



## RETAIL PARTNERS *Program*

## ABOUT US

Idaho Preferred® is a program to identify and promote agricultural products grown, raised, or crafted within the Gem State. Administered by the Idaho State Department of Agriculture, the program showcases the quality, diversity, and availability of Idaho food and agricultural products and helps Idaho consumers, restaurants, chefs, retailers, distributors, and food crafters find and source local products.



**BECOME A  
RETAIL  
PARTNER**

## PARTNER BENEFITS

- ✓ Custom Signage Digital Funneling
- ✓ Customized Directory Pages
- ✓ Social Media Partner Posts
- ✓ Digital and Media Advertising
- ✓ Idaho Preferred Month Participation Opportunity
- ✓ Radio Remote Opportunities
- ✓ Event & Sampling Coordination
- ✓ Resource Portal Access
- ✓ Wholesale Directory Access

 **7 K**  
Instagram

 **11.3K**  
Facebook

 **204K**  
monthly website views

 **4.6K**  
email subscribers



# GOALS OF THE PROGRAM

## *Locally Inclusive Retailers*



## PROMOTE & SUPPORT RETAILERS WHO CARRY LOCAL AGRICULTURAL PRODUCTS

The Idaho Preferred Retail Partners Program aims to promote and support Idaho retailers that prioritize procuring products from within the state. Our goal is to curate a network of authentic Idaho farm-to-store establishments by recruiting and labeling retailers who prioritize sourcing locally grown, raised, or crafted products. We employ various strategies to showcase these retailers and facilitate connections with consumers, farmers, and the wider retail and agricultural communities. Importantly, we assist retailers in connecting with local farmers, ranchers, and food crafters for sourcing opportunities that incorporate Idaho products into their inventory.

**Local foods support small businesses by keeping more dollars local.  
Supporting the economy around your stores just makes sense.**

**46%**

of American's prioritize buying local.

**39%**

of shoppers have a hard time consistently finding the fresh, local choices they want at the grocery store.

**70%**

say they are willing to pay more for a local product versus a non-local product.

**85%**

of shoppers will change from their prior store of choice if it means more access to local food.

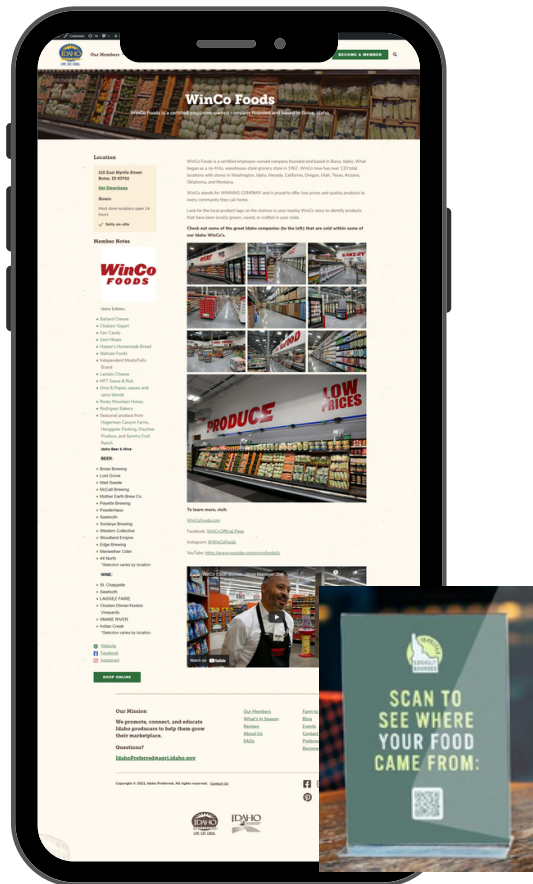
**Consumers crave local foods--will they find them in your store?**

Source: How Americans Shop Nielsen Survey, 2020



# RETAIL DIRECTORY PAGE

## MEMBER DIRECTORY PAGE



Participation as an Idaho Preferred Partner entitles your establishment to a personalized Retail Directory Member Directory Page highlighting the retailer and calls out the local product a shopper can expect to find in the store.

This page serves as the consumer destination link in our digital promotions, custom signage including QR codes, social media collaborations, and more. The page helps visitors learn everything from your establishment's operating hours and days, to the types of local products stocked and the product brand's stories.

Retail Partners can curate the copy and content on their directory page while working with an Idaho Preferred Team Member to maximize findability as consumers utilize the search engine tool.

