

# Marketing Idaho Agriculture

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## Special points of interest:



### August

2-8

Idaho Farmers Market Week

7

Idaho School Nutrition Association Regional Mini-Conference, Kellogg, ID

August 24– September

4

Trade Office Managers Visit to Idaho from: China, Taiwan and Mexico

30

The Locavore Express, Horseshoe Bend to Banks

### September

12

Taste of Idaho

10-20

Wal-Mart Idaho Preferred Month Promotion, Statewide

## Idahoans Challenged to Eat Local in Honor of Idaho Farmers Market Week

Celebrate Idaho Farmers Market Week August 2-8, 2009. The number of farmers markets in Idaho has more than doubled in three years, increasing from twenty-four in 2006 to forty-eight in operation today.

## Idaho Producers Celebrate Idaho Preferred® Month

For the third year in a row, Governor Otter will proclaim September as "Idaho Preferred® Month" to promote the quality and diversity of food and agricultural products from Idaho.



## In Spite of Economic Slow Down, Opportunities Abound in Mexico

The U.S. and the world's economies have slowed over the past year forcing companies to look closely to their existing markets and potential markets.

## Middle East Countries Seek U.S. Food and Agriculture Products

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nation for U.S. food and agriculture market over the past three years. Exports from the U.S. to the Middle East rose over 30 percent from 2007 to 2008.

## Department Proposes Implementing Fees for Certificates of Free Sale

ISDA has issued Certificates of Free Sale at no cost for years. Certificates of Free Sale are most commonly used by processed food companies exporting products internationally.

## Century Farms Program Honors Agriculture

Agriculture has been around for centuries and so have Idaho's farms and ranches.

## REDIFIT Low Interest Loans Available to Idaho Freight Shippers

Financial assistance in the form of low interest loans is available to qualified freight shippers or rail lines for projects to upgrade, expand, rehabilitate, purchase or modernize equipment and facilities for Idaho's freight shipping infrastructure.

## Idaho Farmers' Market 2009 Guide

<http://www.agri.idaho.gov/Categories/Marketing/Documents/farmers%27market2009brochure.pdf>

## Marketing Calendar of Events

<http://www.agri.idaho.gov/Categories/Marketing/marketingcalender.php>

## How to Start a Specialty Foods Business

<http://www.agri.idaho.gov/Categories/Marketing/Documents/specialtyfoodbook.pdf>

Visit Idaho Preferred at:

[www.idahopREFERRED.com](http://www.idahopREFERRED.com)

## Idahoans Challenged to Eat Local in Honor of Idaho Farmers Market Week

Celebrate Idaho Farmers Market Week August 2-8, 2009. The number of farmers markets in Idaho has more than doubled in three years, increasing from twenty-four in 2006 to forty-eight in operation today. Farmers markets are a great source of quality local products and truly showcase the bounty of Idaho agriculture.

ISDA Director Celia Gould will commemorate Idaho Farmers Market Week, held in conjunction with National Farmers Market Week, with a visit to the Twin Falls Farmers Market on August 8. Special events and activities will be coordinated by individual markets to celebrate the diversity and availability of fresh, local products found at farmers markets across the state.

Director Gould will be issuing a "Locavore's Challenge" to Idahoans to eat local on August 8 as a way to support Idaho agriculture and farmers markets. A Locavore is someone who eats foods grown and produced locally, typically within a 100-mile radius. Locavore's in Idaho can enjoy a diversity of high-quality products, including fresh fruits and vegetables, meats, fresh breads, specialty foods, wine and more.

Director Gould will make purchases at the market for some of her favorite summer recipes made with the freshest Idaho ingredients. Recipe cards of Director Gould's recipes will be distributed to Twin Falls Farmers Market attendees and are available online at [www.idahopREFERRED.com](http://www.idahopREFERRED.com).

"Farmers markets are a great asset to the state as they not only supply fresh produce and artisan products to consumers and income to producers - but also economic activity and a sense of community," commented Director Gould. Sales generated at farmers markets are reinvested right back into the local economy providing returns to Idaho's local communities. For a list of current farmers markets throughout Idaho, visit [www.agri.idaho.gov](http://www.agri.idaho.gov).

