



# Producing Awareness of Homegrown Produce

Indiana State Department of Agriculture  
Public Outreach

**60**  
**campaign**  
**shares**  
from local Farmer's  
Market pages

Nearly **4X** the  
industry average  
engagement rate on  
all social media posts

Users visited the website  
**3.5 times**  
within a 4 week, produce  
seasonal time frame

## THE CHALLENGE

Consumers increasingly seek locally grown fruits and vegetables. Farmers who grow these crops often sell their produce at farmers markets across the state. To help educate consumers on the sale of in-season produce grown in Indiana, the Indiana State Department of Agriculture approached BLNKPG to develop a public outreach campaign targeting consumers in Indiana's urban areas and attending large events such as the Indiana State Fair.

## THE IDEA

BLNKPG developed Indiana Grown *Savor IN Season*, with an emphasis on the sale of nine fruits and 13 vegetables. A website provided information on the individual fruits and vegetables, how to identify ripeness and the months each is in season, as well as an interactive map of Indiana farmers markets and a comment box. Promotional materials such as social media, sticker sheets, yard signs, magnets and sandwich boards were created to drive consumers to the website.

## THE PAYOFF

From July to September, nearly 8,100 visitors viewed more than 31,000 pages of content at over three pages viewed per session. Traffic also was strong on the campaign's social media pages.

- Facebook: 13,723 impressions, 615 post engagements, 347 likes and 39 shares, with an above industry average engagement rate of 1.10%
- Instagram: 5,952 impressions, 107 likes, 27 clicks and 16 shares and four comments, with an above industry average engagement rate of 0.90%

## Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

**A BLANK PAGE IS THE BEST PLACE TO START.**

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