Signage is also offered, including shelf talkers, bins, pendant banners, etc... directing your customers to scan a QR code that leads directly back to your Directory Page.

## Segmented Consumer Search

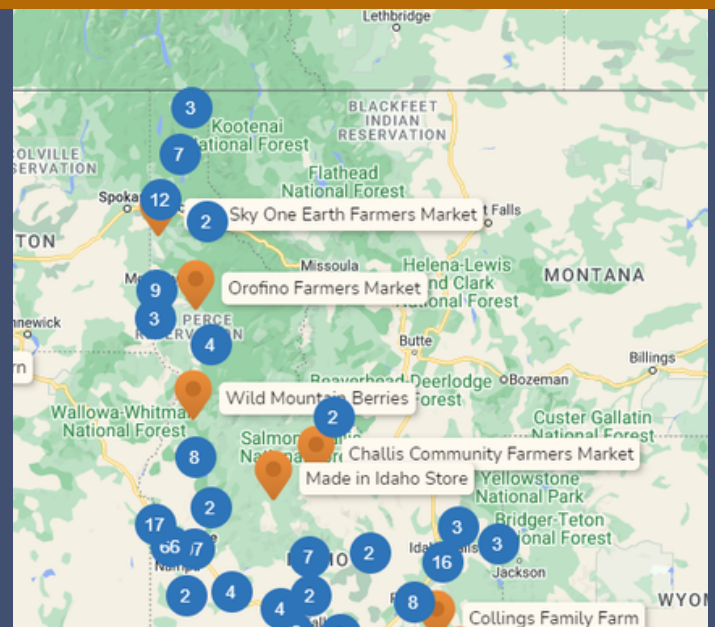
Idahopreferred.com is known as the go-to resource for finding local products throughout the state.

Through Idaho Preferred's Retail Directory, a viewer can identify which retailers stock their shelves with local brands and additionally calls out which ones are agriculturally connected here within Idaho, further supporting farmers, ranchers, and the economy from the ground up.

These detailed search results populate regionally on our Idaho Map. Through proper tagging, your establishment shows up from multiple searches, highlighting where you are located.

From this interactive map, the viewer can select your establishment and location, sending them to your Directory Page which are utilized for funneling advertisements and all link back to the retailer's personal website.

## GET ON THE MAP



# RETAIL + PROMO CUSTOM SIGNAGE



Idaho Preferred Retail Partners can request custom signage, branded specifically for the retailer, to let consumers know your store carries local products from Idaho. Custom signage can include QR Codes that direct consumers to the Retail Partner's Idaho Preferred directory page and allows a consumer to find local products regularly stocked by that Retail Partner.



In addition to custom signage, Retail Partners can order general promotional and Point of Sale items including retail shelf strips, retail headers, produce bins, vinyl banners, price cards, bottle neckers, shopping bags, etc. (QR Code to Catalog, below.) Retail Partners participating in Idaho Preferred Month may also request produce bins.



VIEW  
PROMO  
CATALOG



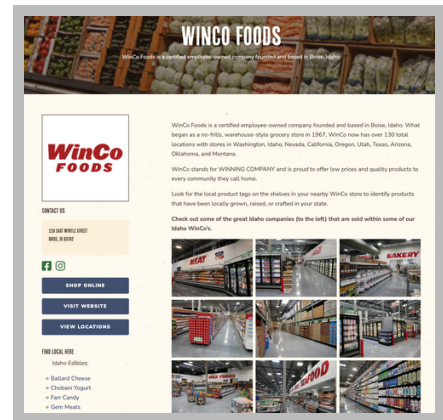
## TELL SHOPPERS IT'S LOCAL



WinCo's page received  
66.5k views since 6/22/22

*local Product  
indicator signage*

*Retail  
Profile*



To help close the gap between the farm-to-shelf journey, we provide local product indicator signage specific to each retail partner. When a customer scans the signage QR code, they are redirected to the Idaho Preferred **Find Local** Directory Retailer profile, which lists the retailer's inventory of local Idaho products. The consumer learns the food producer's story, products they sell, and any other ways the shopper can interact with the retailer.



