



# STATE OF IDAHO



C. L. "BUTCH" OTTER  
GOVERNOR  
CELIA R. GOULD  
DIRECTOR

FOR IMMEDIATE RELEASE:  
April 30, 2012

CONTACT:  
Laura Johnson  
(208) 332-8533  
(208) 332-8500  
(208) 867-6005 (cel)

## Chief U.S. Agricultural Negotiator Visits Boise for World Trade Day Events

Islam A. Siddiqui, Chief Agricultural Negotiator with the rank of the ambassador at the Office of the U.S. Trade Representative, will visit Boise May 2, 2012 as the keynote speaker for World Trade Day. Ambassador Siddiqui is responsible for bilateral and multilateral negotiations and policy coordination regarding agricultural trade. In addition to speaking at World Trade Day, Ambassador Siddiqui will receive input on Idaho's top agricultural trade priorities at an Idaho Agriculture Roundtable discussion at the Idaho State Department of Agriculture.

Agriculture trade is an essential component of the state's economy. In FY2011, USDA estimated Idaho agriculture exports to exceed \$1.56 billion. Over 96 percent of the world's population and 80 percent of the world's wealth is outside of the United States. Middle class consumer populations are growing quickly around the globe, which is driving demand for Idaho and U.S. products. Idaho produces much more than its 1.5 million people can consume, and it is important that Idaho producers have access to those critical export markets.

While progress has been made over the last several years to open the doors for trade, a number of trade barriers still exist that limit Idaho agriculture exports. Trade barriers include such issues as excessively high import tariffs, import quotas and unjustified restrictions or import bans not based on sound science. "The Ambassador's visit will provide Idaho's agricultural industry a chance to elevate trade issues of importance to our state, bringing them to the attention of the top official that negotiates on behalf of the United States," says Celia Gould, Director of the Idaho State Department of Agriculture.

Ambassador Siddiqui will participate in an industry roundtable at the Idaho State Department of Agriculture at 9:00 a.m. on May 2. He will then speak on "Free Trade Agreements and American Jobs" at the World Trade Day luncheon in the Simplot Ballroom in Boise State University's Student Union Building. A complete World Trade Day agenda is available on the Idaho District Export Council's website, [www.exporthidaho.com](http://www.exporthidaho.com).

World Trade Day is sponsored by the Idaho District Export Council and the U.S. Commercial Service. The Idaho State Department of Agriculture is a member of the Idaho District Export Council. For more information about Ambassador Siddiqui's visit, Idaho agricultural trade issues, or ISDA's international marketing efforts, contact Laura Johnson at [laura.johnson@agri.idaho.gov](mailto:laura.johnson@agri.idaho.gov) or (208) 332-8533.

###

## **PRESS ADVISORY**

### **Chief U.S. Agricultural Negotiator Visit to Boise**

**What:** Islam A. Siddiqui serves as Chief Agricultural Negotiator with the rank of the Ambassador at the Office of the U.S. Trade Representative.

He will visit Idaho to present the keynote speech at World Trade Day, meet with agriculture industry leaders during and Idaho Agriculture Priorities Roundtable Discussion, and tour an Idaho potato processing facility.

**When:** Wednesday, May 2, 2012

**Where:** Idaho State Department of Agriculture  
**Press Availability at 10:45 a.m.**  
2270 Old Penitentiary Road  
Boise, Idaho 83702  
(208) 322-8500

Simplot Research and Innovation Facility  
**Press Availability at 4:15 p.m.**  
17505 Simplot Blvd.  
Caldwell, ID 83607  
(208) 459-3694

**Contact:** Laura Johnson  
Bureau Chief, Market Development Division  
Idaho State Department of Agriculture  
(208) 332-8533  
[Laura.Johnson@agri.idaho.gov](mailto:Laura.Johnson@agri.idaho.gov)