

IDAHO PREFERRED ANNUAL REPORT



JAN 2025
ISSUE #22

YEAR IN REVIEW

SEASONAL PROMOTIONS, PRODUCER
RESOURCES, LOCAL FINDERS,
FARMERS MARKETS, AGRITOURISM,
RETAIL INITIATIVES, & MORE

IDAHO'S FARM & FOOD FINDER



KNOW YOUR FARMER



Mission
Live Eat Local

TO PROMOTE, CONNECT, AND EDUCATE
PRODUCERS TO HELP THEM GROW
THEIR MARKETPLACE.



MARKETING RESOURCES



DIRECT TO CONSUMER

- Seasonal Promotions ✓
- CSA, Stands, Markets & More ✓
- Agritourism ✓
- E-Commerce ✓



RETAIL

- Promotions + Signage ✓
- Grocers + Markets ✓
- Distributors ✓
- Brokers ✓



RESTAURANTS

- Ingredient Sourcing ✓
- Chefs + Food Service ✓
- Distributors ✓



FARM TO SCHOOL

- Procurement Connections ✓
- Schools Pre-K to University ✓
- Nutrition Service Resources ✓
- Distributors ✓

PARTNERS

- Commissions, Associations, Bureaus, + Departments ✓
- Media, Content Creators, + Supporting Organizations ✓

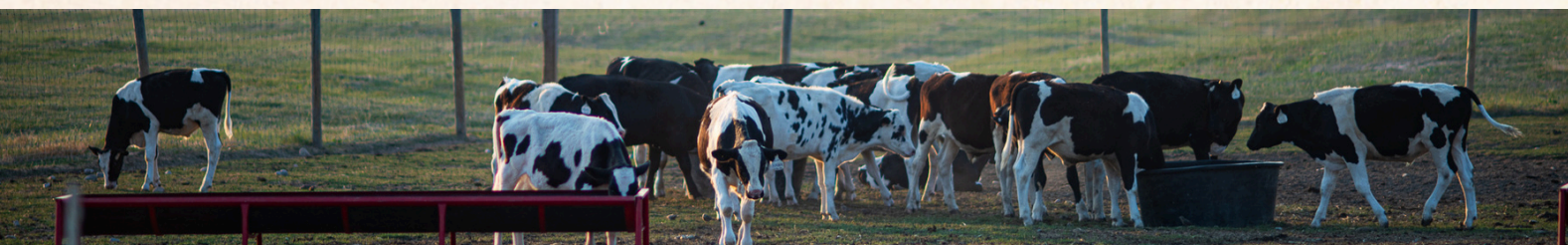
CELEBRATING 22 YEARS OF LOCAL



Idaho Preferred® is a branded program of the Idaho State Department of Agriculture (ISDA) dedicated to promoting the exceptional quality and diversity of food and agricultural products grown, raised, or crafted in the Gem State. Since its launch in 2003, this initiative has become a vital resource, connecting over 300 local producers—including farmers, ranchers, processors, and specialty food companies—with expanded market opportunities. The distinctive Idaho Preferred® logo empowers consumers to easily identify and choose authentic local products, fostering collaboration and celebrating Idaho's agricultural legacy. By strengthening communities and driving economic growth, Idaho Preferred® ensures that the story of Idaho agriculture is one of innovation, resilience, and pride.

