

EDITION:

2023



# IDAHO PREFERRED ANNUAL REPORT





# *Celebrating* **OVER TWENTY YEARS OF LOCAL**

Idaho Preferred® is a program to recognize and boost awareness of food and agricultural products cultivated, raised, or processed right here in the Gem State. Launched and managed by the Idaho State Department of Agriculture in 2002, this program not only highlights the exceptional quality and variety of Idaho's food and agricultural offerings, but also plays a crucial role in connecting producers with valuable opportunities to expand their market presence. **It's a collaborative effort aimed at celebrating the richness of Idaho's agricultural landscape while fostering growth for our local producers.**

## **PROGRAM MEMBER DIVERSITY**



*Producers: 27.63%*

*Processors: 32.12%*

*Retailers: 6.73%*

*Farmers Markets: 13.2%*

*Restaurants: 12.39%*

*Supporting Organizations: 2.82%*

*20 Years Later*

## **CURRENT FOUNDING MEMBERS**

- Albertsons
- Dorothy's, LLC
- Fresca Mexican Foods
- Grasmick Produce
- Purple Sage Farms
- Rangen, Inc./Wilber Ellis
- Reed's Dairy
- Schlepp Seed Ranch
- Symms Fruit Ranch
- WalMart





# AG MARKETING SUPPORT

*Business-to-Consumer (Direct) &  
Business-to-Business (Wholesale)*

## Program Resource Pillars

01

### DIRECT

- Agritourism
- ECommerce
- Farmers Markets

02

### RETAIL

- Brokers
- Distributors
- Grocers and Markets

03

### RESTAURANTS

- Distributors
- Chefs + Food Service

04

### FARM TO SCHOOL

- Schools Pre-K to University
- Nutrition Services
- Distributors

## Supporting Collaborators

#### Supporting Organizations

- Associations
- Bureaus
- Commissions
- Departments

#### Media + Creators

- News, Press, & TV
- Ad Agencies
- Photography & Film
- Influencers

#### Schools

- Pre-K - University
- Dept. of Education



# MEMBER SURVEY HIGHLIGHTS

## TOP RANKED BENEFITS BY VALUE

- 1. Idaho Preferred Logo Use
- 2. Digital Marketing and Promotions
- 3. Member Photography/Videography
- 4. Connections with Buyers
- 5. Events and Consumer Promotions
- 6. Business Development Strategy Sessions
- 7. Training and Webinars



50 %

Respondents reported an increase in sales through participation in program promotions.



## MOST UTILIZED BENEFITS

- 1. Social Media Posts and Campaigns
- 2. Website Farm and Food Finder
- 3. Online Guides and Directories
- 4. What's In Season Calendar
- 5. Member Photography/ Videography
- 6. Promo Signage

# THE OMNI-CHANNEL MARKETING APPROACH

Idaho Preferred has adopted a comprehensive "full-circle" marketing strategy, connecting various touchpoints to facilitate the interaction between consumers and producers. This approach seamlessly combines both digital and in-person experiences to create a well-rounded and effective marketing strategy that showcases Idaho agricultural producers and their products.

## THE TOUCHPOINTS

### DIGITAL

- ✓ Website
- ✓ Social Media
- ✓ Email Marketing
- ✓ Seasonal Promotions
- ✓ Public Relations/Media

### IN PERSON

- ✓ Seasonal Promotions (Events)
- ✓ Media Tours
- ✓ In-store Retail Promo and Signage
- ✓ Farmers Markets, Farm Stands, and Agritourism
- ✓ Trade Shows



# WEBSITE RESOURCES & ENHANCEMENTS

CONNECTING YOU WITH FOOD AND AGRICULTURE  
PRODUCTS GROWN, RAISED, OR CRAFTED  
IN THE GEM STATE.

*idahopreferred.com*

The Idaho Preferred website is the *Go-To* Website to find local Idaho agricultural products throughout the Gem State with its homepage ranking as the most visited page. It offers comprehensive segmented guides, directories, product search engines, producer maps linked to related profiles, blogs, recipes, and more.

## WEBSITE RESOURCE FUNNEL



2nd  
most  
visited

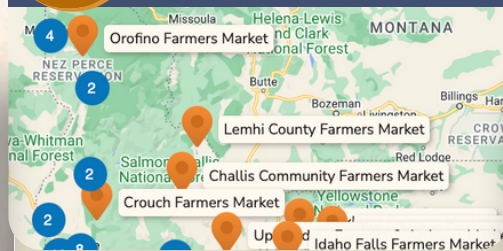
### FARM + FOOD FINDER



The Farm + Food Finder categorizes each product or experience, enabling users to explore expanded product pages that provide an overview of producers selling to consumers or wholesalers, along with additional information.

3rd  
most  
visited

### PRODUCER MAP DIRECTORY



The online producer map/directory is user-friendly, yet comprehensive, enabling easy identification of producers and their products through various search and filtering options throughout the state.

4th  
most  
visited

### PRODUCT PAGES



Product Pages offer engaging and informative overviews of each product type including explainer videos, facts, and usage tips. They feature producer maps, connecting users to related blogs, recipes, and consumer resources.



CONTACT US

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✓ Sells on-site



SHOP ONLINE

VISIT WEBSITE

VIEW LOCATIONS

CERTIFIED ORGANIC



#### ORGANIC HERBS, SPECIALTY PRODUCE, AND MEAT

Purple Sage Farms is a family owned and operated organic farm in Middletown, Idaho. We grow fresh herbs, greens, edible flowers, and specialty produce in greenhouses; we also raise grass-fed, hormone- and antibiotic-free sheep, goats, and cattle.