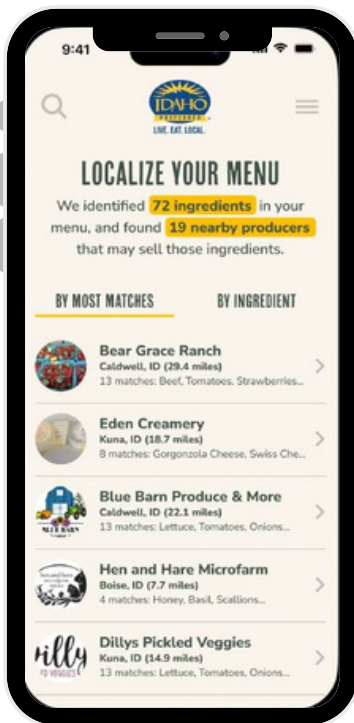
# WHOLESALE DIRECTORY

FIND LOCAL INGREDIENTS

Search Idaho Ingredients



You can also dive into our Wholesale Directory, full of Idaho food producers and distributors who offer Idaho-grown and raised agricultural products and who are ready to begin entering into local and regional marketing. Whether it is produce, meat, dairy, specialty beverages, health foods, organics, etc. Idaho Preferred can help connect you to so many great products available in our Ag State!



## Identifying Products

Looking to expand your store's category selection with local producer products from throughout the state? Let us help you understand your options with our sourcing identification technology.

## Distribution

Distribution is a key component to integrating more local into stores on a regional and national level on a consistent basis. Idaho Preferred works with distributor partners and supporting organization partners to identify opportunities in distribution channels or to aid in product fulfillment options.

Connect with an Idaho Preferred Team Member to learn more.

## BRAND MATCHMAKING + SHOWS

### Trade Show Opportunities

We bring local brands together, allowing retailers to have the opportunity to explore product options. This space helps highlight a large number of our local producers in one, fun environment.



### Retail Matchmaking Sessions

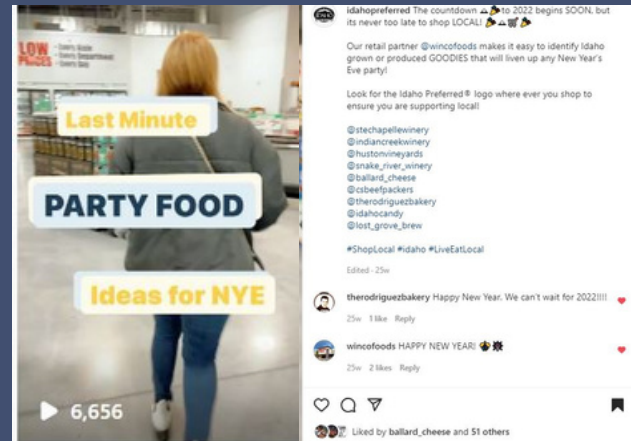
Our goal is to bring as many producers and retailers together as we can! Understanding our producers and food crafters needs with those of our local retailers, connecting the right people and products for store shelves.

# SOCIAL MEDIA COLLABORATIONS

## Retail Partner Posts

Our Retail Partner Posts are a key perk of the Retail Partner Program. With engaging, entertaining, and enlightening social media posts, we bolster our partnerships' power by leveraging Idaho Preferred's and our member's social account followings.

We are here to help raise awareness of the local product presence in your store with impactful brand collaborations across our social media platform.



Retail Partner Posts are an effective way to let the general public know where they can find Idaho grown, raised, or crafted food products near them.

Idaho Preferred has a loyal and active following on our Instagram and Facebook platforms, and as such, social media is an undeniably important component of our overall marketing strategies.

**We Reached Over 1.6 Million on Social Media in 2022**



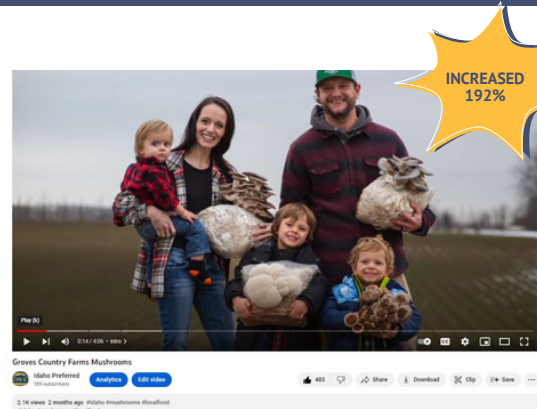
**INSTAGRAM**

- Reach: 340,406
- Followers: 6,681
- (grew by 2,719)



**FACEBOOK**

- Reach: 101,7536
- Followers: 11,189
- (grew by 892)