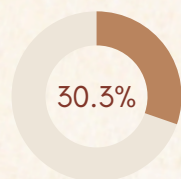
129.63%
INCREASE

**Annual promotion efforts resulted in
\$93.5 Million in specialty crop product sales!**

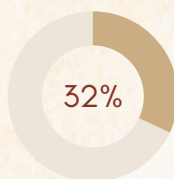


MEMBER BREAKDOWN IN 2024

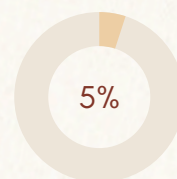
PRODUCERS



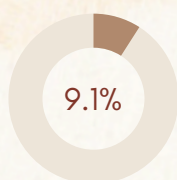
PROCESSORS



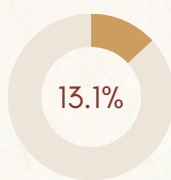
SUPPORTING ORGANIZATIONS



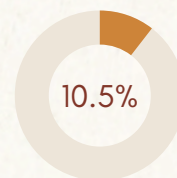
RETAILERS, DISTRIBUTORS, & BROKERS



FARMERS MARKETS



RESTAURANTS





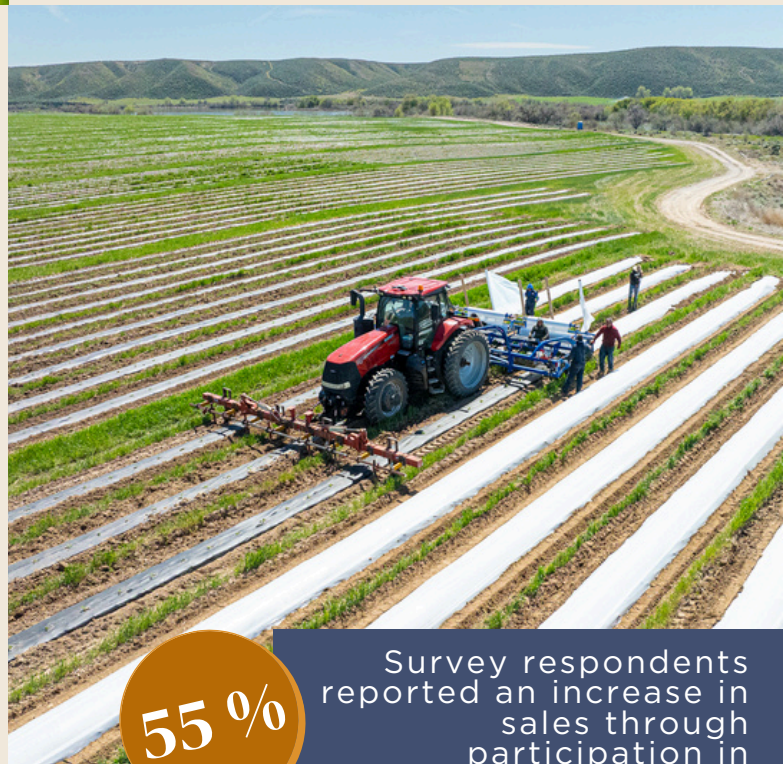
MEMBER SURVEY HIGHLIGHTS

TOP BENEFITS BY VALUE

1. FARM + FOOD FINDER
2. STATEWIDE DIRECTORIES
3. MEMBER DIRECTORY PROFILE
4. FEATURED MEMBER GUIDES
5. FARM-TO-SCHOOL RESOURCES
6. CO-HOSTED BLOG

TOP UTILIZED RESOURCES

1. MARKETING SUPPORT & GUIDANCE
2. FARM + FOOD FINDER LISTING
3. SOCIAL MEDIA PROMOTION
4. ACCESS TO PROMO MATERIAL
5. RETAILER CONNECTIONS
6. IDAHO PREFERRED LOGO USE



55%

Survey respondents reported an increase in sales through participation in program promotions.



TOP SERVICES RANKED BY VALUE

1. SOCIAL MEDIA EXPOSURE
2. WEBSITE RESOURCES
3. ONLINE PROMOS
4. MEMBER PHOTOGRAPHY/ VIDEOGRAPHY
5. RETAIL PROMOS



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 digital, traditional, and in-person experiences to create a well-rounded and effective marketing strategy that showcases Idaho agricultural producers and their products.



WHAT DRIVES OUR MARKETING: SEASONAL PROMOTIONS

Idaho Preferred follows a seasonal promotion schedule aligned with the agricultural growing and harvest seasons.

SEASONAL PROMOTIONS

To connect consumers and wholesale vendors with local products, ingredients, resources, and agricultural experiences, we've developed a dynamic, evergreen library of digital tools.

These resources drive traffic to our website, making it easy to discover local procurement opportunities and experiences. By utilizing these tools, Idaho Preferred® boosts member visibility while strengthening connections between producers, consumers, and communities.

JAN - MAR

COMMUNITY SUPPORTED AGRICULTURE, AGRITOURISM, NURSERY/HORTICULTURE

APR-JUN

FARM STANDS, CRAFT BEER, NURSERY/HORTICULTURE, WINE, DAIRY, HONEY/POLLINATORS, & AGRITOURISM

JUL-SEP

BEEF, ORGANICS, FARMERS MARKETS, AGRITOURISM, & HARVEST SEASON/IDAHO PREFERRED MONTH

OCT-DEC

RESTAURANTS, FARM TO SCHOOL, HOLIDAY GIFT BOX, & AGRITOURISM

NURSERY CAMPAIGN EXAMPLE:



GOV. PROCLAMATION MEDIA ANNOUNCEMENT



GENERAL ADVERTISEMENT VIDEO



FARM + FOOD FINDER PRODUCER MAP



ROWER TIPS/ EXPLAINER VIDEO SOCIAL MEDIA COLLABS

WEBSITE RESOURCES & ENHANCEMENTS

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.