Tim Sommer and Tamara Slavicek started the operation in 1989 as part of a plan to return to their childhood farming lives. Pioneers in Idaho Organic Farming, they grow fresh herbs, greens, and specialty produce in greenhouses and raise grass-fed livestock free from hormones or antibiotics. Organic crops, combined with pastured livestock, equates to a Regenerative Farming practice that's kind to the Earth and its elements.



Purple Sage Farm's mission is to introduce people to locally grown, healthy, fresh, and flavorful food.

Click [here](#) to see Purple Sage's wide variety of herbs.

## PRODUCER DIRECTORY PROFILE

The search engines, resources and product pages funnel to detailed "Producer Directory Profile Pages," where users can learn about Idaho growers' backgrounds, offerings, retail and restaurant sourcing information, contact details, and more. Currently, the Farm + Food Finder connects consumers and wholesale vendors to farmers, ranchers, artisans, and businesses across Idaho, including restaurants, grocery stores, and wholesalers.

The Farm + Food Finder and Producer Map contributed to **71% total website visits** in 2023

# GUIDES & STATE-WIDE DIRECTORIES

Idaho Preferred Producer Guides and state-wide Directories showcase the full scope of Idaho's consumer-facing producers. Guides highlight the producer, location, contact info and the products they offer while Directories are a state-wide comprehensive listing of consumer facing producers.

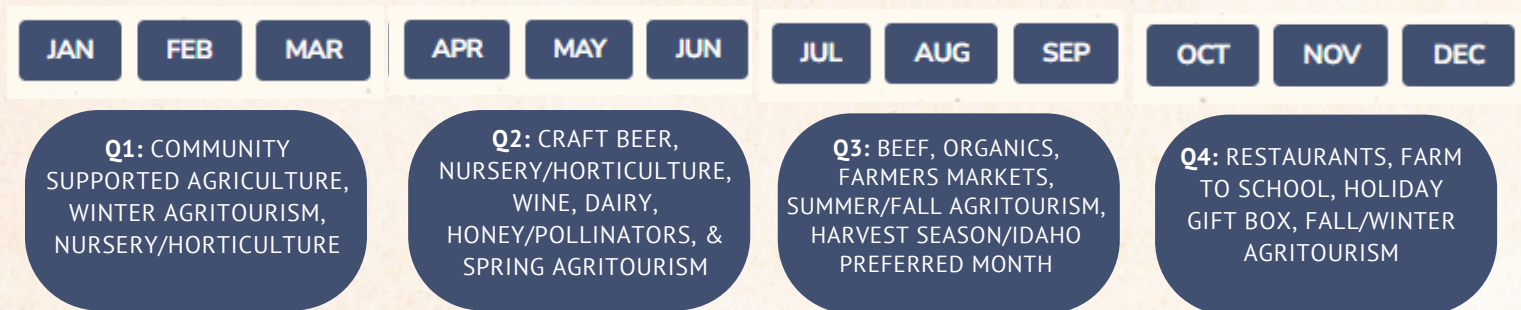


*29% Of the Overall Web Traffic*

In 2023, the program created 11 product landing pages and funneled 16 new Idaho Preferred Guides, along with 10 new state-wide Directories that are digital, printable, and easily updateable for years to come.

## SEASONAL PROMOTIONS

A vital tactic to our omni-channel marketing approach is utilizing seasonally focused promotions throughout the year to raise consumer awareness of local Idaho food and beverages. The new development of guides and directories act as a 'lead magnet' to drive traffic to the website where consumers and wholesale vendors can find locally available products near them.



### NURSERY CAMPAIGN EXAMPLE:



Promo Proclamation  
Media Announcement



General Advertisement Video



Grower Tips/Explainer Video  
Social Media Collabs

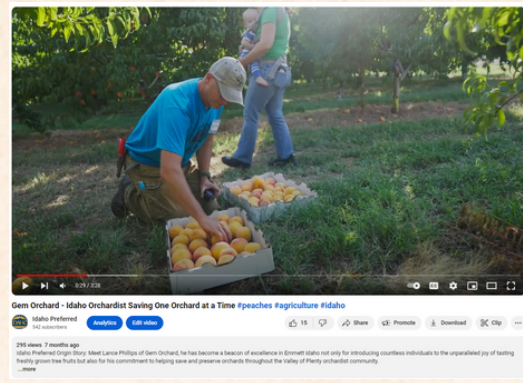
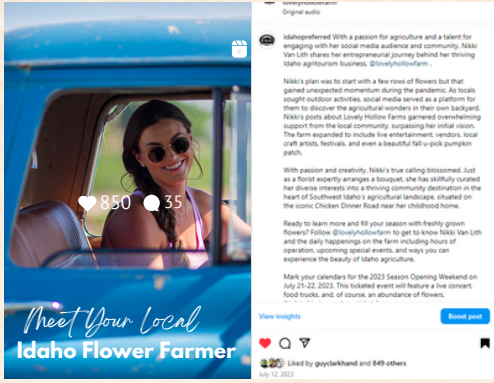


In-person Events, Signage,  
and Sourcing

This year, we've strengthened our seasonal promotion efforts by organizing coordinated campaigns that encompass digital advertising, social media engagement, and email marketing. Additionally, we incorporated in-person events and deployed point-of-sale signage for retail, farm stands, nursery, farmers market partners, and more to amplify identification of products. These materials feature locally focused messaging, showcasing producer and business highlights throughout each promotion.

