



PREPARING A SUCCESSFUL INDIANA ARTISAN APPLICATION FOOD / DRINK

Food/Drink applications are reviewed every May and October/November, and two panels are involved in each review. Your application and samples are first reviewed by a packaging, labeling and appearance panel to confirm your product meets state health department labeling requirements and Indiana Artisan's standard for marketability. This group has read your application prior to meeting in person, and this is where the liveliest conversation about your product occurs.

Next, a taste, texture and product appearance panel "blindly" reviews your sample. To ensure the focus remains solely on the product's taste, texture and appearance, this group does not see your application prior to its in-person review, nor does it see your packaging/labeling.

Panels include dietitians, chefs, sommeliers and cicerones, food writers and bloggers, food safety experts, culinary educators, food retailers, packaging/labeling experts, nutritionists, and others with expertise in Indiana's food-related regulations.

As you know, application is only available online, at www.IndianaArtisan.org, and to allow plenty of time, the application and timeline for the process are posted online months prior to each deadline.

Applications are reviewed online by the packaging/labeling panelists. Obviously, your application speaks for you during this review, so it is important to tell your story well, explaining why your product and process are the best, providing facts and thinking of, and answering, the questions panelists will want to know. Most questions on the application are open-ended and encourage you to tell your story. Again, your application and your samples speak for you.

Including "See my website," as an answer to a question is a losing strategy. Some panelists will visit your site in an attempt to answer their own questions, or to further evaluate your product, but their sole focus when they meet is your application and sample(s). Applicants often are encouraged to reapply if the application is not successful due to unanswered jury panel questions.

PLEASE NOTE The application questions sound repetitive, and to some degree they are. The one application serves a large variety of food and drink producers. For one application to meet all those needs, there are subtle variations in the questions. PLEASE FEEL FREE to answer a question by saying "see my response to question #." "Not Applicable" also is a perfectly fine answer; however, please know the jury bases its decision upon your answers. ***Successful applicants are those who take the time to tell their story, and the story of their work, to the jury panelists. One-sentence responses and quickly completed applications seldom lead to successful outcomes.*** Tell your story through your responses so the panelists understand why your work is the highest quality being made today in Indiana.

Selection is based on a unique link with Hoosier history or heritage, taste, appearance of both product and packaging, correctness of labeling (per the Indiana State Board of Health guidelines), price/marketability, and technique. Each application is reviewed solely on the following:

1. Taste (25 points maximum.)

- The ingredients, production process and finished product support the expansion of the Indiana Artisan brand – the jury panel asks how your product is intrinsically linked to Indiana so that it supports the brand called Indiana Artisan. As you respond to the application questions, be sure to emphasize your product’s link to Indiana and why it is the highest quality product of its kind being produced in Indiana.

2. Appearance of product (25 points maximum.)

- A superior comparability with a retail norm (15 points max)
- Consistency within the product (10 points max)

3. Appearance of packaging (25 points maximum.)

- 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 maximum.)

- 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)

WORK REVIEWED includes, but is not limited to:

Dry Mixes	Syrups/Honey	Cheese	Dried meats/Jerky
Beer	Noodles	Candies	Wine
Jams/Jellies	Sauces/Salsa		
Chocolates	Bread, pastries and other baked goods		

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. Blended teas, roasted coffee, infused/seasoned/flavored olive oils, produce/plants, candles, soaps/bath/body products, and raw meat/fish are outside Indiana Artisan’s definition of value-added foods and are not reviewed.

Some explanation:

- Blended teas, roasted coffees, seasoned/flavored olive oils. While the processes used in creating the final product most certainly are artisanal, the raw product cannot be grown/produced in Indiana. Because a large part of the jury criteria focuses on the product’s link to Indiana, and because the brand strives to promote foods/drinks with an intrinsic link to the state, these applications cannot be successful.
- Produce/plants. Indiana Artisan focuses exclusively on value-added foods.
- Candles/soaps/bath & body products fall outside Indiana Artisan’s definition of food and art.

Applicants whose application does not meet the criteria will be notified regarding why they may not participate in the adjudication. The decision regarding application appropriateness will be final.

