



PREPARING A SUCCESSFUL INDIANA ARTISAN FOOD / DRINK APPLICATION

Indiana Artisan is an economic development organization accomplishing two things. It identifies, recognizes and promotes Indiana's high-quality foods, beverages, art, and fine craft and the Artisans who make them, with the goal of helping each Artisan expand their business. At the same time, Indiana Artisan is building a brand that defines Indiana by its high-quality foods, beverages, art, and fine craft, using the work of the state's highest-quality Artisans as the stuff of the brand.

Food/Drink applications will be reviewed once in 2017 – in September. Indiana Artisan defines foods and beverages broadly. The products reviewed include, but are not limited to

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

It's important to note how Indiana Artisan defines foods:

Value-added food is enhanced beyond its raw form, presented for purchase to be taken by, or shipped to, the consumer. 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 and not reviewed. In addition, products made by home-based vendors are not reviewed.

Some explanation:

- Blended teas, roasted coffees, seasoned/flavored olive oils. While the processes used 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. These fall outside Indiana Artisan's definition of food and art.
- Home-based vendors. Because of the limited venues in which home-based vendors are permitted to sell, Indiana Artisan cannot be helpful in expanding their businesses through increased sales.

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.

Application to Indiana Artisan **must be made online**. Paper/snail mail applications are not accepted. Once the application is submitted online, the \$30 application fee should be sent via check, payable to Indiana Artisan, to: Indiana Artisan, 203 Surrey Hill, Noblesville, IN, 46062.

Before I begin, what is the best way to approach the application?

We assume you are reading this because you consider yourself among the very best at your craft in Indiana. Keep that in mind as you write because your audience, the review panel, needs to understand why you are among Indiana's best in order to make its decisions. Tell your story. Be clear you know you are the best at what you do, and explain why.

Obviously, your application speaks for you during this review, so it is important to explain why your product and process are the best, providing facts and answering questions that set you apart. Most questions on the application are open-ended and encourage you to tell your story.

Including "See my website," as an answer to a question is a losing strategy. Some panelists will visit your site 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 unsuccessful due to unanswered jury panel questions.

One other thought: The application has just four key questions, and you can see them all at one time. Open the application, copy the questions into a Word document, and answer them there. That lets spellcheck handle the typos. It lets you edit and make the points you want made. It lets you have a saved copy of your application. When you're happy with your responses, copy and paste them into the application and finish up the other quick-answer questions before submitting it.

Please complete the online application and submit the \$30 application fee no later than the application deadline. Applications will be reviewed immediately for appropriateness. Applicants who meet the application criteria will be asked to ship/deliver a food sample for review.

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

Who reviews Indiana Artisan applications?

Increasingly, Indiana Artisans do. Indiana Artisans are at the top of their craft, and those who have reached that point recognize it in the work of others. Panels have included dieticians, 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.

Panelists' names are not published so that they cannot be individually lobbied prior to a review or individually questioned afterward. We value the time and effort the review requires panelists to give you and the organization, and we thank them with an experience as hassle-free as possible.

What, specifically, is the review panel looking for?

Just four things. 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
- Consistency within the product

3. Appearance of packaging (25 points maximum.)

- Overall attractiveness – distinctiveness among products on a store shelf

- The design complements the intent of the package and/or food
- Clear wording and labeling

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
- The product and price are appropriate for the expected market
- The product supports the development of the specific Indiana Artisan brand
- The work is appropriate for the marketing activities of Indiana Artisan
- Similarly, wholesale and/or retail opportunity exist for the work, and the pricing is appropriate for Indiana Artisan to assist in expanding sales opportunities.

How does the review work, and what can I expect?

Before meeting in person, jury panelists review the application online, complete scoring sheets and write comments.

When the full panel meets in person, your application is discussed, and your sample(s) is first reviewed for its packaging, labeling and appearance, to confirm your product meets state health department labeling requirements and Indiana Artisan's standard for marketability. The panelists then taste your sample(s), evaluating it for taste, texture and product appearance.

Each panelist completes a final score sheet, with comments designed to explain why the submission was accepted, and, if not accepted, designed to be helpful in improving and/or marketing the applicant's work. **Jurors' comments are compiled and e-mailed to applicants who request them.**

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

How many applications can I submit at one time?