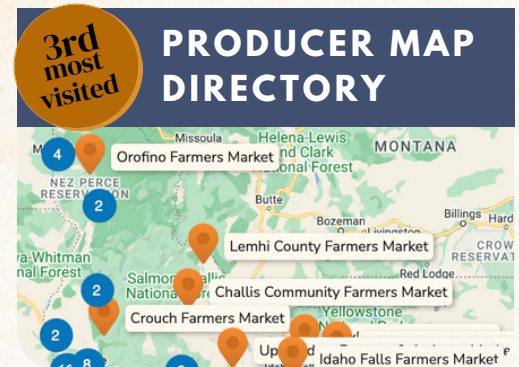
IDAHOPREFERRED.COM



FARM + FOOD FINDER



HOME PAGE



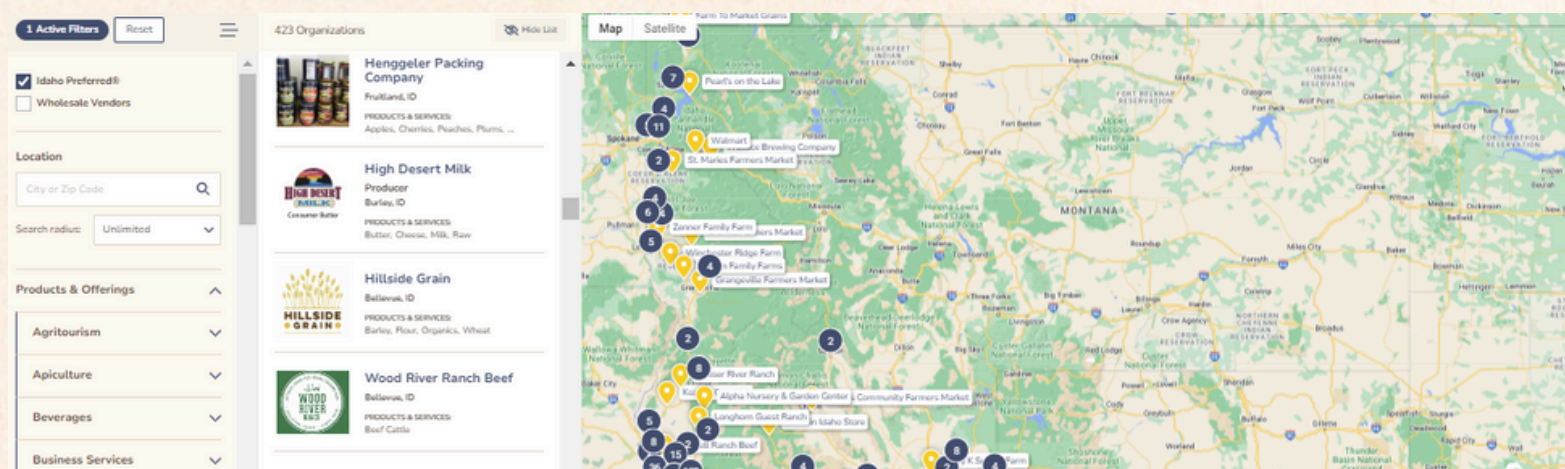
PRODUCER MAP DIRECTORY

These three pages that make up the Farm + Food Finder contributed to **83.28% total website visits** in 2024

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

IDAHO'S FARM + FOOD FINDER

The Farm + Food Finder connects consumers and wholesale vendors to farmers, ranchers, ag-artisans, and businesses across Idaho. It includes restaurants, grocery stores, agritourism operations, farm stands, farmers markets, CSA programs, local beef boxes, and more. By categorizing each product or experience, the tool allows users to explore detailed product pages that highlight producers, their offerings, and additional information. This resource increases awareness, enhances visibility, and facilitates meaningful procurement connections.

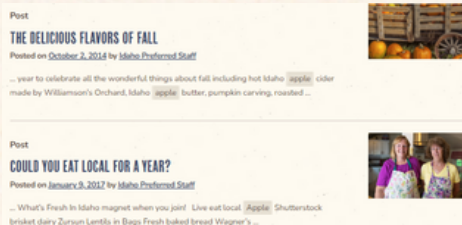


EXPANDED ORGANIZATION CARDS + NEW FILTERS CAPABILITIES INCLUDING NON-MEMBERS, MEMBERS, AND WHOLESALERS

Find local ingredients and producers



NEW INGREDIENT FINDER



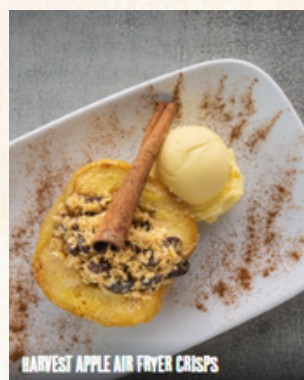
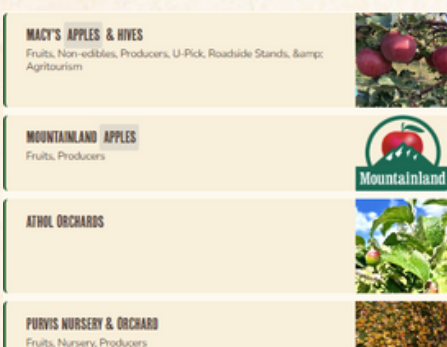
The new Ingredient Finder allows users to easily narrow down producers by tagged categories, displaying results directly on an interactive map with a simple search.

Using general searching (for example, "Apples") will highlight relevant producers on the map.

The search filter also provides access to expanded information, including:

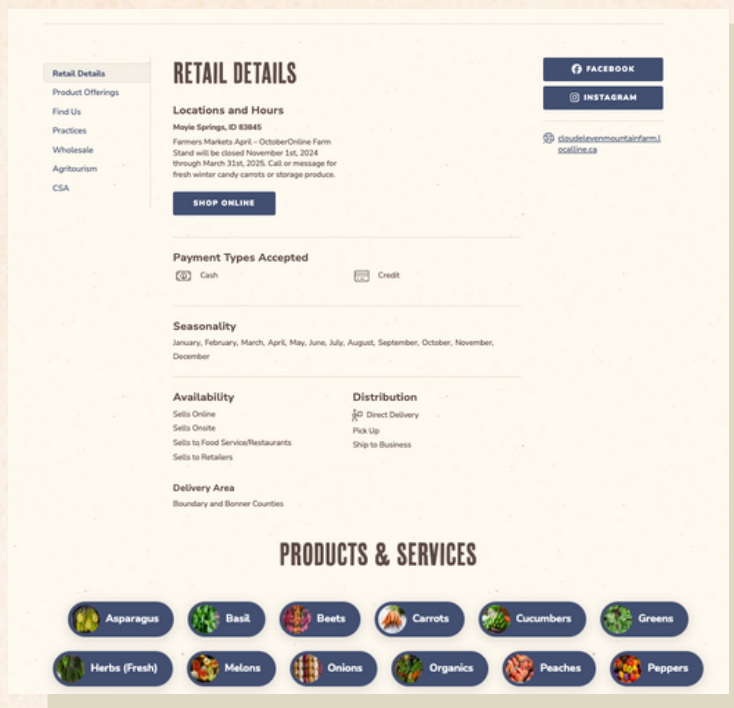
- Offering Pages
- Producer Profiles
- Blogs
- Recipes

This tool simplifies discovery and connects users to a wealth of local resources.



