday, April 27**  
By this date, applicants will learn of acceptance/non-acceptance (for incomplete applications or applications not addressing the goals of this program) into the May adjudication.
- **Friday, May 7**  
Art samples must ship/deliver for arrival by this date.  
Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.  
Drop-off from 8 a.m. – 6 p.m.
- **Tuesday/Wednesday, May 8/9**  
Art jury panel reviews submissions.
- **Thursday, May 10**  
Art samples will be return shipped / may be picked up. Pick-up from 10 a.m. to 6 p.m.
- **Wednesday, May 16**  
Food samples must ship/deliver for arrival by this date.  
Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.  
Drop-off from 8 a.m. – 6 p.m.
- **Wednesday/Thursday, May 17/18**  
Food jury panels review submissions.
- **Wednesday, May 23**  
By this date, art applicants will learn of acceptance/non-acceptance into Indiana Artisan.
- **Friday, May 25**  
By this date, food applicants will learn of acceptance/non-acceptance into Indiana Artisan.
- **Tuesday, June 19: 6 – 8 p.m.**  
Required workshop for all accepted applicants, providing time for Q&A and detailing the benefits of Indiana Artisan and how artisans can leverage the organization to expand their business. Locale: 114 W. Church St., Alexandria, Ind. 46001