



MARKETING LABELS & VOLUNTARY CERTIFICATIONS **IDAHO PREFERRED**

IDAHO PREFERRED® PROGRAM

The Idaho State Department of Agriculture's Idaho Preferred® program was established in 2003 to identify and promote agricultural products grown, raised, or crafted throughout the Gem State. The program focuses both on consumer awareness in identifying and sourcing local agriculturally derived products, as well as business to business connections and sourcing opportunities for producers through Idaho's markets: direct selling, retailers, distributors, foodservice/restaurants, farmers markets, farm to school, and other supporting organizations. Further, the program fosters connections, cultivates opportunities, and provides educational resources to Idaho producers to help them grow their marketplace.



THE IDAHO PREFERRED LOGO/LABEL

The Idaho Preferred logo serves as a valuable tool for both consumers and business owners, offering verification that a product is local with a direct connection to Idaho's agricultural industry. Only products grown, raised, or processed in Idaho qualify to use the mark. Idaho crafted foods must also contain a specified amount of locally grown or raised ingredients to qualify.

This label directly contributes to the support and growth of Idaho's local economy. By choosing products bearing the Idaho Preferred logo, consumers actively participate in strengthening the economy and supporting local farmers and ranchers. Every purchase of an agriculturally connected item showcases a commitment to sustaining and promoting the agri-

cultural sector from the ground up.

CERTIFICATION REQUIREMENTS

Producers may participate in the many promotional campaigns offered through the Idaho Preferred® program if the products meet the qualifications below. Idaho Preferred® members can use the Idaho Preferred® logo on their packaging, signs, website, and other promotional materials. The Idaho Preferred® logo lets your current and potential customers know that your products are verified Idaho-sourced, grown, or crafted.

Please review the Rules Governing the Voluntary Idaho Preferred® Promotion Program to determine product eligibility for your specific product. A summary of primary product categories has been copied from the Rules and included below for your reference. Refer to the Idaho Preferred website for current regulations.

Fresh Produce

Fresh produce must be one hundred percent (100%) Idaho grown or raised.

Processed Foods and Beverages

Processed foods and beverages must contain a minimum of twenty percent (20%) agricultural content by weight that has been grown or raised in Idaho; and be processed in the state of Idaho. If a company registered in Idaho uses a co-packing facility and an acceptable co-packing facility is not available in Idaho, the company may request an exception from the Director.

Livestock Products

Livestock products must come from livestock that were born, raised, and harvested in the United States and raised, grazed, fed, or pro-

cessed in Idaho. No livestock that originate from outside the United States may qualify. A producer or processor may have some products that are eligible and some that are not based on the product eligibility determination. Products that are eligible may bear the logo.

APPLICATION AND FEES:

Producer participation is on an annual basis, coinciding with the calendar year. Annual fees are specified in the participation application. For more information and current fees, visit <https://idahopreferred.com/membership/>.

ADDITIONAL PRODUCER IDAHO PREFERRED PROGRAM SUPPORT

- ✓ *Verified Idaho Preferred Logo Use*
- ✓ *Business Development Consulting*
- ✓ *Retail Connections and Promotions*
- ✓ *Food and Trade Show Exhibits*
- ✓ *Exclusive Business/Producer Detail Directory Page*
- ✓ *Educational Programs, Roundtables, and E-courses*
- ✓ *Food Service and Restaurant Connections*
- ✓ *Consumer Events and Sampling Opportunities*
- ✓ *Radio, Print, and Digital Advertising*
- ✓ *Social Media Marketing Collaborations and Connections*
- ✓ *Find Local Digital Directory - Statewide Consumer Product Search Engine*
- ✓ *Farm and Food Finder Digital Directory*
- ✓ *Statewide Wholesale Search Engine*
- ✓ *Digital Communication: Website, State-Wide Guides, Articles, Recipes, Newsletters, and Social Media*
- ✓ *Photography and Videography Opportunities*
- ✓ *Promotional Signage and Materials*
- ✓ *Farm to School*
- ✓ *Holiday Gift Box Campaign*