



*Idaho Preferred*  
**FARM TO CONSUMER VERIFIED**

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*Idaho State Dept. of Agriculture*



# MISSION:

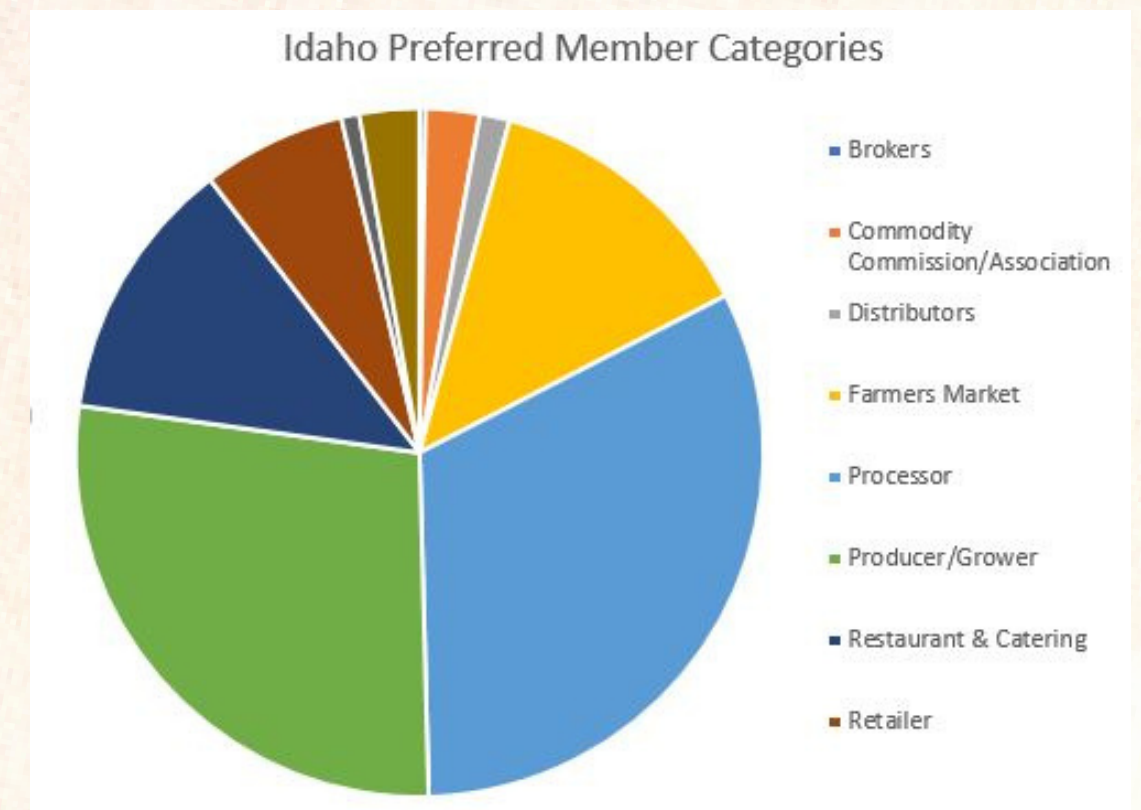
To promote, connect, and educate Idaho agriculture producers with opportunities to help them grow their marketplace.

Idaho Preferred is a program of the Idaho State Department of Agriculture

# *Celebrating* TWENTY YEARS OF LOCAL

## PROGRAM DIVERSITY AND GROWTH

Producers: 27.63%      Farmers Markets: 13.2%  
Processors: 32.12%      Restaurants: 12.39%  
Retailers: 6.73%      Supporting Organizations: 2.82%





# THE LOGO

## *Agriculturally Derived*

The Idaho Preferred logo is the consumer and business owner's way to quickly identify whether they are purchasing an agriculturally connected product cultivated in Idaho.

Importantly that the product has been locally grown, raised, or crafted with a minimum of Idaho's agricultural content; supporting the economy from the ground up.