# DIGITAL MARKETING DEPLOYMENT

## SOCIAL MEDIA



### INSTAGRAM

- Reach: 408,304 (+108% increase)
- Followers: 7,930 (net growth: +1,249)



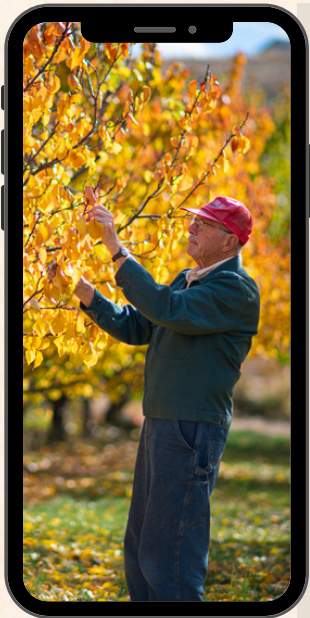
### FACEBOOK

- Reach: 855,706 (+56.1% increase)
- Followers: 11,413 (net growth: +224)



### YOUTUBE

- Views: 26,530
- Subscribers: 542 (net growth: +147)



## Types of Content

- ✓ Producer Spotlights and Farmer Tips
- ✓ Seasonal Campaigns, Guides, & Directories
- ✓ Recipes, What's In Season, Events, Etc.
- ✓ Educational Content/ Procurement Information
- ✓ Retail Partner, Farmers Market, and Restaurants
- ✓ Supporting Organization Content

## ADDITIONAL SOCIAL PLATFORM



Jan 1, 2023 - Dec 31, 2023

- Total Audience: 8,560
- Engaged Audience: 381
- Impressions: 13,420

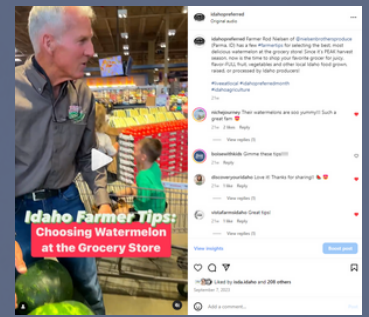
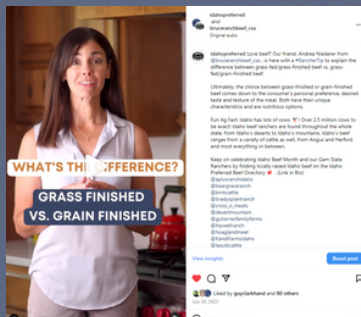
Total Social Media Followership: 20,266

9% Increase

## THE POWER OF COLLABORATIONS

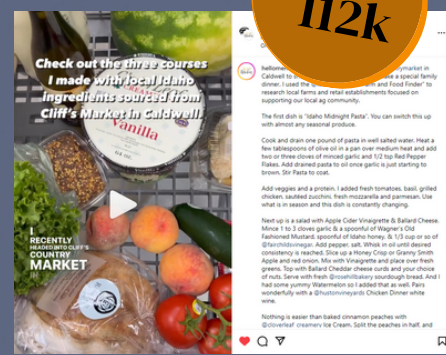
In 2023, we leveraged new social media features to promote Idaho producers. Through strategic partnerships with producers, supporting organizations, media partners, and content creators, we broadened our audience reach and heightened awareness across diverse groups. Our collaborations with producers prioritized education and resources, while those with other organizations centered on website resources and seasonal promotions to facilitate consumers' sourcing of local Idaho food and ingredients.

## PRODUCER COLLABORATIONS



# SUPPORTING ORGANIZATION/MEDIA COLLABORATIONS

Extra Reach  
112k



We Reached Over **1.42 Million** on Social Media.

## EMAIL MARKETING

### COMBINED OVERALL NEWSLETTER DISTRIBUTION STATS

#### DISTRIBUTION

**7,444**

#### AVG. OPEN RATE

**42%**  
(industry avg 5%)

#### AVG. CLICK RATE

**4.2%**  
(industry avg 1%)

#### TOTAL SENT

**18**  
Communications

### FRESH HARVEST MEMBER NEWSLETTER



The monthly **member** newsletter is an important resource for Idaho Preferred participants to stay up-to-date on events, promotions, sales, grant opportunities, educational opportunities, and other resources that can help our member community grow their marketplace.

**Distribution: 756 Member Contacts**  
Increased by 32%

### LIVE.EAT.LOCAL CONSUMER NEWSLETTER



The **consumer** newsletter continues to be an effective communication tool to showcase our agriculture community, producer spotlights, agritourism and agricultural events, recipes, seasonal produce, collaborations, and much more!

**Distribution: 6,688 Idahoans/Consumers**  
Increased by 85.6%

A newsletter subscription pop-up feature was added to our website helping grow our newsletter distribution list in 2023 by 3,084 new consumers.

**86%**  
Increase

# MEDIA PARTNERSHIPS

## RFD-TV - RURAL AMERICA'S MOST IMPORTANT NETWORK

In 2023, we collaborated with RFD-TV to air 28 Producer Origin Story videos. With RFD-TV's impressive viewership of over 52 million across the country, these videos reached a wide and engaged audience, allowing us to showcase the stories behind the producers we collaborate with. This partnership represents a significant opportunity to amplify awareness and appreciation for Idaho producers on a national scale.



