



STATE OF IDAHO



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

FOR IMMEDIATE RELEASE
August 31, 2016

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September 2016 is Proclaimed "Idaho Preferred Month"

For the tenth year in a row, September marks Idaho Preferred[®] Month as proclaimed by Governor C. L. "Butch" Otter.

Idaho Preferred[®] Month celebrates the height of Idaho's harvest season and highlights the bounty of local food and beverage products available in September. More fresh Idaho produce is available at farmers' markets, retail stores, on restaurant menus and in school cafeterias during September than any other time of year.

Idaho Preferred Month will kick off in northern Idaho at the Schweitzer Fall Festival in Sandpoint on Friday, Sept. 3 through Monday, Sept. 5. The festival is expected to draw about 7,500 attendees throughout the three-day event featuring local music, food, wine, crafts and over 80 local microbrews, beers and ciders. The Idaho Preferred[®] team will provide samples of local apples from Henggeler Packing Co. as well as Litehouse Foods yogurt dip, which is made with Idaho dairy products. Idaho Preferred[®] will work to educate festival-goers about choosing local, seasonal products and the importance of Idaho agriculture.

Idaho Preferred[®] will continue promoting local agriculture throughout Idaho Preferred Month through social media, retail in-store product demonstrations, farmers' markets and more.

The Idaho Preferred Month promotional calendar includes events across the state:

Sept. 1-5 – Twin Falls Fair display in Ag Pavilion
Sept. 3 – Bell Ringer at Capital City Public Market proclaiming Idaho Preferred[®] Month
Sept. 3-5 – Schweitzer Mountain Fall Fest in Sandpoint
Sept. 3-11 – In-store peach demos, Walmart, select stores statewide
Sept. 9-11 – In-store peach demos, Albertsons, all Idaho stores
Sept. 15-16 – In-store local product demos, Whole Foods, Boise
Sept. 20-22 – Media tour with Idaho Wine Commission
Every Saturday in September – Idaho Preferred tent at the Boise Farmers Market

Various dates – fresh produce demos in Swensens (Twin Falls area), Broulims (eastern Idaho), and Atkinsons (Sun Valley)

Social Media: Facebook, Instagram, Twitter and Pinterest

Every month, and especially in September, Idaho Preferred® encourages the public to support Idaho farmers, ranchers and processors by choosing local products when dining out or shopping. Take the Local Pledge at IdahoPreferred.com to sign up for monthly newsletters featuring seasonal local products, recipes, events and an Idaho restaurant of the month.

About Idaho Preferred®

Idaho Preferred® is a program managed by the Idaho State Department of Agriculture to promote the quality, diversity and availability of local food and agricultural products grown, raised or processed in Idaho. Idaho Preferred® strives to increase consumer awareness of local farmers, ranchers and food processors; provide education and information about seasonal local product availability; reach out to local communities and schools; and provide a connection between producers and retailers.

For more information please contact Emily Del Favero at (208) 332-8532 or emily.delfavero@isda.idaho.gov and visit IdahoPreferred.com.