*Visit:* <https://idahopreferred.com/member-requirements/>

## MEMBER REQUIREMENTS

Prospective members must meet one of the following criteria to apply

FRESH PRODUCE, COMMODITIES, AND MEAT MUST BE GROWN AND RAISED IN IDAHO

PROCESSED FOOD & BEVERAGES

POTATOES

WINE



# PROGRAM PILLARS

## *Producers*

B2C + B2B Promotional Support

01

### DIRECT

- Agritourism
- ECommerce
- Farmers Markets

02

### RETAIL

- Direct
- Broker
- Distributor

03

### RESTAURANTS

- Distributors
- Chefs + Food Service

04

### FARM TO SCHOOL

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

## *Supporting Pillars*

SUPPORTING  
ORGANIZATIONS

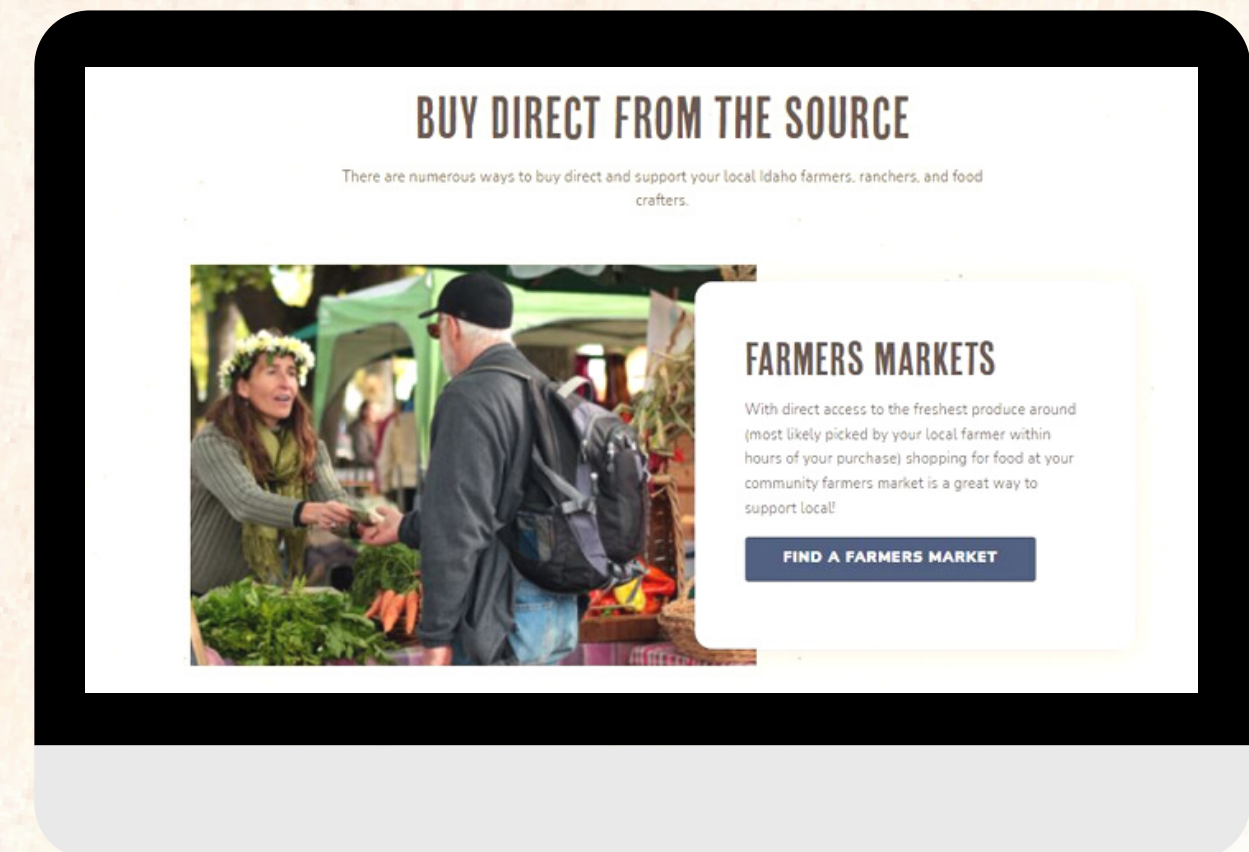
MEDIA + CREATORS

SCHOOLS

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

## WEBSITE RESOURCES

- ✓ **New Consumer and Business Search Engine**
- ✓ **Farmers Market Search Engine/Directory**
- ✓ **Buy Online, CSA, and Organics Directory**
- ✓ **Member Directory Profile Page Layout**
- ✓ **Member Resource Portal**
- ✓ **Digital Marketing Lab**
- ✓ **Collaborative Blog Section**
- ✓ **Recipe Section**