UPDATED DIRECTORY PAGES

The search engines, resources and product pages funnel to detailed "Member 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.



CHARACTERISTICS INDICATORS

The Characteristics Indicators in the Idaho Preferred Farm and Food Finder offer consumers a quick and easy way to identify key aspects of each business, such as their role in the food system—producer, retailer, broker, food crafter, and more—as well as certifications and self-attested practices.



RETAILS DETAILS

- LOCATION
- PAYMENT TYPE
- SEASONALITY
- AVAILABILITY
- DISTRIBUTION
- DELIVERY AREAS
- FARMERS MARKET DAYS AND ATTRIBUTES

CSA

- FARM SHARE INFORMATION
- SEASON
- FREQUENCY
- TYPE

PRACTICES

- CERTIFICATIONS AND LABELS
- FARMING OR PROCESSING PRACTICES

WHOLESALE

- WHOLESALE TYPES
- DELIVERY OPTIONS
- BUYER TYPES
- SEASONAL SELLING
- DISTRIBUTION AREAS
- FOOD SAFETY PRACTICES & LICENSES

AGRITOURISM

- ACTIVITIES AVAILABLE

PRODUCT OFFERINGS

- OVERALL OFFERINGS

BLOG INTEGRATION

- CO HOST EDUCATIONAL BLOG ON DIRECTORY PAGE

RECIPE INTEGRATION

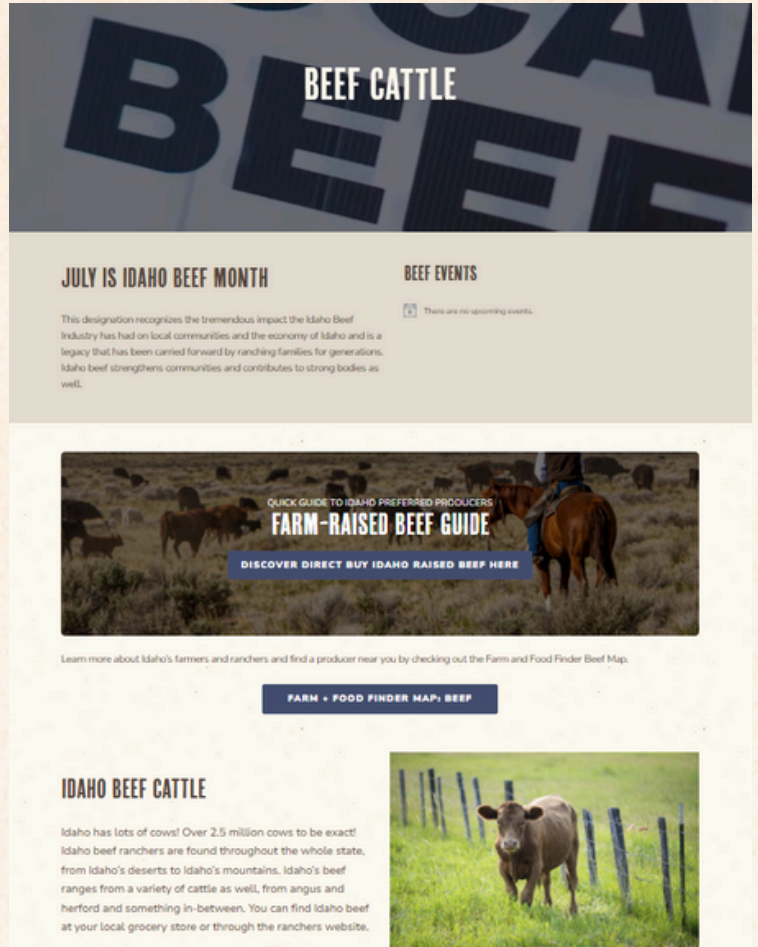
- CO HOST BRANDED RECIPES ON DIRECTORY PAGE

OFFERING PAGES | CATEGORIES

Offering Pages are a key element of our marketing strategy, showcasing the diverse products and experiences Idaho's farmers, ranchers, and artisans provide. From locally raised beef and handcrafted wine to CSAs, farm stands, and seasonal attractions like pumpkin patches, these pages help consumers and buyers easily connect with Idaho's agricultural offerings. Integrated into the Farm + Food Finder, they build stronger producer community connections and encourage support for local agriculture.

TYPES OF CONTENT ON PAGES

- Event Integration
- Educational Resources
- Printables
- State-wide Map
- Directories + Guides
- Featured Members
- Recipes
- Blogs



MEMBER GUIDES & STATE-WIDE DIRECTORIES + PRINTABLES

Idaho Preferred Producer Guides and Statewide 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
2,600 PRINTABLES DOWNLOADED

OFFERING PAGES FUNNEL TO AND FROM

WHAT'S IN SEASON CALENDAR

Our "What's in Season" calendar is now available as a downloadable resource and online tool linked to offering and directory pages, complementing our popular refrigerator magnet. This handy guide helps consumers easily track the availability of Idaho-grown produce throughout the year, making it simpler to enjoy fresh, seasonal ingredients while supporting local farmers.