**NOW AIRING ON:**

**RFD-TV -**  
Rural America's Most Important Network  
(viewed in over 52 million homes)

## IDAHO FARM BUREAU

In 2023, Idaho Preferred partnered with Idaho Farm Bureau to create 10 one-page publications, released monthly. These publications were tailored to either consumers or producers and highlighted seasonal promotions, producer educational resources, consumer website procurement tools, agritourism resources, farmer and rancher origin stories, blog articles, events, and more.



The Producer reaches **12,000 households**

The Quarterly Magazine reaches **80,000 Households**

## VISUAL STORY TELLING

In today's digital age, the saying "A picture is worth a thousand words," holds even more **significance**. We continue to work with an award-winning agricultural and food-focused photographer, Guy Hand, to develop digital marketing assets for our members, our website's local sourcing directories, as well as other digital and in-person marketing initiatives. The true value of these resources has become increasingly clear in helping tell compelling producer stories and documenting Idaho's farm-to-fork journey so consumers, chefs, retailers, and business owners can easily identify local Idaho sourcing opportunities.

# PHOTOGRAPHY & VIDEOGRAPHY



## DIGITAL ASSETS IN PLAY - HOW THEY ARE UTILIZED

- ✓ **Producer Directory Profile Page**
- ✓ **Product Category Profile Pages**
- ✓ **Website Guides & State-Wide Directories**
- ✓ **Media Advertising & Partnerships**
- ✓ **Social Media & Newsletters**
- ✓ **Retail Promotions**
- ✓ **Custom Signage**
- ✓ **Member's Marketing Efforts**

### VIDEOGRAPHY EXAMPLE

#### Owyhee Produce

*Meet Your Local Idaho Farmers!*



<https://idahopreferred.com/members/owyhee-produce/>

Owyhee Produce, located in Parma, ID, is a 3rd generation family farm producing over nine different types of produce. A top-ten onion producer in the nation, they grow enough onions to supply 38 million people annually.

In today's digital era, engaging content initiates the consumer journey, building trust with producers. Our video and photo assets highlight local specialty crop producers, seasonal campaigns, farmer/chef collaborations, and e-learning videos—integral to our promotion strategies across digital and traditional channels. Documenting agriculture is a seasonal endeavor, considering weather and crop conditions. While we aim to capture as many producers as possible during the appropriate season, this process may take time.

## RESTAURANT PROGRAM

### FARMER CHEF COLLABORATIVE TOUR AND TABLETOP SHOWCASE

The program continued its dedication to facilitating connections between producers and the food service community, encouraging collaboration with local growers on a regular or seasonal basis. This was achieved through an **Idaho Farmer Chef Collaborative Tour and Tabletop Showcase** held at The Shed at Garrett Ranches, aimed at helping foodservice professionals recognize and seize opportunities for collaboration with local growers.



# EMPOWERING CONSUMERS TO EASILY IDENTIFY RESTAURANTS THAT PRIORITIZE LOCAL FOOD

In 2023, the program launched **Idaho's first-ever restaurant webpage** aimed at assisting consumers in locating restaurants that utilize products from local producers on their menus. Additionally, we further segmented restaurants to include a **Farm to Table Restaurant** category specifically tailored for consumers to identify chefs and restaurants who have cultivated relationships with local producers and are dedicated to sourcing Idaho grown, seasonal ingredients for their rotating menus.



Idaho Preferred strives to ensure all kitchens in the "Farm-to-Table" restaurants, work directly with growers with an ongoing commitment to sourcing seasonal products from local farmers for their menus.

## RETAIL PROGRAM

As a primary pillar and longstanding foundation of the Idaho Preferred program, our retail distributor, and broker partnerships have aided consumers in sourcing Idaho-grown, raised and processed food and agricultural products for over 20 years.

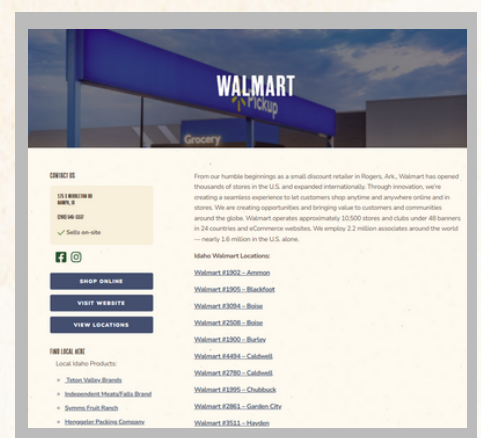
## CUSTOM SIGNAGE AND "FIND LOCAL" DIRECTORY

This year, we expanded our range of custom retail signage to cater to retailers' needs, including digitally interactive signage aimed at enhancing consumer engagement. Our signage covers various sectors such as organic products, nurseries, farm stands, and more, aiming to increase consumer awareness and seamlessly integrate with our omni-channel marketing strategy.



*Local product indicator signage*

*Retail profile*



To enhance the connection between farms and store shelves, we created new custom local product indicator signage tailored to each of our retail partners. These signs feature QR codes that customers can scan to access the specific Farm and Food Finder Product Directory Page. For instance, scanning a retailer's sign redirects viewers to their Farm and Food Finder Retail Profile, highlighting the local Idaho brands available in-store. Upon clicking on a brand, viewers are directed to the producer's profile page. Here, consumers can delve into the food producer's narrative, explore their product offerings, and discover various ways to engage and purchase from the producer.