*idahopreferred.com*

# CONSUMER GUIDES + DIRECTORIES



*15% Of The Overall Web Traffic*

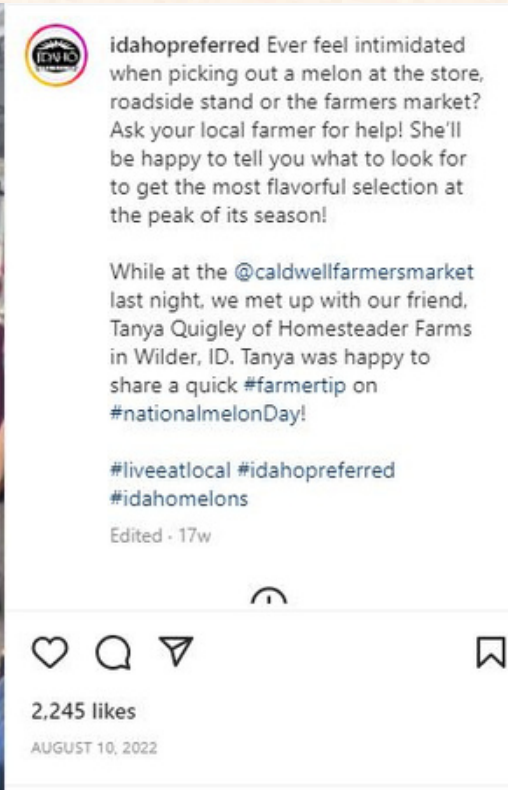
## OVERALL WEBSITE ANALYTICS

Received 204,000 monthly visits and **2.4 million unique visitors** in 2022

# SOCIAL MEDIA

Total Social Media Followership: 18,597

