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AGRINOVUS INDIANA'S NEW STATEWIDE CAMPAIGN ASSERTS INDIANA'S LEADERSHIP IN FOOD AND AGRICULTURE INNOVATION

Campaign defines the agbiosciences sector as the intersection of traditional ag, life sciences, and science and technology

INDIANAPOLIS (August 15, 2017) -- AgriNovus Indiana is reaffirming its commitment to tell the story of the Indiana agbiosciences sector and is announcing the release of a statewide educational and public awareness campaign to address perceptions about the agbiosciences. The agbiosciences industry employs more than 75,000 Hoosiers and contributes \$16 billion to the Indiana economy.

The campaign will help magnify the image of Indiana's agbiosciences sector and designate the state as the center for agricultural innovation. It also includes the introduction of a social media hashtag #timetotell that will allow the agbiosciences conversation to continue to grow on social media.

"Indiana is in an enviable position to showcase the agbiosciences industry with the convergence of traditional agriculture, pharma and the life sciences and with science and technology," Beth Bechdol, president and CEO of AgriNovus Indiana, said. "These sectors are colliding to create an environment that fosters innovation, supports entrepreneurs, and creates unlimited opportunities for the 21st century workforce."

The agbiosciences industry is expanding beyond traditional farming and food production, using research and development to create new products to feed a growing global population. The industry is increasingly partnering with engineering, advanced manufacturing, life sciences, computer science and other industries that utilize new technologies and require different skills.

The campaign features a 2-minute video enlisting several Indiana leaders committed to the agbiosciences industry, including:

- Governor Eric Holcomb
- Mitch Daniels, president, Purdue University
- Sue Ellspermann, president, Ivy Tech Community College
- Rainer Fischer, chief scientific & innovation officer, Indiana Biosciences Research Institute
- Scott Massey, co-founder & CEO, Hydro Grow LLC
- Johnny Park, founder & CEO, Spensa Technologies
- Dave Ricks, chairman & CEO, Eli Lilly and Company
- Kyle Tom, member, Tom Farms
- Susanne Wasson, commercial leader for US Crop Protection, Dow AgroSciences

The video can be viewed, shared and downloaded at www.timetotell.us. The web page is an extension of the introduction of the hashtag #timetotell and will serve as the central location for updates on the



campaign. AgriNovus will continue to promote this message at the 2017 Indiana Agbiosciences Innovation Summit presented by Dow AgroSciences and Elanco Animal Health on November 29, 2017 at the JW Marriott Indianapolis. Registration for the Summit is open on the [AgriNovus website](#).

AgriNovus is committed to strengthening the state's agricultural and food industries through collaboration, entrepreneurial support and talent and workforce development. AgriNovus' stakeholders include business, university and government leaders with an interest in Indiana's diverse food and agricultural sector.

AgriNovus has enlisted the services of THE PLAID AGENCY, a full-service marketing and branding firm located in Carmel, Ind., to develop the new campaign.

About AgriNovus Indiana

AgriNovus Indiana is the State's food and agriculture innovation initiative focused on advancing the sector as a nationally recognized leader through strategic collaboration among corporations, industry associations, government and universities; the creation and support of new companies; as well as branding and targeted promotions to elevate the sector. AgriNovus Indiana is part of the Central Indiana Corporate Partnership (CICP), an effort dedicated to Indiana's continued prosperity and growth. [Contact AgriNovus Indiana](#) to learn more.