RECIPE PAGES

Our enhanced recipe pages now feature farmer- and producer-submitted recipes using the ingredients they grow and craft. With an overwhelming response, this update boosts website SEO while adding a personal touch to Idaho food, engaging consumers in a practical, informative, and meaningful way.

BLOG PAGES

In 2024, we enhanced our blog pages to have co-hosting opportunities, allowing Idaho producers to share their expertise through articles on food and ag -related topics.

These producer-authored pieces include bylines linked to their websites, creating valuable connections for consumers to engage with local farmers and food crafters. This effort contributed to 13,000 clicks on the "Visit Website" button and 36,309 outbound links to Idaho farmer pages, strengthening consumer connections with local producers.

**36,300 + CLICKS FROM BLOG + RECIPE
PAGES TO PRODUCER WEBSITES**

DIGITAL MARKETING DEPLOYMENT

SOCIAL MEDIA



77%
INCREASE



INSTAGRAM

Reach: 386.1K
Followers: 8,957



YOUTUBE

Views: 470,898
Subscribers: 632



FACEBOOK

Reach: 504,460
Followers: 11.9K



PINTEREST

Audience: 14.47K
Impressions: 17.88K

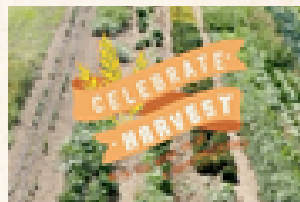
TYPES OF CONTENT

Directories + Guide Annoucements
Seasonal Campaigns
Producer Stories
Brand Collaborations
Events
Business Resource Updates
Agritourism Promotion
Features
Recipes
Educational Opportunities

RECENT COLLABORATIONS



EXTRA
REACH
274k



35,889

All
Followers

4.57 M

Total
Impressions

IN-HOUSE REACH **1.65 MILLION** ON SOCIAL MEDIA IN 2024

EMAIL MARKETING

FRESH HARVEST INDUSTRY NEWSLETTER



Dear Idaho Preferred Producers,

For over 20 years, Idaho Preferred has proudly connected our state's agricultural community with consumers and wholesalers who value fresh, locally sourced products. Founded by the Idaho State Department of Agriculture and members of Idaho's food community, our shared goal has always been to help consumers understand where their food comes from and how supporting local can make a difference.

As many of you know, September has been declared Idaho Preferred Month by the Governor, marking the peak of Idaho's harvest season. This has been the perfect time to showcase Idaho's freshest and most flavorful

LIVE.EAT.LOCAL CONSUMER NEWSLETTER



There's a special magic to November in Idaho—the warmth of gathering around the table, the golden glow of late autumn leaves, and the joy of preparing a truly local Thanksgiving feast from producers just outside your own backyard. From sourcing Idaho-raised turkeys to baking homemade pumpkin pie, this season invites us to celebrate the bounty of our state's farms and food crafters.

To make your holiday season even more memorable, we've gathered everything you need—from local ingredients, Christmas trees and greenery to unique Idaho gift ideas, perfect for adding that special and supportive local touch.

Here's what you'll find in this month's issue:

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.

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: 1,110
INCREASED BY 47%

DISTRIBUTION: 9,337
INCREASED BY 40%

OVERALL NEWSLETTER DISTRIBUTION STATS

DISTRIBUTION	OPEN RATE	CLICK RATE	TOTAL SENT
10,447 (+40.35%)	45.40% (industry avg 5%)	4.56% (industry avg 1%)	34 Communications