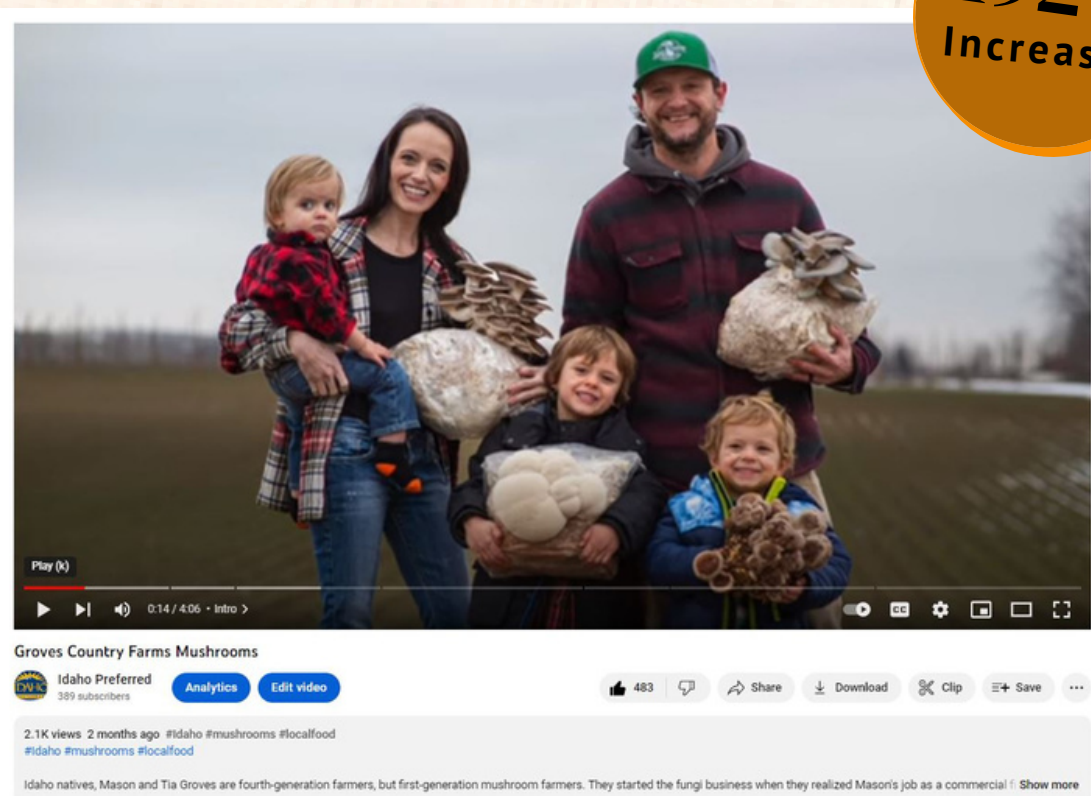
69 %  
Increase



10 %  
Increase



192%  
Increase



## INSTAGRAM

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



## FACEBOOK

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



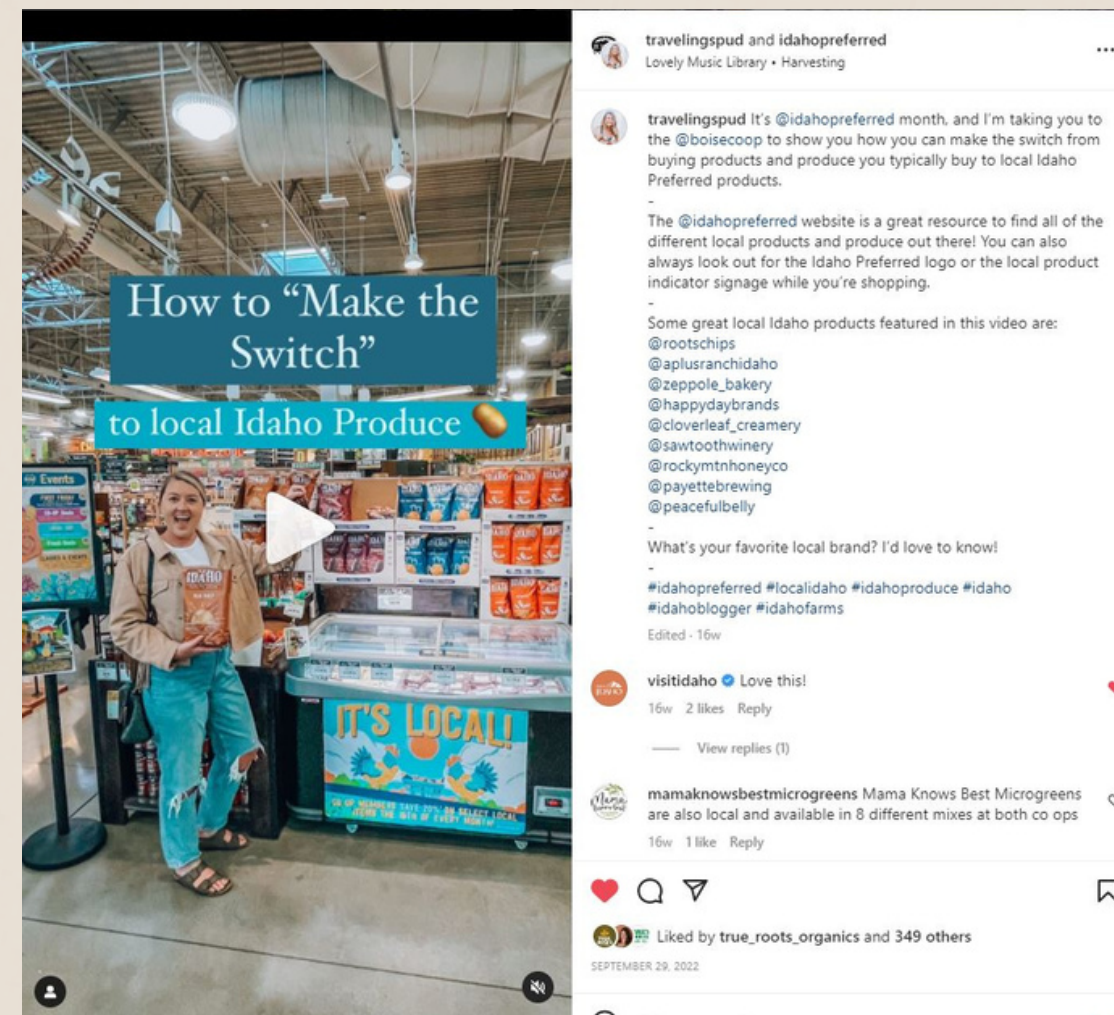
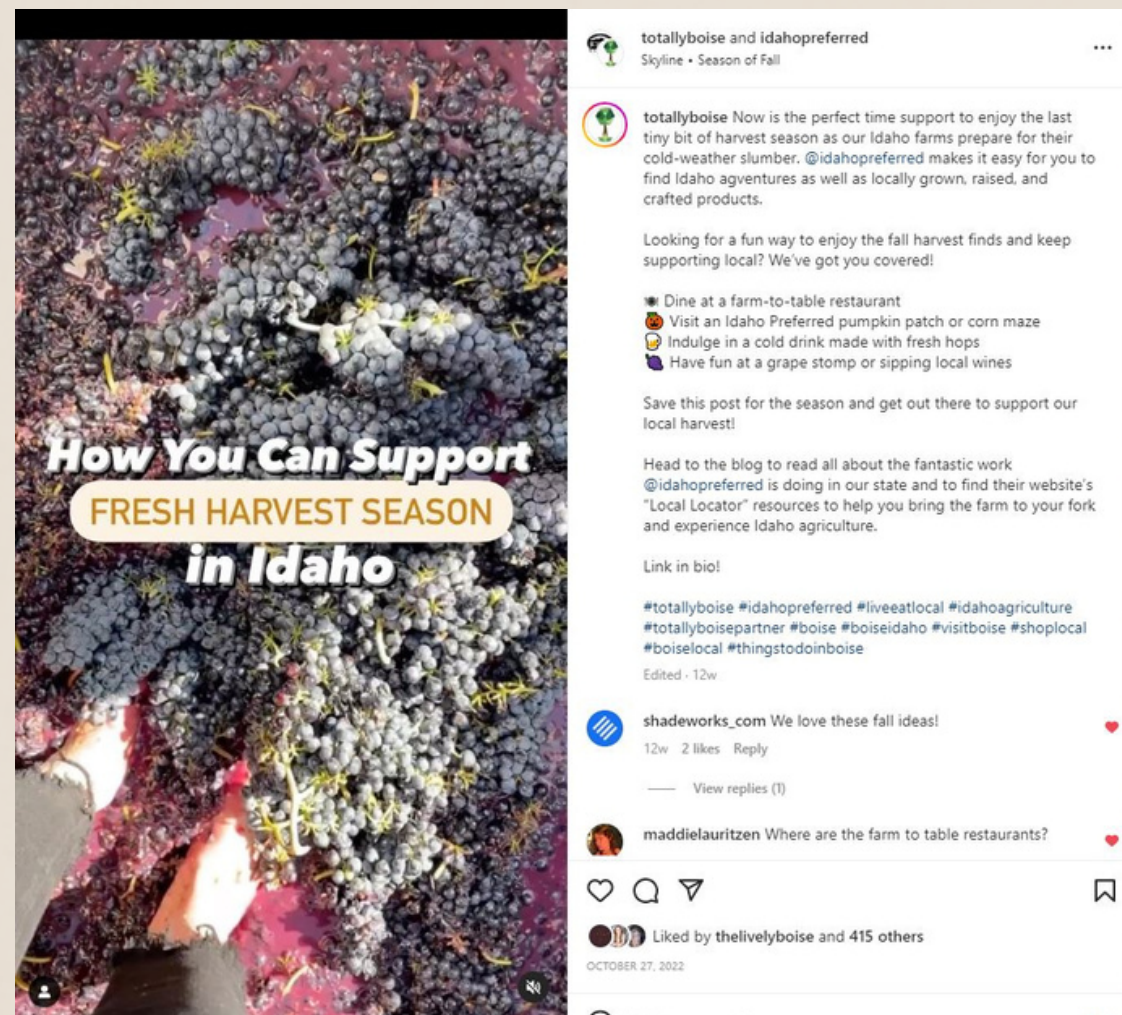
## YOUTUBE

