



PREPARING A SUCCESSFUL INDIANA RIVERS and ROADS ARTISAN TRAIL APPLICATION

FOODS

THE PROJECT

The Rural-Urban Entrepreneurship Development Institute (RUEDI) is convening a group to develop an Artisan Trail in West Central Indiana named *The Rivers and Roads Artisan Trail* to showcase our local Indiana Artisans.

The goals of this trail are to:

- *Encourage Economic Development through small business and Artisan Entrepreneurship.*
- *Raise awareness about the talent and availability of locally-crafted products in West Central Indiana.*
- *Provide West Central artisans, particularly those in rural areas, with access to entrepreneurial support.*
- *Promote cultural tourism to West Central Indiana.*

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;
- 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;
- would benefit from entrepreneurial support – education, workshops, and on-site assessment; 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		Coffee	
Candies/Chocolate			

THE PROCESS

The products of all food/drink participants in Rivers and Roads Artisan Trail 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.riversandroadsartisantrail.com

- **FOOD ADJUDICATION**
Applications deadline is the 1st of every month.
Panel meeting dates will vary.
- **ART & CRAFT ADJUDICATION**
Applications deadline is the 1st of every month.
Panel meeting dates will vary.

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.

After applicants properly complete the application and meet the deadline of the 1st of every month, the jury panel will contact you after receiving your application for further 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 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.

Health Codes

Make sure food items follow USDA policies (U.S. Department of Agriculture) as well as your counties Health Department, as policies vary in each county. This will be cross-examined/checked.

<http://www.in.gov/isdh/21062.htm>

<http://www.in.gov/isdh/21367.htm>

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 Rivers and Roads Artisan Trail 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.

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

THE APPLICATION

Please complete the application by the 1st of every month. Applications will be immediately reviewed for appropriateness. Every applicant will be contacted after receiving the applications. Those applicants who meet the application criteria will be contacted and asked to ship/deliver a food sample, day and location will be specified. Food samples will not be returned, and Rivers and Roads Artisan Trail 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 adjudication. The decision regarding application appropriateness for the November adjudication will be final, however, those applicants will be told what precluded participation in the adjudication, and they will be encouraged to reapply for future 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.

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

