



STATE OF IDAHO



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

FOR IMMEDIATE RELEASE

August 23, 2011

Contact: Skylar Jett
208-332-8542
Skylar.Jett@agri.idaho.gov

Healthy School Fundraiser Supports Idaho Farmers

BOISE, ID- If your school or organization is looking for a fundraiser that supports local farmers and the local economy then the Idaho Preferred[®] Fundraiser is a great choice.

Fall is the height of harvest season in Idaho. Why not celebrate this year's harvest with a fundraiser featuring fresh Idaho apples, Idaho's famous potatoes, and other locally produced specialty products and gift items?

The Idaho State Department of Agriculture's (ISDA) Idaho Preferred[®] program offers a unique and easy fundraiser program that features 13 healthy products grown and made in Idaho with local ingredients - ensuring that fundraiser dollars are benefiting local schools *and* local producers.

Schools across the state are making sweeping changes in school breakfast and lunch programs, classroom treats, and fundraising projects to improve student nutrition. The Idaho Preferred[®] Fundraiser offers a unique, healthy alternative by offering a variety of healthy products featuring fresh Idaho ingredients. In addition, the products are purchased directly from Idaho growers and producers, so funds raised for Idaho schools are also invested back into the local community.

"Each of the fundraiser items are carefully selected by Idaho farmers and producers to offer quality products and provide an innovative and welcome change from traditional fundraisers," says Skylar Jett, ISDA Marketing Specialist. "The Idaho Preferred[®] Fundraiser is a great opportunity to get children excited about agriculture while helping support Idaho farmers and producers."

The Idaho Preferred[®] Fundraiser is part of a broader Farm to School Program that is a partnership between the ISDA and the State Department of Education's Child Nutrition Programs that promotes local products into Idaho schools.

For more information or to sign your school up for the Idaho Preferred[®] Fundraiser, visit www.idahopREFERRED.com or contact Skylar Jett at 332-8542 or skylar.jett@agri.idaho.gov.

###