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

46 %  
Increase

We Reached Over 1.76 Million on Social Media

## The Power of Collaborations



Extra Reach  
**155 k+**

# NEWSLETTERS

## FRESH HARVEST THE MEMBER NEWSLETTER



## LIVE.EAT.LOCAL CONSUMER NEWSLETTER



## COMBINED OVERALL NEWSLETTER DISTRIBUTION STATS

68 %  
Increase

DISTRIBUTION  
4, 178

AVG. OPEN RATE  
42 %  
(industry avg 5%)

AVG. CLICK RATE  
5 %  
(industry avg 1%)

TOTAL SENT  
26  
Newsletters

# Photography & Videography



## TELLING YOUR STORY –

- ✓ **Directory Website Producer Profile**
- ✓ **Social Media Marketing**
- ✓ **Website Guides and State-Wide Resources**

- ✓ **Newsletters**
- ✓ **Media Advertising**
- ✓ **Custom Signage**

# Groves Country Farms Mushrooms



Meet your local

# IDAHO MUSHROOM FARMERS



Videos Now airing on

**RFD-TV - Rural America's Most Important Network**  
(viewed in over 900,00 homes)

NEWS ▾

BUSINESS ▾

LIFESTYLE ▾

SHOWS ▾

WATCH ▾

CONNECT ▾

LISTEN

SHOP

**RFD**TV Now

All Lifestyle Stories > Feel Good Stories

## Let's "hop" on over to Mill 95, where growers are crafting up some delicious beverages

January 24, 2023 03:55 PM • RFD-TV News Staff, Currey McCullough



From the field to the tap is the focus of Mill 95, an independent hops provider for craft brewers and hops growers.