CONSUMER NEWSLETTER GROWTH THROUGH FREEMIUM OFFERING

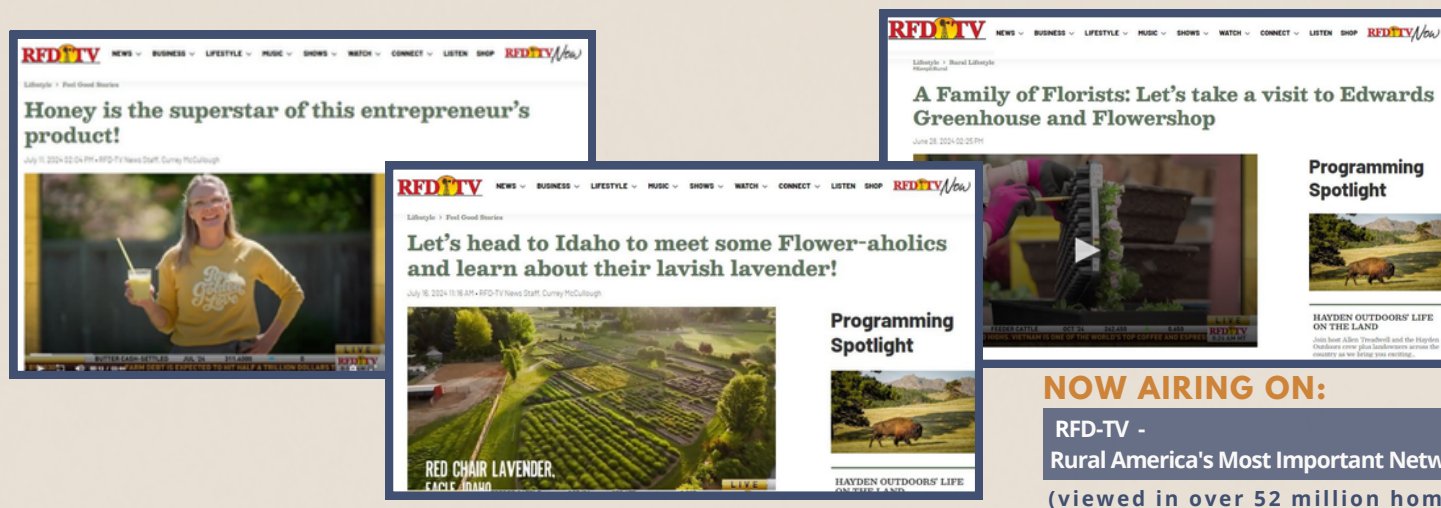


In 2024, expanded our consumer newsletter distribution list by **2,840 new subscribers** through the strategic addition of a freemium download—the F2F Recipe Book. This downloadable resource was integrated into our website's newsletter subscription pop-up, providing added value to visitors while encouraging sign-ups.

MEDIA PARTNERSHIPS

RFD-TV - RURAL AMERICA'S MOST IMPORTANT NETWORK

Now in its second year, our collaboration with RFD-TV has brought 29 Idaho Preferred Producer Origin Story videos to a national audience of over 52 million viewers. This partnership continues to elevate awareness and appreciation for Idaho's farmers and food crafters, showcasing their stories on a powerful platform dedicated to rural America.



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 initiatives, as well as other digital and in-person marketing promotions. 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
- Social Media & Newsletters
- Product Category Profile Pages
- Retail Promotions
- Website Guides & State-Wide Directories
- Custom Signage
- Member's Marketing Efforts
- Media Advertising & Partnerships

VIDEOGRAPHY EXAMPLE

Digital assets play a crucial role in showcasing local producers, forming an integral part of our promotional strategies across both digital and traditional channels representation.

Documenting Idaho agriculture is a seasonal process, shaped by weather and crop cycles. While we strive to capture as many producers as possible during peak seasons, this ongoing effort ensures authenticity and high-quality representation.



RESTAURANT PROGRAM

FARMER CHEF HARVEST TOUR

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 Harvest Tour** held at 6 producer and supporting organization locations, aimed at helping foodservice professionals recognize and seize opportunities for collaboration with local growers.



CULINARY EDUCATION FORUM AT UNIVERSITY OF IDAHO

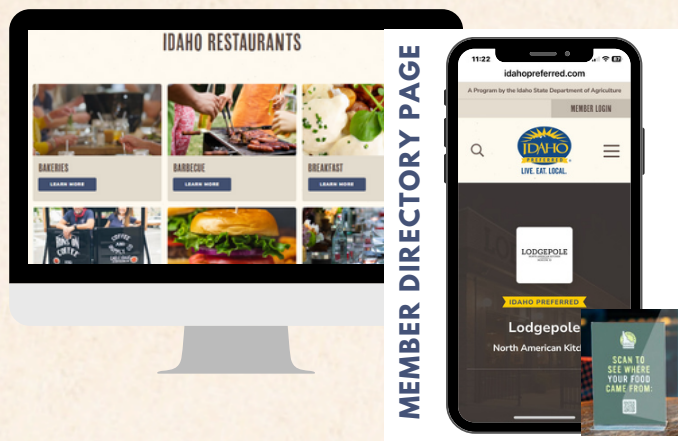


Idaho Preferred hosted a unique culinary forum at the University of Idaho's Foods Lab in Moscow, ID. This unique event brought together 30 culinary professionals and producers for an interactive demonstration led by James Beard Award-winning **Chef Kris Komori** and **Chef Erika Claassen of Kin in Boise**.

The session focused on engaging strategies to connect with Idaho farmers and producers, offering practical insights on seasonal menu planning and incorporating local ingredients year-round. This initiative provided a valuable opportunity for chefs to explore how local sourcing enhances menus, enriches dining experiences, and strengthens Idaho's food economy.

EMPOWERING CONSUMERS TO EASILY IDENTIFY RESTAURANTS THAT PRIORITIZE LOCAL FOOD

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.



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.

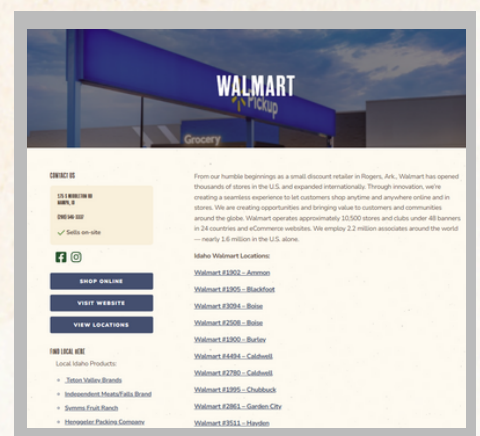
CUSTOM SIGNAGE AND "FIND LOCAL" DIRECTORY

This year, we continued to provide custom retail signage to cater to retailers' needs, including digitally interactive signage aimed at enhancing consumer engagement. Our signage increases consumer awareness and seamlessly integrates 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 + Food Finder Product Directory Page. For instance, scanning a retailer's sign redirects viewers to their Farm + 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