## Idaho Producers Celebrate Idaho Preferred® Month

For the third year in a row, Governor Otter will proclaim September as "Idaho Preferred® Month" to promote the quality and diversity of food and agricultural products from Idaho. The month will be filled with numerous events promoting Idaho Preferred® and participating farmers, ranchers, winemakers and specialty food companies.

To kick off Idaho Preferred Month, the Department has teamed up with Sysco of Idaho and Thunder Mountain Line in Horseshoe Bend, Idaho to host **"The Locavore Express!"** Thunder Mountain Line is a historic train that travels from Horseshoe Bend along the river to Banks, Idaho. On Sunday, August 30<sup>th</sup> the 1:30 train will become the Locavore Express...featuring Idaho wine and spirits in the bar cars and a gourmet all-Idaho meal on the riverbank at Banks. Consumers who come aboard the train will have a chance to meet Idaho farmers, winemakers, specialty food producers and any other Idaho Preferred member who would like to participate. First Lady Lori Otter has been invited to be the hostess for the train and the Director of the Department of Agriculture Celia Gould will be joining us as well. The Department will be promoting the Locavore Express to consumers via radio, newspaper, web and viral marketing and hopes to sell out the 350 passenger train.

Idaho Preferred® Month will continue with the fifth annual Taste of Idaho on September 12, 2009 from 10am to 5pm at the Qwest Arena in Boise. This consumer event, which attracted nearly 4,000 consumers last year, showcases the diversity of Idaho's food and agricultural industry. Idaho wines, fresh fruits and vegetables, delicious jams and jellies, breads, meats, and more are available to sample and purchase. In addition, the second annual Chef Challenge will take place with top local chefs demonstrating and sampling their best Idaho cuisine.

Retailers continue to take advantage of the bounty of Idaho produce by holding special Idaho Preferred® promotions throughout the month. Look for Idaho Preferred® signs, banners, stickers and other promotional materials identifying local products in grocery stores statewide. Restaurants too will be celebrating Idaho Preferred month. Those who choose to identify local products on their menus will be offered advertising support and menu printing assistance.

## **In Spite of Economic Slow Down, Opportunities Abound in Mexico**

The U.S. and world economies have slowed over the past year forcing companies to take a closer look at their existing potential markets. Mexico is one market that looks for quality U.S. products to help fill its need for agriculture products.

Mexico has increased imports from the U.S. every year since the implementation of NAFTA. In spite of the recession, there has been a 28 percent increase in exports from Idaho to Mexico for the first three months of 2008 to 2009.

Four Idaho food companies participated in an outbound trade mission to Mexico on June 8 – 12, 2009. These companies were able to secure high level appointments with key buyers from retail grocery chains, wholesale importers, and food service distributors.

“Mexico is a great prospect for new business. We have been able to maintain our sales as well as introduce two new products into the market this year.” said Emmanuel Navarro of Treasure Valley Business Group. The prepared frozen food category alone rose by 40 percent in the first three months of 2009 over the same time last year. Business is still searching for new products that will add value and profit to their existing offerings. There are many more opportunities to explore Mexico as an export market. Please contact Jerry Ward for more info.

## **Middle East Countries Seek U.S. Food and Agriculture Products**

The Middle East emerged on the world market as a destination for U.S. food and agriculture products over the past three years. Exports from the U.S. to the Middle East rose over 30 percent from 2007 to 2008. Many agriculture and food companies are looking to the Middle East as an excellent export market opportunity. To answer the call for more in depth information the ISDA's Market Development Division hosted a Middle East Export Seminar on May 7<sup>th</sup>.

The seminar addressed multiple topics such as export potential and growth, best products and Halal standards, trade barriers and restrictions, logistics and cold chains, and culture and business customs. Companies had the opportunity to question the experts about company specific issues.