## Programming Spotlight



### COOP DREAMS

"Green Acres" meets "Home Improvement" in this refreshing, informative unscripted lifestyle series depicting the hilarious...

[MORE SHOWS](#)

# RESTAURANT PROGRAM

## *Idaho's Farm to Chef Connection Series*



### FEATURED IN SEASON ONE:

- ✓ **KIN + Fiddler's Green Farm**
- ✓ **Yellow Brick Cafe + Peter's Family Farm, Red Star Ranch + River Road Farm**
- ✓ **Pearl's on the Lake + Pack River Farm**
- ✓ **The Lively + McIntyre Pastures**
- ✓ **Terroir Boise + Purple Sage Farms**
- ✓ **Lodgpole + Wing Over Farm**

Idaho Preferred has proudly verified that all kitchens in this series are true "Farm-to-Table" restaurants with an ongoing commitment to sourcing seasonal products from local farmers.

# RETAIL PROGRAM

## CUSTOM SIGNAGE AND FIND LOCAL DIRECTORY

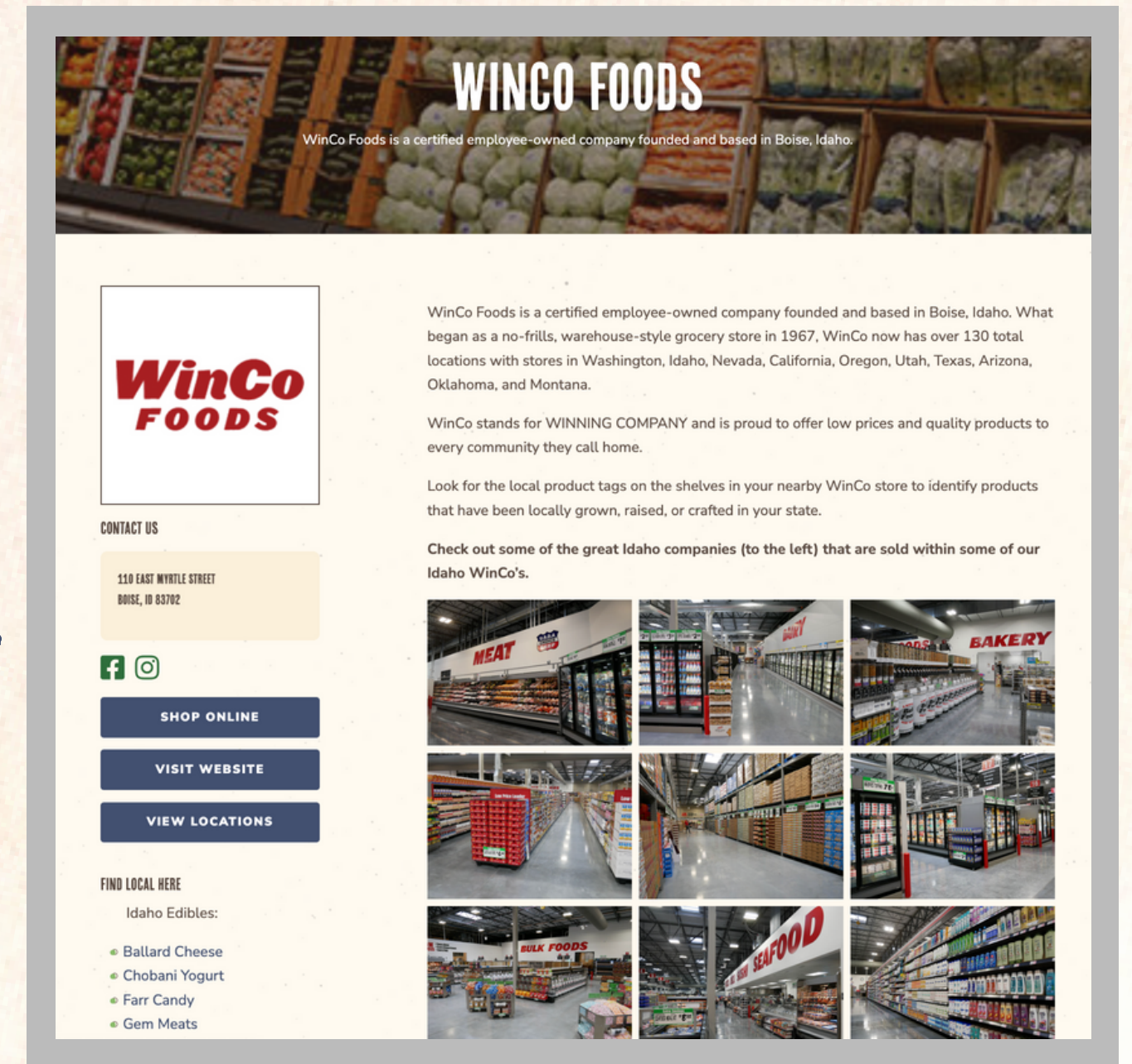


WinCo's page received  
66.5k views since 6/22/22

local Product  
indicator signage



Retail  
Profile



# RETAIL PROGRAM

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## SPECIALTY PRODUCE SIGNAGE AND CUSTOMIZED BINS



Cherry bins were developed and distributed to over 100 locations, displaying fresh picked, Idaho grown cherries at Albertsons and producer farm stands throughout the state .