Submit as many applications as you like. Each application should focus solely on one line of work made in the same technique. 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. As 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.

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.

What kind of work is Indiana Artisan looking for?

Applicants may include any artisan who, or business that:

- produces a value-added, premium food/beverage, created by the applicant or supervised by the applicant, that can be purchased at retail 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.

Artisans producing products identified as American Indian-made will not be accepted into Indiana Artisan if their work is not made by an American Indian. 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.

I have applied before. Is the review panel the same?

No panel is comprised of the same group of people, allowing applications to be reviewed with a fresh perspective each time.

May I submit a paper application?

Application is only available online, at www.IndianaArtisan.org, because this allows the jury panelists, who live around the state, to review your application in advance.

PLEASE NOTE The application questions sound repetitive, and to some degree they are. The one application serves a large variety of food and beverage 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.

Since the application includes a section to upload images, and the panel reviews the application before meeting, am I required to provide images or penalized if I don't?

No. Photographic images of your work 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.

Do I have to submit a sample of my work?

Yes. Applicants must submit one sample. It can be the smallest package you produce, and it must 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.

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

I am not a full-time artist. Is that an issue?

No. 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.

Once my work juries in, what's in this for me?

- Recognition by the State as, and the opportunity to call yourself, an Indiana Artisan.
- Use of the Indiana Artisan logo.
- You and your work promoted as part of the ongoing development of the Indiana Artisan brand, defining the highest-quality work in foods, art and fine craft coming from Indiana today.

- Promotion to media, retailers and the public.
- The opportunity to be part of 10 Artisan Trails that promote individual Artisans and leverage tourism to attract visitors to studios, galleries, stores, and artisan-related venues in 44 counties.
- Opportunity to sell your work in the Indiana Artisan store inside the French Lick Resort Hotel.
- Individual web page, searchable because the URL includes your name, and bio on the Indiana Artisan website.
- Opportunity to participate in the annual Indiana Artisan Marketplaces, a showcase of the best work coming from Indiana today.
- A listing (name, company, city, URL) in the 48-page Viewbook, the annual print catalog promoting Indiana Artisans and their work.
- Opportunity for a larger presence in the Viewbook (images and biography).
- Participation in the private Facebook group page, where Artisans collaborate and share successes, advice and opportunities.
- Educational and networking opportunities.
- 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.


This is highlighted because it's so important. All Artisans whose work adjudicates into Indiana Artisan must participate in the required workshop on Thursday, October 26, 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. More clearly: You will need to apply again. This workshop is held in the Indianapolis area, and the locale will be posted under the "Timeline" tab on the website.

Once my work juries in, is there any cost?

You get what you pay for, and in Indiana Artisan's case you get much more. In 2016, the Artisan Advisory Board of 25 Indiana Artisans recommended annual dues as a way to help the organization provide more. As the organization pursues grant funding, in particular, grantors ask about the financial commitment of the Artisans and the board members. So to provide more services to Artisans, and to secure funding to provide even more, Artisan dues in 2017 is \$100. As the organization moves into its second decade and beyond, the Artisan Advisory Board will continue to communicate with all Artisans about what they want and need, and it may suggest a change in dues. For now, the dues are \$100 for the benefits outlined above.

I have a couple more questions. Where do I get answers?

Indiana Artisan is about building a community of high-quality Artisans. No nameless, faceless people here. Eric Freeman oversees the jurying process and is available any time. His email is Eric@IndianaArtisan.org, and his cell number is (317) 607-5243. He is happy to help!



CHECKLIST in six easy steps:

1. Check your schedule to confirm you can attend the October 26 new Artisan workshop from 6 – 8 p.m.
2. Copy the four primary application questions into a Word document and answer them.
3. Copy and paste your responses into the application and submit the online application(s) to arrive prior to the deadline included on the “Timeline” posted on the Indiana Artisan website.
 - a. Upload up to five photos with the application
 - b. Include a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
4. Once your application is submitted, the “Timeline” is your one-stop shop for every detail you will need. Review the timeline posted on the Indiana Artisan website to remain up-to-date on the process.
5. Prior to the app deadline, submit the \$30 application fee via check, payable and mailed to:
Indiana Artisan
203 Surrey Hill
Noblesville, IN 46062
6. Contact Indiana Artisan at any time if you have questions.
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