# POINT OF SALE SIGNAGE AND BINS ENHACMENTS



## GENERAL SIGNAGE

At producers' requests, we enhanced POS inventory with produce bags, dump bins, and signage.

## PRODUCE DUMP BINS

Developed new produce dump bins for retail spaces and farm stands per producer requests to help consumers identify local.

## ORGANICS

We designed various marketing materials such as shelf talkers, wobblers, call out cards, etc., specifically for organic products.

## NURSERY

Enhanced nursery signage to include QR codes, seamlessly connecting consumers to our informative nursery resource website listing producers.

## FOOD CRAFTERS ROAD TO RETAIL

Idaho Preferred plays a crucial role in facilitating buyer connections through its trade show initiatives, focusing on both regional and national opportunities for producers aiming to expand their marketplace presence. By participating in these events, producers gain access to a diverse network of potential buyers and distributors.

### *Associated Food Stores Trade Show*

- ✓ 10 Idaho Preferred Members
- ✓ 100 + Buyers



### *Good Food Foundation Portland Mercantile*

- ✓ 3 Idaho Preferred Members and 3 walking the floor
- ✓ 100 + Buyers

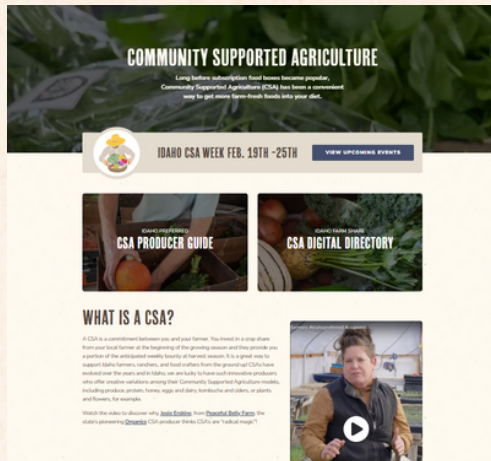
Through strategic positioning and outreach, Idaho Preferred enables producers to showcase products, forge partnerships, and expand their market reach. By engaging with industry professionals at these dynamic forums, producers can build brand awareness and capitalize on new business opportunities, ultimately contributing to the growth of Idaho's agricultural sector.

# CAMPAIGNS & MEDIA

Idaho Preferred completed five seasonal promotions advertising campaigns to elevate consumer awareness of local Idaho producers and their products and to further increase local producer/ processor revenue opportunities throughout the State.

## CSA WEEK RECAP

We expanded our state-wide Idaho CSA Directory to include protein, flowers, mushrooms, dairy, and more, alongside the development of our CSA Member Producer Guide. Additionally, we conducted a consumer awareness campaign, promoting CSA Week across our digital marketing channels. This included publishing an educational blog post and a producer explainer video aimed at helping consumers understand the concept and importance of CSAs. Lastly, we created an initial offering landing page on our website, serving as the digital CSA resource hub for consumers seeking farm shares in Idaho.



### STRATEGY:

- ✓ Governor's Proclamation & Press Release
- ✓ Consumer CSA Resource Web Page (Guide and Directory)
- ✓ Idaho Preferred CSA Member Guide
- ✓ Organics Producer Promotion Video
- ✓ Multi-Channel Content Marketing (Blog, Website, Newsletter, and Social Media)

WHAT GROWS IN IDAHO.  
THRIVES IN IDAHO.

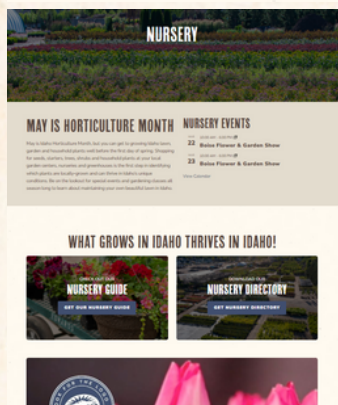
## HORTICULTURE PROMO RECAP



The two-and-a-half-month-long "Get To Growing" nursery and greenhouse campaign kicked off in March. We distributed over 20,000 basket & plant tags to 21 Idaho Preferred Members and Retailers at over 57 locations throughout the State, and coordinated consumer messaging to "Look for the logo to know it's local!"

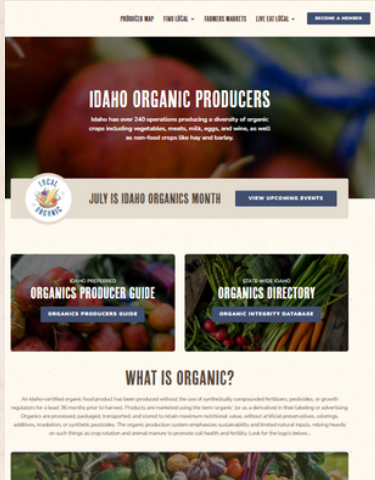
### STRATEGY:

- ✓ Governor's Proclamation & Press Release
- ✓ Consumer Nursery & Greenhouse Resource Web Page (Guide and Directory)
- ✓ Nursery Marketing Kit: Including Digital and POS Locally Grown Signage
- ✓ Multi-Channel Content Marketing (Website, Newsletter, and Social Media)
- ✓ General Consumer Awareness Paid Advertising
- ✓ Consumer & Industry Events
- ✓ Consumer Education "Grower Tips"



# ORGANICS WEEK RECAP

We expanded our seasonal promotions to include Idaho Organics Week, spotlighting the state's pioneering organics producers through engaging video content. Our efforts aimed at raising public awareness about sourcing organically grown products were complemented by improvements to our statewide directory, providing comprehensive information for consumers.