Produce bins were distributed to over 100 locations to showcase locally grown produce at 12 retailers with 65 different locations throughout the state.



# RETAIL PROGRAM

## FOOD PRODUCERS ROAD TO RETAIL

### *Associated Food Stores Trade Show*

- ✓ **14 Idaho Preferred Members**
- ✓ **100 + Buyers**



### *Retail Matchmaking Sessions*

- ✓ **9 Idaho Preferred Members**
- ✓ **3 Retail Buyers + 1 Distributor**
- ✓ **Developed Idaho Preferred Crafted Food Catalogue**

# CAMPAIGNS + MEDIA

Idaho Preferred completed 5 advertising campaigns and several monthly seasonal promotions to elevate consumer awareness of local.

## CSA Week

Expanded the existing ISDA CSA Directory of produce shares to include protein and flower CSA shares throughout the state.

**Completed a Consumer awareness campaign:**  
Featured CSA Week on social channels and published an educational blog post highlighting Idaho Preferred member CSAs.

### COMMUNITY SUPPORTED AGRICULTURE

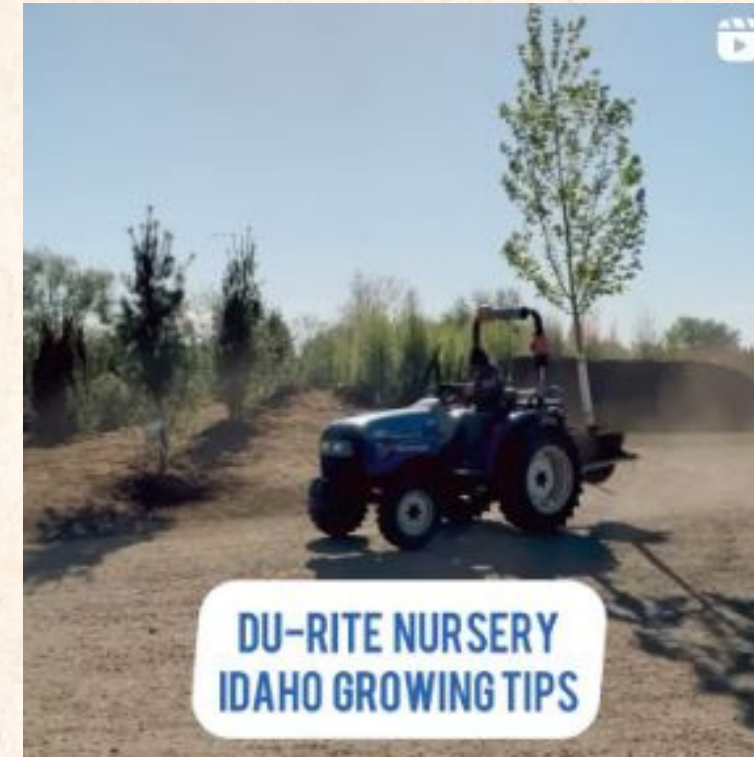
Find an Idaho-based CSA producer here! Long before subscription food boxes became popular, purchasing a share from your local CSA, (Community Supported Agriculture) has been a tremendous support to Idaho farmers, ranchers, and food crafters.

