



NEWS RELEASE - For Immediate Distribution

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SEPTEMBER IS IDAHO PREFERRED MONTH[®]
Celebration of Idaho Food and Wine Underway

BOISE, Idaho (Aug. 31, 2009) – Idaho Preferred Month[®] 2009 officially gets underway tomorrow, as the Idaho Department of Agriculture and local communities prepare to celebrate Idaho farmers, ranchers and specialty food producers.

Two years ago, Governor C.L. “Butch” Otter declared September “Idaho Preferred Month[®]” to recognize the bounty and abundance of Idaho products. Now the month-long celebration is one of Idaho’s premier culinary affairs highlighted by several events outlined below.

Taste of Idaho 2009

The fifth annual [Taste of Idaho](#) will be held on Saturday, Sept. 12, from 10 a.m. to 5 p.m. at Qwest Arena in Boise. This event features the state’s best food and wine, along with amazing chef demonstrations and samples of award-winning recipes. Fresh peaches, pears, apples and grapes; flavorful huckleberry jams and syrups, Idaho beef, fresh-baked breads, locally grown plants, and award-winning wines are just a few of the unique local products to be enjoyed at the fifth annual Taste of Idaho. Admission is \$5 for food sampling and \$5 for a wine or beer sampling glass. Children under 12 are free. Tickets are available at the door. The event is jointly sponsored by Idaho Preferred[®], Albertsons, Sysco Food services, and Peak Communications.

Farmers Markets

No matter where you are in Idaho, there's usually a farmers market nearby. And, with so many incredible fruits and vegetables being harvested in September, there's not a better time to visit one. In addition to produce, market-goers will find local breads, wines, meats and cheeses. [Click here](#) for a complete listing of farmers markets in Idaho.

Locavore Express

Yesterday (Aug. 30), the Idaho Dept. of Agriculture's Idaho Preferred[®] program, Sysco of Idaho, and Thunder Mountain Line teamed to give locals, and tourists alike, a chance to become locavores for a day. More than 300 people jumped on board the "Locavore Express" in Horseshoe Bend to sip Idaho wine and enjoy locally prepared hors d'oeuvres while rolling alongside the scenic Payette River on their way to an all-Idaho gourmet feast in Banks. Much to the delight of local growers and producers, the event was a quick sell out and smash hit.

For more information about Idaho Preferred Month[®] or the Idaho Preferred[®] program, please visit www.idahopreferred.com.

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 we grow, raise and process in Idaho. For more information about the Idaho Preferred[®] program visit www.idahopreferred.com, or contact Leah Clark at Lclark@agri.idaho.gov, or 332-8684.

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