Distributed 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

12 Idaho Preferred Members

1700 + Buyers



GOOD FOOD FOUNDATION PORTLAND MERCANTILE

8 Idaho Preferred Members

1000 + Buyers

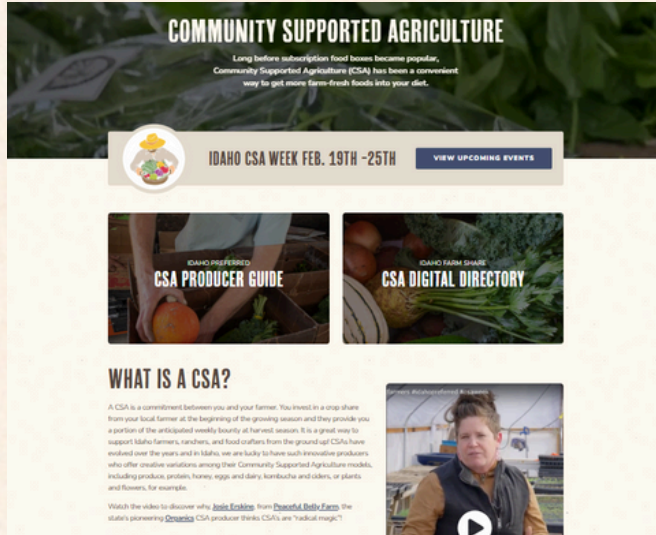
Through strategic positioning and outreach, Idaho Preferred enables producers to showcase products, forge partnerships, and expand their market reach. By engaging with industry professionals at these dynamic forums, producers can build brand awareness and capitalize on new business opportunities, ultimately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

CAMPAIGNS & MEDIA

Idaho Preferred completed five seasonal promotions 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

In 2024, we expanded the state-wide Idaho CSA Digital Directory to include protein, flowers, mushrooms, dairy, and more, alongside the development of our CSA Member Producer Guide. To further support consumer education, we launched a CSA awareness campaign, promoting CSA Week across digital marketing channels. Additionally, we created Idaho's first-ever CSA printable brochure and directory, providing an accessible resource for consumers.



STRATEGY:

- Governor's Proclamation & Press Release
- Consumer CSA Resource Web Page
- Consumer Education and Awareness Video
- Idaho Preferred CSA Member Guide
- Organics Producer Promotion Video
- Multi-Channel Content Marketing
- State-wide CSA Directory Brochure + Distribution
- Educational Blog Post
- Content Creator Advertising

WHAT GROWS IN IDAHO. THRIVES IN IDAHO.

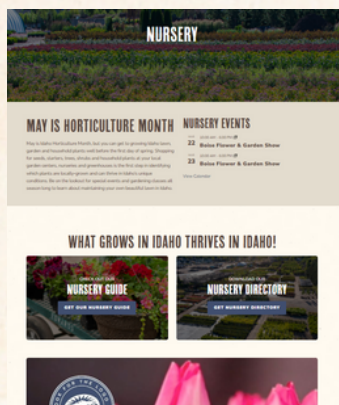
HORTICULTURE PROMO RECAP



The two-and-a-half-month-long "Get To Growing" nursery and greenhouse campaign kicked off in March. We distributed POS signage to 32 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
- Nursery Marketing Kit: Including Digital and POS Locally Grown Signage
- Multi-Channel Content Marketing
- General Consumer Awareness Paid Advertising
- Consumer & Industry Events
- Consumer Education "Grower Tips"
- Content Creator Advertising



ORGANICS WEEK RECAP

Our seasonal promotions included Idaho Organics Week, spotlighting the state's organics member 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
- Consumer Organics Resource Web Page
- Idaho Preferred Organics Member Guide
- Organics Producer Promotion Video
- Multi-Channel Content Marketing



FARMERS MARKET MONTH RECAP

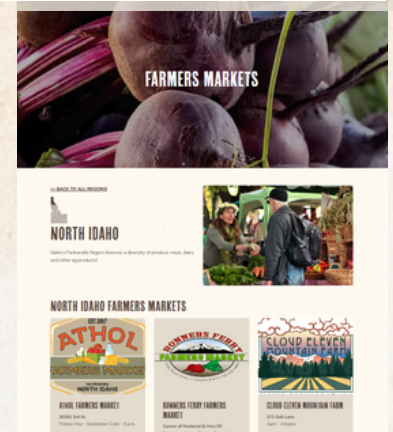
To give Idaho's 56 farmers markets the attention they deserve, Idaho Preferred® expanded Idaho Farmers Market Week into Idaho Farmers Market Month, allowing for extended promotion and consumer education. Additionally, we enhanced the Farmers Market Directory, introducing a new section for market managers to share events and vendor information. The campaign was further strengthened with the launch of our new motto: **"I'd Prefer Fresh from Idaho Farmers Markets,"** reinforcing our commitment to supporting Idaho's local food economy.



STRATEGY:

- Governor's Proclamation & Press Release
- State-Wide Digital Directory
- Enhanced Filters on Farmers Market Finder
- Consumer Awareness Video
- Multi-Channel Content Marketing
- Market Managers Digital Marketing Kit
- Supplied Market Managers with NEW Shopping Bags and Stickers

TOTAL PAID REACH
1.2 MILLION



PROMO MARKETING KIT EXAMPLE

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



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



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 2024, Idaho Preferred increased retail participants to 12 grocers across the state, with 65 different retail locations. We conducted 9 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 Atkinsons, Boise Co-Op, Broulim's, Cliff's Country Market, Fred Meyers, Lark & Larder, Moscow Food Co-Op, Ridley's, Stokes, Super 1, Walmart, and Winter Ridge Natural Foods.



