



STATE OF IDAHO

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NEWS RELEASE

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MARKET NEWS SERVICE MARKS 90 YEARS OF SERVICE TO IDAHO FARMERS

(BOISE) The Agricultural Marketing News Service (AMS) is marking its 90th year of providing current, unbiased price and sales information to the public.

AMS operates under a cooperative agreement signed more than half a century ago between the Idaho State Department of Agriculture (ISDA) and U.S. Department of Agriculture (USDA).

"This partnership provides an invaluable tool for large and small businesses, promoting fair competition by making the latest data available to everyone," said ISDA Director Pat Takasugi. "This is a partnership that has withstood the test of time, and I expect it will continue for many years to come."

"It's hard to imagine the agriculture industry in Idaho without this service," said ISDA Marketing Bureau Chief Laura Johnson. "The marketing decisions growers and shippers make are predicated on the good information they get from AMS on a daily basis."

AMS reports include information on prices, volume, quality, condition, and other market data on farm products in specific markets and marketing areas. Reports cover both domestic and international markets. The data is disseminated within hours of collection via the Internet and made available through electronic means, in printed reports, by telephone recordings and through the news media.

The Agricultural Marketing Service's first program was the Market News Service, established in 1915. The first USDA market news report was issued from Hammond, LA, and it reported the prices and movement of strawberries. The first market report was issued from Idaho Falls on September 23, 1916 with prices and shipments of potatoes.

The Idaho Falls office that disseminates this information is a year-around operation designed to fulfill the industry's need for timely and accurate market information. It is also a model for other commodity-specific offices in the Market News organization. Idaho Falls specializes in potato and onion price and shipment information.

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