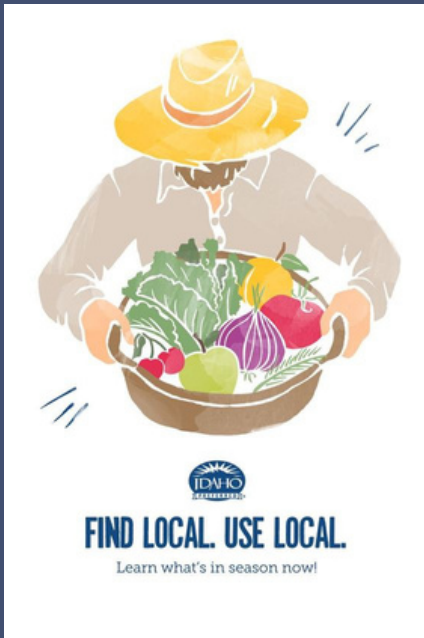


**YOUTUBE**

- Views: 54,784
- Subscribers: 389
- (grew by 256)

# DIGITAL AND MEDIA ADVERTISING

Idaho Preferred employs both digital and traditional media advertising strategies to create public awareness around our member food crafters, farmers and producers. This is an easy "win" for our Retail Partners as we put our ad dollars on promotional campaigns designed to influence purchases of locally grown, raised, and crafted items from throughout Idaho. Our paid advertisements encourage consumers to shop for local products with specific messaging that spotlights our Retail Partners.



## Media Campaign

The Idaho Preferred Month media campaign raises awareness of local Idaho food and ag products. We help consumers source locally produced food and beverage items when shopping or dining out. In 2021, our simple but effective campaign tag line was #findlocaluselocal.

### DIGITAL PLATFORMS IMPRESSIONS:

- ✓ Facebook & Instagram: 1,733,762
- ✓ Pinterest: 266,874
- ✓ Programmatic Audio: 223,478
- ✓ Broadcast Radio and Remotes: 494,000

**TOTAL REACH**  
**2,718,114 +**

## Newsletters

Our monthly consumer and member newsletters continue to be an effective communication tool that spotlights the sophistication, creativity, and hard work of the Idaho agricultural community, Restaurant Partners, and supporting organizations.

In 2022 our consumer newsletter membership grew by over 1,500 new subscribers, and our subscriber list continues to remain highly engaged with readers who are interested in shopping for local Idaho food products and supporting our hard-working farm communities.

We include frequent mentions and features of our Retail Partners in our newsletter to compliment social media collaborations and marketing and advertising campaign efforts.

## OVERALL DISTRIBUTION STATS

### DISTRIBUTION

**4,178**  
**Recipients**

### AVG. OPEN RATE

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

### AVG. CLICK RATE

**5 %**  
(industry avg. 1%)

### TOTAL SENT

**26**  
**Newsletters**



# IDAHO PREFERRED MONTH

Idaho Preferred Month is all about finding and consuming local agriculture items to reinforce a strong economy. Each year, Idaho's Governor officially proclaims September as "Idaho Preferred Month" to celebrate Idaho agriculture, and we execute a retail promotion that includes traditional and digital media advertising, special displays, and local food samplings, and other special events.

This is a chance for our Retail Partners to shine by participating in the celebration of Idaho's bountiful harvest season while recognizing Idaho's hard-working growers and crafters who provide us with the tastiest Idaho grown goodness. Participation in Idaho Preferred Month lets your customers know that your retail location is a proud supporter of local Idaho-grown and/or crafted food products.

Annual promotion efforts resulted in  
\$37.3 Million in specialty crop product sales



## RETAIL PARTNER PARTICIPATION

We place a great emphasis on digital, media, print, and radio advertising with our Retail Partners during the Idaho Preferred Month/Harvest Season to support our local food providers.



### WHAT YOU GET:

- ✓ Complimentary produce bins (Taking orders for 2024) (limited quantity -first come, first serve)
- ✓ Complimentary signage to promote local
- ✓ Signage and point of sale merchandising (if requested)
- ✓ Radio Remote to coincide with your store location(s) Idaho Preferred Month Promotion
- ✓ Vendor Sampling Coordination and Set Up
- ✓ A promoted social media post
- ✓ A spotlight in our Idaho Preferred Blog Post and newsletter (tied to our coordinated advertising campaign)