Submit as many food applications as you like. Each application should focus solely on one line of work made in the same technique and must constitute a coherent body of work rather than a range. To be clearer, products employing techniques, styles or ingredients that vary greatly should not be

mixed within a single application. If you have questions, we are here to help. To provide an example, candies and cheese would require separate applications. Samples employing the same techniques to produce identical, or near identical, products, can be submitted on the same application. For example, strawberry jam and blueberry jam, along with a variety of jam flavors, could share the same application.

Photographic images of food in its packaging are not required to be uploaded to 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 represent the product better, professional photography is not required.

Artisans whose work juries 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, you may sell salsa through Indiana Artisan. If you also produce chips, pottery salsa bowls or any other salsa-related product, you may sell that through Indiana Artisan if it also juries in. Please do consider applying with those additional products.

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.

SAMPLES OF WORK

Please complete the online application and submit the \$25 application fee no later than the application deadline. Applications will be reviewed immediately for appropriateness, and you will be contacted regarding whether the application meets the adjudication criteria.

Those applicants who meet the application criteria will be asked to ship/deliver a food sample for review. It is important that the sample be shipped/delivered exactly as it sells at retail. Samples should not be modified or adorned in any way and must be labeled and packaged exactly as they sell at retail.

[Application](#) to Indiana Artisan [must be made online](#). The \$25 application fee, however, should be sent via check, payable to Indiana Artisan, to:

Indiana Artisan
203 Surrey Hill
Noblesville, IN 46062

AFTER THE REVIEW

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 applicants who request them.

Obviously, after they've been poked, prodded and tasted, you do not want the samples returned. It's important to note that Indiana Artisan cannot be responsible for jurying lost or misdirected food samples. The "Timeline," posted online, has addresses where to ship and to drop off samples to keep everything headed where it's supposed to be.

Once the review is complete, the decision of the jury is final and may not be appealed; however applicants whose product is not selected for the organization oftentimes are encouraged to reapply.

All artisans whose work adjudicates into Indiana Artisan must participate in the required workshop on Thursday, January 12, 2017, from 6 – 8 p.m., in order to fully participate in this organization. Attendance is required at this enjoyable event where you will meet the other new Artisans and learn the benefits of the organization. Applicants whose work juries in, but who are unable to attend, are not considered to have completed the application process. This workshop is held in the Indianapolis area, and the locale is posted under the “Timeline” tab on the website.



- Indiana Artisans are encouraged to participate in developing the Indiana Artisan brand by incorporating the logo into their labeling, hang tags, promotional material, and more.
- Indiana Artisans are strongly encouraged to participate in the annual Indiana Artisan Marketplace. Promoted as a showcase of the highest-quality work in foods, drink, art, and fine craft coming from Indiana today, the event provides participants with an ideal opportunity to sell work to both the retail/wholesale markets. The annual Indiana Artisan Marketplace is held in the spring (late March/early April), at the Exposition Hall on the Indiana State Fairgrounds. In 2017, it will be March 25 and 26.
- **As an applicant, you are invited to participate in the third Indiana Artisan Holiday Marketplace, Nov. 26 and 27, 2016, in downtown Fort Wayne’s Grand Wayne Center. This event also is promoted as a showcase of the best work coming from Hoosier artisans today. Designed for the holiday shopper, it’s held on the traditional launch of the holiday shopping season and also American Express’ Small Business Saturday. It is part of Fort Wayne’s “HolidayFest” celebration, annually attracting tens of thousands of visitors downtown, and participation is open only to Indiana Artisans and to applicants for the Oct/Nov, 2016 jury sessions. Participation is not required, and details will be provided in the email confirmation you receive after submitting your application.**

For your work to be part of the Indiana Artisan brand, it should successfully complete the jurying process. Applicants may 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
- 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;
- 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/food experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

Applicants 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 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.

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.

CHECKLIST

1. Submit the online application(s) to arrive on or before the deadline included on the "Timeline" posted on the Indiana Artisan website. Once your application is submitted, the "Timeline" is your one-stop shop for every detail you will need.
 - a. Upload up to five images with the application (images not required but recommended).
 - b. 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)
2. Prior to the application deadline, submit the \$25 application fee via check, payable and mailed to:

Indiana Artisan
203 Surrey Hill
Noblesville, IN 46062
3. Contact Indiana Artisan at any time if you have questions.

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