## STRATEGY:

- ✓ Governor's Proclamation & Press Release
- ✓ Idaho Preferred Organics Member Guide
- ✓ Organics Producer Promotion Video
- ✓ Multi-Channel Content Marketing (Blog, Website, Newsletter, and Social Media)
- ✓ Developed New Signage for upcoming promotion disbursement
- ✓ Consumer Organics Resource Web Page (Guide and Directory)



# FARMERS MARKET MONTH RECAP

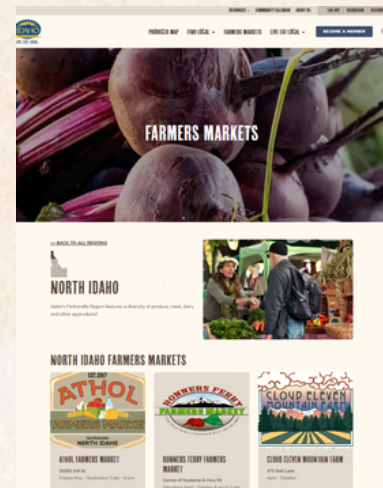
To give our farmers markets the attention they deserve, Idaho Preferred extended Idaho Farmers Market Week to Idaho Farmers Market Month. This allowed for more thorough promotion and consumer education across the state's 80 markets. We also enhanced the Farmers Market Directory, adding a section for market managers to share events and vendors, along with a printable brochure for easy access.



## STRATEGY:

**TOTAL PAID REACH**  
**1.2 Million**

- ✓ Governor's Proclamation & Press Release
- ✓ Updated State-Wide Digital Directory
- ✓ Consumer Awareness Video
- ✓ Multi-Channel Content Marketing (Blog, Website, Newsletter, and Social Media)
- ✓ Market Managers Digital Marketing Kit & Signage
- ✓ Supplied Consumer Shopping Bags and Buttons



We developed marketing kits for our seasonal promotions, making it easy for producers, markets, and supporting organizations to promote effectively. They include social graphics, captions, games, community calendar events, and other ways to leverage marketing opportunities.



<https://idahopreferred.com/idaho-farmers-market-month-marketing-kit/>

## DIGITAL MARKETING KIT EXAMPLE



ANNOUNCEMENT POST  
(Sized for IG/FB Post)



REMINDER TO ARRIVE  
EARLY  
(Sized for IG/ER POST)



FUN FOR KIDS OF ALL AGES -  
(Sized for IG/FB POST)

# IDAHO PREFERRED MONTH

In August, we kick off a two-month harvest season campaign aimed at raising consumer awareness about both direct and retail sourcing opportunities as crops reach their peak. Throughout September, our focus shifts to Idaho Preferred Month promotion, collaborating closely with retailers to highlight and prioritize local products in stores, urging shoppers to choose fresh, locally-grown agricultural items while shopping or dining out. This initiative works to increase consumer awareness of producer product availability, foster stronger food communities in Idaho, and boost the overall economy while encouraging retailers and distributors to embrace local sourcing.



## GROCER PARTICIPATION

In 2023, Idaho Preferred increased retail participants to 12 grocers across the state, with 65 different retail locations. We conducted 11 radio remotes and two pop-up events in various locations throughout Idaho with local signage, general radio, digital marketing collaborations, and producer sampling events.

## PARTNERS

This year we were proud to celebrate LOCAL with our numerous Retail Partners including Albertsons, Atkinsons, Boise Co-Op, Broulim's, Cliff's Country Market (new this year), Lark & Larder, Moscow Food Co-Op, Ridley's, Stokes, Super 1 (new this year), Walmart (northern locations new this year), and Winter Ridge Natural Foods (new this year.)



## WALMART



For the past 20 years, throughout late August and September, many local Idaho Walmarts have adorned their storefronts and aisleways with elaborate displays, celebrating the bountiful harvest of September and honoring the hardworking producers and crafters behind Idaho's delicious goods.

Employees eagerly participate in an annual internal competition, showcasing their support for local products in creative ways. They construct impressive displays featuring tractors, handcrafted wooden Idaho signs, and even potato statues to accentuate the merchandising of locally grown, raised, and crafted food.

This year, thanks to the expansion into Northern Idaho Walmart locations and with assistance from Charlie's Produce and Dairy West, we established a new distribution route to the northern part of the state. This effort helps to increase the availability of Idaho products in retail stores in the northern region.

# ALBERTSONS

In 2023, Albertsons launched a "Loyal to Local" campaign in collaboration with Idaho Preferred and Dairy West to elevate consumer awareness and access to locally available products during harvest season. The campaign incorporated various elements such as a general ad video, in-store signage, digital banners, a billboard, mailers, and email marketing targeted at consumers. The goal was to increase overall participation and encourage support for locally sourced goods Albertsons Idaho locations.