### WHAT WE ASK IN RETURN:

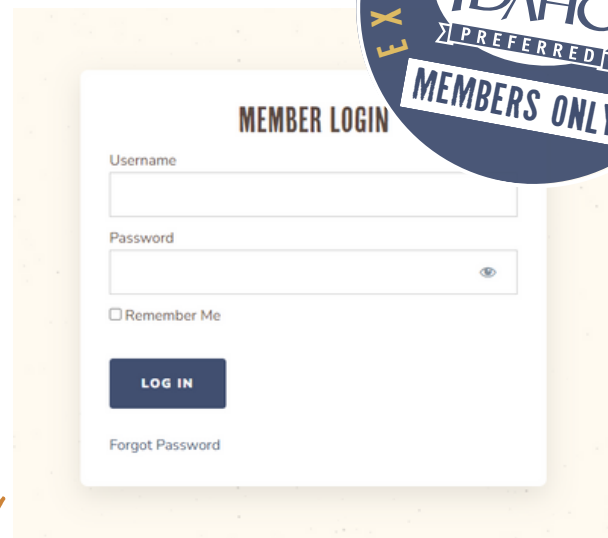
Retail Partners are complimentary members of Idaho Preferred, and in exchange for the benefits, **we ask for a report on the dollar amount of locally sold specialty crops** and, potentially, other Idaho ag products (dairy, meat, etc...) sold during Idaho Preferred Month (or any other special event on which we may collaborate.) The reporting ensures that Idaho Preferred is able to continue its support to local Idaho farmers and food crafters through its grant-funded programs. In turn, our Retail Partners are helping support our local agricultural community and bolster Idaho's economy!



# OTHER RETAIL PARTNER PERKS

## EXCLUSIVE RESOURCE CENTER ACCESS

We're launching a members-only online resource portal in 2023 that connects our local food growers, producers, chefs, food crafters and supporting organizations to resources such as our new local procurement directory and promotional tools for our Retail Partners as well. Stay Tuned!



## What Resources You'll Find

- ✓ Wholesale/Ingredient Search Directory
- ✓ Business Basics and Digital Marketing Online Learning Lab with Free Bite Sized Classes
- ✓ Retail Resource Center
- ✓ Ag Tour Opportunities
- ✓ Product Matchmaking Sessions
- ✓ Promotional Signage Ordering
- ✓ Simplified Distribution Partner Options
- ✓ Retail Harvest Season Marketing Kit
- ✓ Upcoming Industry Oriented Events
- ✓ Expo and Trade Show Opportunities

## ADD EVENTS TO OUR COMMUNITY CALENDAR



Post your upcoming events to the Community Calendar so we can help get the word out! Every month, we share these events with our consumer newsletter list of over 4,500 highly engaged readers interested in supporting Idaho's local food and agricultural communities.



**Submit Your  
Special Events**



# Meet the Team

## IDAHO PREFERRED

### Marketing Program Manager



**ERICA WHITE**

A PNW native, Erica grew up in a mill town humming with diverse small businesses and has always been motivated by the passion, persistence, and impact that goes into building a long-lasting staple in a local community. Naturally, her enthusiasm led her to earn her BS in Business, Small Business, Entrepreneurship, and Marketing, which she has coupled with her love for food, art, and community.

Erica has dedicated herself to supporting the growth of various businesses in the health/specialty food, nonprofit, and arts industries. She has worked both as an employee and small business owner, taking on roles such as Brand Manager, Operations Manager, and Digital Marketing Manager. Her goal has always been to champion the growth and success of diverse companies, leveraging her expertise in marketing and business operations.

Erica is excited to carry forward her mission alongside the Idaho Preferred Team to enhance the program's initiatives, in turn strengthening the local economy, food system, and communities connection to Idaho agriculture.

### Marketing Trade Analyst

Dawn is a seasoned marketing professional with a diverse skill set cultivated through her experiences in real estate and the food industries (nonprofit and public sectors), as well as her own successful entrepreneurial ventures. She studied Communications and Psychology and has demonstrated her leadership and entrepreneurial spirit as a co-founder of a community art center.

Prior to joining Idaho Preferred, Dawn owned and operated a farm-to-fork culinary tour business, showcasing her deep understanding and passion for promoting local food and wine. Her firsthand experience as a small business owner has given her invaluable insights into the multifaceted nature of running a successful operation.

Dawn's enthusiasm for community building shines through her expertise in digital marketing, member outreach, and organizing special events. She is genuinely dedicated to promoting Idaho's food and agricultural producers, ensuring that Idaho Preferred members can expand their market reach and flourish in the marketplace.



**DAWN LARZELIER**







# IDAHO LOCAL GOODNESS



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Idaho State Department of Agriculture