



# STATE OF IDAHO



C. L. "BUTCH" OTTER  
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**FOR IMMEDIATE RELEASE**

September 26, 2011

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## **TAIWAN FLOUR MILLERS TO SIGN \$484 MILLION WHEAT DEAL**

(BOISE) Lt. Governor Brad Little will preside as Taiwan Flour Mills Association representatives and Idaho wheat industry officials sign an agreement supporting U.S. wheat exports over the next two years – a deal worth \$484 million.

Taiwan Flour Mills Association Executive Director I-Tsung Chen, Director General Daniel T.C. Liao of the Taipei Economic and Cultural Office in Seattle, and Idaho Wheat Commission Chairman Gordon Gallup will join Lt. Governor Little for the ceremony.

"Taiwan and Idaho have always had a strong partnership, built on a foundation of cooperation, trust and prosperity," said Director General Daniel Liao. "Taiwan has consistently been one of Idaho's top 10 export markets for food and agriculture. In the first half of 2011, exports are up nearly 20 percent."

"Export markets are important to Idaho's economy and for Idaho wheat growers," said Governor C.L. "Butch" Otter. "It's in our own best interest to maintain strong, resilient relationships with loyal customers like the Taiwan Flour Mills Association."

"Taiwan consumers have long appreciated high-quality American farm produces, making Taiwan the sixth-largest overseas market for U.S. agricultural goods," said Mr. I-Tsung Chen. "Still, there remain enormous opportunities for growth in U.S.-Taiwan or Idaho-Taiwan agricultural trade. I am confident that this mission will contribute more to the mutually beneficial agricultural trade relationship."

The agreement is particularly important to Idaho, which exports approximately 50 percent of its wheat. Wheat is one of Idaho's top commodities. Grown on more than 1.4 million acres in 2010, Idaho's wheat crops were worth more than \$672 million, second only to potatoes in cash crop receipts.

The U.S. wheat industry has had a healthy working relationship with Taiwan for more than 40 years. Taiwan has been a consistent buyer of quality U.S. wheat, purchasing around 90 percent of its wheat needs from the United States. Taiwan is known for purchasing only U.S. Grade # 1 wheat, demanding the highest quality and paying premium prices for that quality.

"The importance of personal contact to build honest trade relationships with customers can't be overestimated," Idaho Wheat Commission Chairman Gordon Gallup said. "We have long recognized the importance of strong personal relationships and trust in the grain trade. The Taiwan Agricultural Trade Goodwill Mission to Idaho this year is both a symbol and expression of that conviction."

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