



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Wal-Mart Supports area Farmers and the Idaho Preferred Program

BOISE, Idaho - (August 29, 2011) – As an Idaho Preferred[®] participant, Wal-Mart will kick off Idaho Preferred[®] month at its Meridian store with an outdoor market offering fresh, locally grown produce. On September 1, the Meridian Wal-Mart will encourage children to eat healthy, locally grown foods with their "Ticket to Healthy Snacking" event. Meridian students who received a ticket at their school can visit the store at Eagle and Fairview on Thursday from 4 p.m. to 6 p.m. to receive a free bag of Idaho-grown produce and locally produced milk.

Wal-Mart has an ongoing relationship with Idaho Preferred[®] — a program managed by the Idaho State Department of Agriculture to identify and promote Idaho food and agricultural products. The September market will feature corn, cantaloupes, pears, peaches, nectarines, lettuce, beets, radishes, green beans, potatoes, squash, plums and more. Customers can find other Idaho-grown or processed products at Wal-Mart year round, such as wine, milk, meat, breads, potatoes and onions. Throughout Idaho Preferred Month, Idaho's 16 Wal-Mart Supercenters across the state will offer a great selection of local fresh produce in their stores.

"We continue to enjoy a great partnership between Idaho Wal-Mart stores, local producers and the Idaho Preferred[®] program" said Leah Clark, who manages the Idaho Preferred program at the Idaho State Department of Agriculture. "We appreciate Wal-Mart's recognition of the high quality of products available locally and their efforts to identify and promote Idaho Preferred[®] products throughout the state. We are pleased that they continue to encourage healthy snacking among children by offering free local produce to over 3000 students in the Meridian district who received "Tickets to Healthy Snacking" from their teachers."

About Idaho Preferred[®]

The Idaho Preferred[®] program is designed to identify and promote food and agriculture products from the Gem State. Under the direction of the Idaho Department of Agriculture, Idaho Preferred[®] promotes the quality, diversity, and availability of the food and agriculture products grown, raised or processed in Idaho. For more information about Idaho Preferred[®] or Idaho Preferred Month[®], visit www.idahopreferred.com, or contact Leah Clark at leah.clark@agri.idaho.gov, or 208-332-8684.

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