

SOCIAL AND DIGITAL MEDIA

Facebook has become a critical component of the Idaho Preferred promotion strategy and includes posts on all types of products from wine and meats to grain products. Both paid ads and creative regular postings have resulted in a following of nearly 2900 users. Click through rates on Idaho Preferred Facebook ads averaged nearly 2% - far surpassing the industry standard of 0.1%!

To take advantage of its growing popularity in Idaho, Instagram has been added to the Idaho Preferred social media campaign. This photography based format works well with food and recipe promotions.

As part of the 2015 campaign, Idaho Preferred tested programmatic ads featuring video, display and mobile, geo-targeted to Idaho audiences using content channels such as food/drink, and family and parenting which resulted in nearly 600,000 impressions.

The successful social, digital and conventional Fall advertising campaign increased visits to the Idaho Preferred website by 52% in the second half of 2015.



CONSUMER AND MEDIA EVENTS

Idaho Preferred works to build awareness of local producers and products through consumer and media events. Many of these events are the result of partnerships with other commodity commissions, organizations and agencies. Idaho Preferred Month kicked off at the Idaho Botanical Garden in September. Over 500 people attended the Great Garden Escape to watch cooking demonstrations with Idaho products and enjoy Idaho foods and wine. The Botanical Garden was also the site of the Fall Harvest Fest where Idaho Preferred promoted local apples to over 5000 festival goers. The 2015 sold-out Savor Idaho and Sippin' in the City, both events sponsored by the Idaho Wine Commission, provided Idaho Preferred with a great opportunity to pair Idaho foods with local wines to over 1200 attendees.

In partnership with the United Dairymen of Idaho, Idaho Beef Council, Idaho Wine Commission and Idaho Department of Commerce Tourism Division, Idaho Preferred helped bring thirteen journalists from across the US to Idaho to learn more about Idaho agriculture, food and wine. The journalists toured farms, orchards, a trout farm, a dairy and a beef feedlot on their trip through southern Idaho. The media tour concluded in Sun Valley with the Trailing of the Sheep. Stories, blogs and social media posts by these journalists resulted in nearly 1.7 million impressions.



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Idaho Preferred® is a program of the Idaho State Department of Agriculture



IDAHO PREFERRED® ANNUAL REPORT 2015

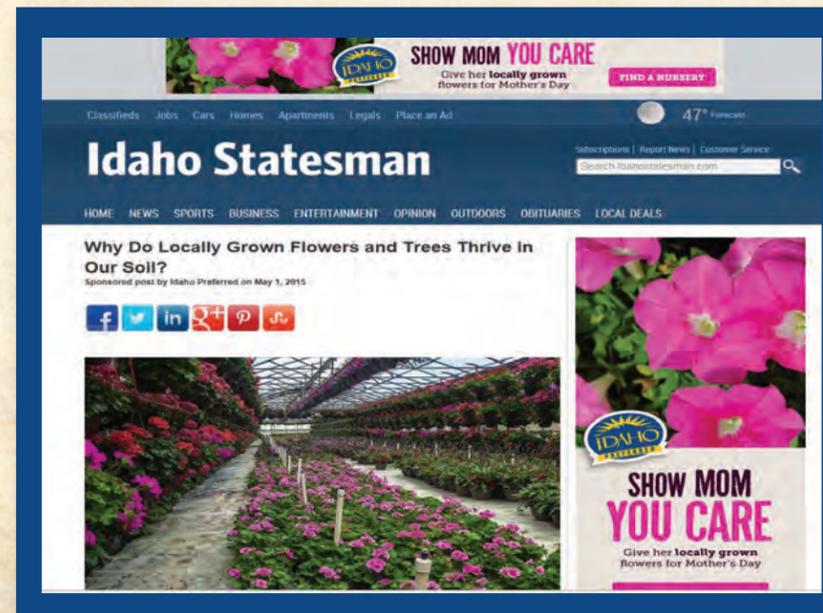
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NEW ADVERTISING STRATEGIES

With funding from USDA Specialty Crop funds, six new 15 second television commercials were produced that featured apples, peaches, watermelon, sweet corn, tomatoes and squash. The ads illustrated the crops from field to table and aired statewide for six weeks in August and September when the produce was available at retail stores and farmers markets. Consumers across the state saw these ads on early and late news and popular daytime and evening programs gaining over 3 million impressions.

In addition to television, Idaho Preferred advertising included ten weeks of online advertising, Facebook and Google Adwords featuring nursery products in the spring, fresh produce during the summer and specialty foods and gifts in the winter.

Another new strategy in 2015 included "native" ads placed with the Idaho Statesman website. These ads resembled regular news stories and featured producer interviews, comments from retailers and chefs and great visual photography. Asparagus, plants and flowers, cherries, peaches, apples and watermelon were featured from April through September resulting in over 600,000 consumer impressions and thousands of visits to the Idaho Preferred website.



RETAIL PROMOTIONS

Great retail partnerships are making it easier for consumers to find local products at their neighborhood grocery store. Idaho Preferred provided custom signage and attention-grabbing produce bins to retail partners including Albertsons, Walmart, Rosauers and Paul's Markets. In addition, Idaho Preferred members were invited to introduce their products to independent retailers such as Ridleys, Swensons, Broulims and Atkinsons Markets at the Associated Food Stores annual food show in Salt Lake City.

In-store demonstrations and sampling are very effective in gaining new product trials and first time purchases. Idaho Preferred partnered with member producers, food companies and commodity groups to support in-store demonstrations of fresh produce, dairy products and specialty products in grocery stores across the state.



CHEFS AND RESTAURANTS

Chefs and restaurants know their customers want to see local food on the menu but they don't always know what is grown locally or how to procure it. In 2015, Idaho Preferred hosted the second annual "Row to Restaurant" tour. Nearly forty participants toured vegetable and herb farms, an orchard, a vineyard, a cattle ranch and a dairy to learn about foods produced in Idaho and how to source these products for their menus. To promote chefs and restaurants that are including local products on their menus, Idaho Preferred featured a different restaurant each month in an email newsletter that reaches over 1000 subscribers.

Educating culinary students is also critical to expanding the use of local products. Idaho Preferred teamed up with the Idaho Chefs d'Cuisine to host a knowledge bowl where students were paired with professional chefs in a competition to see who knew the most about local food and agriculture.



NURSERY + FOREST PRODUCTS

Idaho Preferred promoted locally grown nursery items with online advertising, Facebook ads and posts, and provided point of sale materials such as plant stakes, tree tags and basket hangers to growers and retailers.

To promote awareness and increase purchase of Idaho forest products, Idaho Preferred partnered with the Idaho Forest Products Commission to identify locally produced wood products. In 2015, a pilot program provided hang tags to a Home Depot store in Boise to call attention to the lumber that was produced and milled in Idaho.



FARM TO SCHOOL

With funding from a USDA Farm to School Conference and Events grant, Idaho Preferred hosted a series of workshops in 2015 to help producers and schools increase the presence of local foods in school lunch menus. The grant funded one seminar in February specifically for producers to help them better understand how to serve the school foodservice market. Twenty six producers attended the workshop that included speakers, panels and a tour of two school cafeterias. Three regional workshops were held in Payette, Twin Falls and Lewiston designed to assist school foodservice directors and staff to understand what Idaho products are available and how they can be sourced for farm to school menus. Each workshop included a farm tour, cooking demonstrations and speakers from the school foodservice industry. A total of 154 school foodservice professionals attended this series of workshops.