WALMART



For the past 22 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.

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: 3,137,251
- Radio and Remotes: 236,107

3,373,358 TOTAL PAID REACH

137.56% INCREASE



EVENTS



We participated in 14 events during 2024 to promote, connect, and educate members and consumers about the agricultural communities' efforts to source local.

JAN-JUNE

- Annual Meeting
- INLA Horticulture Expo
- Harvest & Hearth
- Farmers Market Boot Camp Training
- Associated Food Store Food Show
- Good Food Foundation Mercantile
- Moss Greenhouses Ladies Night

JULY-DEC

- Savor Idaho Idaho Wine Commission
- Farmers Market Week Pop-up
- Idaho Wine Commission Boot Camp
- Panhandle Farm Corridor Farm Festival + Tour
- Chef Collaborative + Harvest Tour
- Moscow Co-Op Pop Up
- Idaho Falls Artitorium

EVENT EXAMPLES:



PRODUCER EDUCATION

IDAHO PREFERRED PRODUCER LEARNING LAB



AMAZON SELLER CENTRAL
Intro to Amazon Seller Central for Farm and Food Business. Let by Cait Montoya of Get Social with Cait. (UNFINISHED)

Idaho Preferred Staff



CONTENT CREATION
Learn about Instagram content creation for farmers, ranchers, and food crafters. Led by Monica Wegner of Get Social with Cait.

Idaho Preferred Staff



MARKETING STRATEGIES TO GROW YOUR FARM BUSINESS
CULTIVATING YOUR MARKET: MARKETING STRATEGIES TO GROW YOUR FARM BUSINESS
Unlock the key strategies to grow your local farm's customer base, increase sales, and build a loyal community. Led by Cultivating Your Market with Emily Black. (2.5 Hours)

Idaho Preferred Staff

In 2024, we expanded the **Digital Marketing Learning Lab** with new, farmer-produced content from Emily Black, adding a robust, five-lesson course focused on marketing strategies to grow your farm or food business. This intensive joins our existing library of free online courses, covering everything from LinkedIn and Instagram to e-commerce setup, newsletter marketing, and social media strategies for food and farm business.

IDAHO STATE DEPT OF AGRICULTURE RESOURCE VIDEOS

Idaho Preferred is partnering with internal counterpart ISDA programs and example producers to enrich our internal learning resources. Organics Certification and G.A.P Audits videos are available. 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!

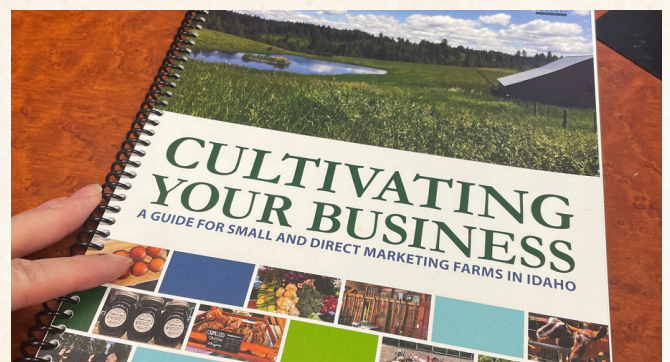


COLLABORATIONS



HOMEGROWN BY HEREOS IDAHO FARMER VETERAN COALITION

Idaho Preferred and ISDA continue to 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 Heroes 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/>



SIXTH ANNUAL AG-ARTISAN HOLIDAY GIFT BOX SETS

The Idaho Preferred Ag-Artisan Holiday Gift Box program continues to grow, offering a unique showcase of Idaho's locally grown, raised, and crafted products. This year, we expanded our impact by featuring 22 producers and offering two distinct gift box options, allowing us to support even more Idaho farmers and food crafters.



The program prioritizes direct support for producers by purchasing product directly from them to curate the boxes.

This year's success was evident, with 500 boxes sold and shipments reaching all 50 states, strengthening connections between consumers and Idaho's agricultural community.

2024 RECAP

- **492 Boxes Sold**
- **22 Producers Featured**
- **Boxes shipped to all 50 States**



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 E-commerce 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.



2024 TESTIMONIALS



**Emily Olive, Riverence
Buhl, ID**

“We signed up because we believe in the local food movement and supporting producers in this region. We feel the benefits are recognition, consumer education, and opportunities to participate in tastings/shows... Idaho Preferred is THE network to be involved with to connect with local resources, training, and educational opportunities around local food production.”

**Mark Ellison, Grandad Farms
Emmett ID**

“I know a few people have found me through the Idaho Preferred listing. Idaho Preferred has positively impacted my website's search engine ranking, and photos that their team took were exceptional.”



**Michelle Martinez, Melba Farmers Market
Melba, ID**

“We have benefitted from all of the programs and information that is shared through Idaho Preferred...We are just starting to utilize social media and the toolbox available has been a great help...We have seen an increase of traffic at our farmers market...Idaho Preferred has helped with the Farmers Market Manager toolkit. We are currently using it to better run our farmers market.”

**Scott Quigley, Homesteader Farms
Wilder, ID**

“(We signed up for Idaho Preferred to be) More connected to other producers and folks whom are supporting those producers, and for the marketing support and guidance.”





IDAHO PREFERRED

Idaho State Department of Agriculture

Questions Contact:

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