



# STATE OF IDAHO



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## FOR IMMEDIATE RELEASE

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### Healthy School Fundraiser Supports Idaho Farmers

BOISE, ID (August 9) - Fall is the height of harvest season in Idaho. Why not celebrate this year's harvest with a fundraiser featuring fresh Idaho apples, pears, Idaho's famous potatoes, and other locally produced specialty products and gift items? The Idaho Department of Agriculture's Idaho Preferred<sup>®</sup> program offers a unique and easy fundraiser program that features 14 healthy products grown and made in Idaho with local ingredients - ensuring that fundraiser dollars are benefiting local schools *and* local producers.

Schools across the state are making sweeping efforts in school breakfast and lunch programs, classroom treats, and school fundraising projects to improve students' nutritional status and physical activity. Selling items high in fat and sugar for fundraisers does not reflect the goals of this effort. The Idaho Preferred<sup>®</sup> Fundraiser offers a unique, healthy alternative to traditional fundraising efforts by offering a variety of healthy products featuring fresh Idaho ingredients. In addition, all of the products sold in the fundraiser are purchased directly from Idaho growers and producers, so funds raised for Idaho schools also are reinvested right back into the local community.

"Each of the fundraiser items are carefully selected by Idaho farmers and producers to offer quality products to schools and provide an innovative and welcome change from traditional fundraisers," says Kim Peterson, marketing specialist at the Idaho State Department of Agriculture and the program's manager. "The Idaho Preferred<sup>®</sup> Fundraiser is a very rewarding program, providing great opportunities to get children excited about agriculture while helping keep Idaho farmers and producers in business."

The Idaho State Department of Agriculture and the Idaho Department of Education have worked together in recent years to implement Farm-to-School efforts statewide. The Farm-to-School program connects local food and agriculture with schools and students, supporting healthy children, healthy schools, healthy farms and healthy communities. Components of Idaho's Farm to School program include educating students and teachers about nutrition and agriculture, helping school foodservice staff source fresh locally grown and produced products for school meals and snacks, and the Idaho Preferred<sup>®</sup> Fundraiser.

The Idaho Preferred<sup>®</sup> Fundraiser is a cooperative effort between the Idaho State Department of Agriculture and the Idaho State Department of Education's Child Nutrition Programs. Idaho Preferred<sup>®</sup> is a program under the direction of the Idaho State Department of Agriculture designed to identify and promote Idaho food and agriculture products. For more information, or to sign your school up for the Idaho Preferred<sup>®</sup> Fundraiser, visit [www.idahopreferred.com](http://www.idahopreferred.com) or contact Kim Peterson at 332-8532 or [kim.peterson@agri.idaho.gov](mailto:kim.peterson@agri.idaho.gov).

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