Many Idaho agriculture products are a great fit for this rapidly growing market. Dairy products, halal certified meats, grains are highly as well as frozen foods, complete meals, sauces, and even fresh produce. Cheese exports rose from \$25 million to over \$70 million in the past year, with Egypt and Saudi Arabia being the main purchasers. Consumable peas and lentils topped a record \$40 million. The UAE doubled its imports of meats to \$70 million in 2008. Buyers and consumers search for U.S. products because of the reputation for good quality and food safety. The Middle East is worth investigating if a company is looking to export.

Companies from California, Oregon, Utah and Idaho attended the seminar. “Part of the Market Development Division's mission is to assist companies in researching and reaching new and growing markets.” Jerry Ward, trade specialist for ISDA, said. “We are here to help answer a few of the looming questions about conducting business in the Middle East.” There are plans to follow up the Middle East seminar with online webinars that will more closely examine the individual topics. Dates and times for the upcoming webinars are forthcoming. If you have questions please call Jerry Ward.

## **Department Proposes Implementing Fees for Certificates of Free Sale**

ISDA has issued Certificates of Free Sale at no cost for years. Certificates of Free Sale are most commonly used by processed food companies exporting products internationally. The certificates state that the products are manufactured and distributed generally throughout the state of Idaho and the United States and are in accordance with health laws and sanitary regulations of said state.

Idaho is one of only a few states in the country that does not charge a fee for this service. Fees in the Western states range from \$10 to \$50. California and Washington both charge \$50. ISDA proposes to promulgate rules to provide for a fee. Informal telephone conversations with companies that utilize the service have found no objections. Most companies indicate surprise that Idaho hasn't charged in the past and think that a fee of \$15 would be reasonable.

In order to begin charging fees, the Department must go through a formal rule development process. The rule must then be approved by the legislature in early 2010. This rule provides for fees as well as application procedures and requirements and would not become effective until July 1, 2010.

For a draft copy of the rules and to provide comments, contact Laura Johnson at [Laura.Johnson@agri.idaho.gov](mailto:Laura.Johnson@agri.idaho.gov) or call 208-332-8533. Industry input will be greatly appreciated. All comments will be considered and are due November 1 to give the division time to incorporate them into the pending rule.

## Century Farms Program Honors Agriculture

Agriculture has been around for centuries and so have Idaho's farms and ranches. The Century Farm Program recognizes farms or ranches that have been owned and operated in Idaho by the same family for at least 100 years, with 40 acres of the original parcel of land maintained as part of the present holding. This program began in the Centennial year of 1990 and continues to recognize farm families and their contribution to Idaho's history and social fabric.

The program also honors a family farming or ranching continuously for 100 years in Idaho, but not necessarily on the same land. The Idaho Historical Society and Idaho State Department of Agriculture, through the Century Farm Program, have recognized over 344 farms spread throughout Idaho's 44 counties and 5 Heritage farms as well.

For a Century Farms application please refer to <http://www.idahohistory.net/century.pdf>

## REDIFIT Low Interest Loans Available to Idaho Freight Shippers

Financial assistance in the form of low interest loans is available to qualified freight shippers or rail lines for projects to upgrade, expand, rehabilitate, purchase or modernize equipment and facilities for Idaho's freight shipping infrastructure.

The Idaho Rural Economic Development and Integrated Freight Transportation (REDIFIT) Program was established by the Idaho Legislature to help business and industry develop and expand freight transportation options. Transportation infrastructure is critical to rural Idaho. Idaho agricultural producers and manufacturers are dependent on timely and affordable transportation options to get products to market.

This loan program administered by the Idaho State Department of Agriculture finances up to 90 percent of project costs at interest rates ranging from 2 to 4 percent annually, depending on the length of the loan. Qualified applicants include class III short lines, branch lines of class I railroads leased or operated by a class II railroad, branch lines of class II railroads, lines owned by public entities, and freight shippers. State funding is contingent upon appropriate private sector partnerships with the participation and cooperation of state and local governments.

Applications for the next round of loans are now being accepted. The next submission deadline is August 14, 2009.

For more information about the REDIFIT loan program, or to apply, contact Amanda Albers. The loan application and instructions can also be found at [www.agri.idaho.gov](http://www.agri.idaho.gov).

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