*Idaho Preferred Month*  
**THE HARVEST TOUR**

Thursday, August 31, 2023  
BUS DEPARTS TEN MILE P&R - 8:15 AM

- HOAGLAND MEAT**  
8:52 am - 9:52 am  
Facility Tour
- SYMMS FRUIT RANCH**  
10:07 am - 11:07 am  
Facility and Orchard Tour
- WISSEL FARMS**  
11:23 am - 12:08 pm  
Meet the Farmer and Crop Tour
- INDIAN CREEK WINERY**  
12:29 pm - 2:04 pm  
Vineyard and Facility Tour  
Pairing sponsored by the Idaho Wine Commission  
Harvest Lunch with Personal Chef Ken
- BACK FORTY FARMS**  
2:08 pm - 3:08 pm  
Homegrown By Heroes, Animal Experience and Farm Tour
- LACTALIS**  
3:27 pm - 4:27 pm  
Presentation, Facility Tour, and Cutured By Lactalis Store

BUS ARRIVES AT TEN MILE P&R - 4:36 PM

Idaho State Department of Agriculture

## HARVEST TOUR

Launched the **Harvest Series Media Tour**, to kick off Idaho Preferred Month with a focus on raising awareness of Idaho's diverse agriculture. By providing an educational experience to media and content creators, we were able to leverage greater reach in promoting Idaho's abundant bounty of produce that harvest season brings.

- ✓ 35 media and content creators attended
- ✓ Showcased 6 agricultural destinations/producers
- ✓ Over 500,000 impressions from outside media
- ✓ Market Features and Promotion on Social Media



Media, content creators, and supporting organizations generated content to educate consumers on the numerous ways to experience Idaho agriculture, find and source fresh, locally available produce, and learn about its impact to the local agricultural economy.

## MEDIA CAMPAIGN

The Idaho Preferred Month media campaign focused on promoting Idaho's agricultural economy through consumption of locally produced food. To promote the idea of looking for locally produced food and beverage items when shopping or dining out, we leveraged the simple campaign mantra #findlocaluselocal.

### DIGITAL PLATFORMS IMPRESSIONS:

- ✓ Facebook and Instagram: 2,329,076
- ✓ Radio and Remotes: 1,210,400

### TOTAL PAID REACH

3,539,476

4%  
Increase

8.5%  
Increase

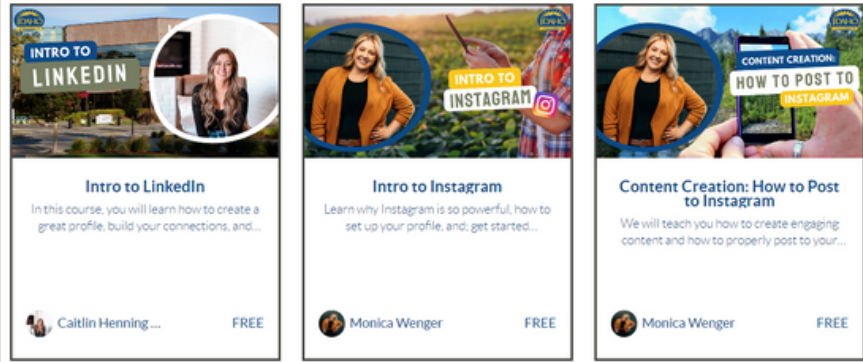


Annual promotion efforts resulted in  
**\$40.5 Million** in specialty crop product sales!

# PRODUCER EDUCATION

## MEMBER DIGITAL MARKETING LEARNING LAB

### SOCIAL MEDIA COURSES



In 2023, we introduced the Digital Marketing Learning Lab, and the response has been overwhelmingly positive. A considerable number of our members have reported significant results from participating in these free online courses. Designed to equip producers with the essential skills needed to excel in the digital realm, the complimentary marketing courses cover everything from LinkedIn, Instagram, and Facebook groups to newsletter marketing, e-commerce set up, and social media strategies.

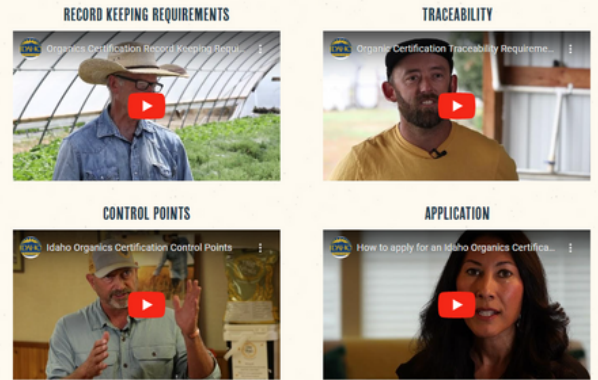
## ISDA AND IDAHO PREFERRED PRODUCER LEARNING LAB

Idaho Preferred is partnering with internal counterpart ISDA programs and example producers to enrich our internal learning resources. We're kicking off this initiative with Organics Certification and G.A.P Audits. We're developing user-friendly videos on these educational topics, accessible through ISDA's dedicated program webpages and the Business Resource section on the Idaho Preferred website. These resources will complement existing ISDA manuals, including guides on starting a specialty food business, information on commercial kitchens, and more!

<https://idahopreferred.com/idaho-farmers-market-month-marketing-kit/>



### ORGANICS CERTIFICATION VIDEOS

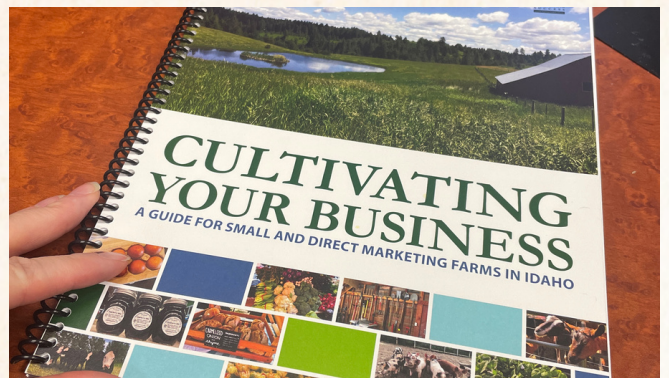


## COLLABORATIONS



### HOMEGROWN BY HEREOS IDAHO FARMER VETERAN COLAITION

In 2023, Idaho Preferred and ISDA proudly partnered with the Farmer Veteran Coalition to introduce the Homegrown by Heroes merged mark. This mark identifies agricultural products from military veterans in Idaho, bridging support for local agricultural businesses with honoring our brave veterans. Find a list of Idaho Preferred Home Grown By Hereos producers through the "Find a Veteran" section of the website.



### UNIVERSITY OF IDAHO CULTIVATING YOUR BUSINESS FOR DIRECT MARKETING

ISDA collaborated with the University of Idaho's Cultivating Success program, providing valuable insights on marketing strategies tailored to small and direct marketing farms across Idaho.

<https://idahopreferred.com/business-resources-2/>



# EVENTS

We participated in 20 events during 2023 to promote, connect, and educate members and consumers about the agricultural communities' efforts to source local.

## JAN-JUNE

- Annual Meeting
- Virtual Meeting
- INLA Horticulture Expo
- Fare's Field to Fork Expo
- Harvest & Hearth
- AFS Food Show
- Good Food Foundation Mercantile
- Destination Caldwell's Adventure Tour
- Moss Greenhouses Ladies Night
- Savor Idaho Idaho Wine Commission
- CWI Presentation on Agritourism Presentation

## JULY-DEC

- Farmers Market Week Pop-up
- Harvest Agriculture Media Tour
- Idaho Wine Commission Boot Camp
- Taste of Caldwell Harvest Festival
- ACF Producer Matchmaking
- Farmer Chef Collaborative Agriculture Tour and Table Top Showcase
- Moscow Co-Op Pop Up
- Idaho Falls Artitorium
- NAAMO - Marketing Excellence Finalist Presentation

## IDAHO PREFERRED RUNNER UP FOR THE 2023 NORTH AMERICAN AGRICULTURE MARKETING OFFICIALS MARKETING EXCELLENCE AWARD

Recognized for innovative and effective agricultural marketing projects.

## HOLIDAY GIFT BOXES

### FIFTH ANNUAL AG-ARTISAN HOLIDAY GIFT BOX SETS

The Idaho Preferred Ag-Artisan Holiday Gift Box program has evolved into an impactful journey through our state's agriculture, offering a diverse selection of locally grown, raised, and crafted products. This marketing initiative is dedicated to elevating brand awareness for exceptional Idaho Preferred member products. This year we increased the number of producers we were able to directly support by offering consumers two different gift box options filled with a variety of tasty treats and other Idaho-grown, raised, or crafted agricultural products.



### RECAP

- ✓ **560 Boxes Sold**
- ✓ **30 Producers Featured**
- ✓ **Boxes shipped to 33 states & Canada**



The Holiday Gift Box promotion operates as a not-for-profit initiative, prioritizing direct support for our producers and local food economies. We're committed to facilitating connections between consumers and producers without seeking financial gain from this promotion. Instead, the products featured in the Holiday Gift Box are purchased directly from producers, ensuring that every purchase directly benefits those at the heart of our local food communities.

This year, we incorporated two new features into the gift box campaign, enhancing the overall experience and value for customers and creating new marketing outlets to drive direct eCommerce sales for our producers.

## PRODUCER SHOWCASE BOOKLET

This publication acts as a potent tool, introducing each producer to gift box recipients and enhancing their visibility beyond the festive season. It facilitates direct connections with consumers, featuring coupon codes, and QR codes to drive traffic to producer websites, resulting in increased discoverability and more direct purchase opportunities.



## AG-ARTISAN HOLIDAY GIFT GUIDE

We enhanced the Idaho Preferred Ag-Artisan Holiday Gift Guide showcasing over 100 additional producers and their products. For those with eCommerce websites, we've provided a direct link to shop their selection. This guide serves as a valuable resource for producers to enhance direct sales.

Additionally, a QR code to access the Holiday Gift Guide was included on the cover of the Producer Showcase Booklet included in each box.

## TESTIMONIALS



“

*Currently, I am not aware of another association, organization or company in Idaho that can connect producers with retailers like the Idaho Preferred Program does...my favorite value is the relationships we have built with other Idaho preferred ag producers throughout the state. We intentionally build events around those partnerships in turn.*

**Jennifer Moss, Moss Greenhouses CEO | Producer**

”



“

*Thanks to the resources provided by Idaho Preferred, our office is able to connect producers to an even greater customer base well beyond the scope of the Moscow Farmers Market. These resources allow them to find appropriately scaled retail opportunities.*

**Amanda Argona, City of Moscow Farmers Market Manager**

”



“

*Get involved. You're either at the table or on the table.*

**Clark Kauffman, Kauffman Farm | Producer**

”



# IDAHO LOCAL GOODNESS.



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Idaho State Department of Agriculture