[JOIN A CSA](#)



**CONDUCTED CSA PRODUCER ROUNDTABLE ON:** Ideas & Possibilities: Flowers, Proteins & Produce

# NURSERY + GREENHOUSE CAMPAIGN



## STRATEGY:

- ✓ Consumer Nursery Website & Instagram Guide
- ✓ Nursery Marketing Kit: Including POS Locally Grown Signage
- ✓ Consumer & Industry Events
- ✓ Grower Tips & Featured Nursery / Greenhouse Growers Stories

**TOTAL REACH**  
**808,936**  
Paid Social 392,938  
Organic Social 308,548  
Website 107,450

# CAMPAIGNS + MEDIA

## Organics Week

- ✓ Coordinated Governor Little's Proclamation declaring "Idaho Organics Week"
- ✓ Social media post highlighting Idaho Preferred Members who are certified organic.
- ✓ Totally Boise Partnership Promotion to raise further awareness.
- ✓ Redesigned and enhanced Organics Section on the website

### FIND IDAHO ORGANICS

With over 350 operations producing a diversity of organic crops in Idaho, it's easy to find locally-sourced organics. Find the producers nearest you and feel good about what you consume!



[BROWSE ORGANIC PRODUCERS](#)



## IDAHO MARKETS PROMOTION



### *Farmers Market Week*

Conducted a two week long promotion to encourage consumer awareness of markets in their region throughout the state.

#### STRATEGY:

- ✓ Consumer Awareness Video & Governor Proclamation
- ✓ Market Managers Digital Marketing Kit & Signage
- ✓ Supplied Consumer Shopping Bags and Buttons
- ✓ Market Features and Promotion on Social Media

#### TOTAL REACH

**507,089**


Paid Social: 486,480

Organic Social: 20,609

# CAMPAIGNS + MEDIA

## State-Wide Online Farmers Market Directory

Launched the **Farmers Market Locator** on August 3, 2022 ahead of Idaho Farmers Market Week. During farmers market season, this landing page saw over 14,000 unique CLICKS.



### FARMERS MARKETS

With direct access to the freshest produce around (most likely picked by your local farmer within hours of your purchase) shopping for food at your community farmers market is a great way to support local!

**FIND A FARMERS MARKET**



### RATHDRUM CRAFT & FARMERS MARKET

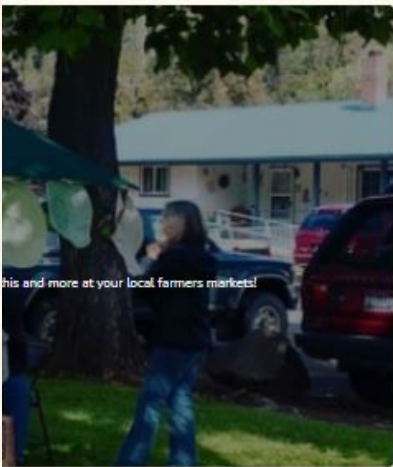
16114 N Meyer Rd  
Saturdays 9am – 2pm  
April – Sept

### KOOTENAI COUNTY FARMERS MARKETS

U.S. 95 & West Prairie Avenue

- May thru Oct  
Sat. 9-1:30, Hayden, ID
- May thru Sept  
Wed. 4-7, CD/A, ID

SNAP/ Double Up Food Bucks Participant



### KOOSKIA FARMERS MARKET

4th Ave and Front St  
Thursdays 10-2  
June 2nd – September 29th

### GRANGEVILLE FARMERS MARKET

Pioneer Park Main Street  
Saturdays, 9 am – 1 pm  
June 18th to Oct 1



### EMMETT FARMERS MARKET

4504 W. Park St  
June 1, 2022 – October 29, 2022  
Wednesdays and Saturdays

### FARM TO FORK FARMERS MARKET

120 S Kimbell Ave  
May 17 – September 27, 2022  
Tuesdays

## SEASONAL/MONTHLY DIGITAL PROMOTION



Craft Beer Month



Wine Month



Beef Month

# IDAHO PREFERRED MONTH

## HARVEST TOUR

The Harvest Tour was held on the first day of Idaho Preferred Month with a focus of raising awareness of Idaho's diverse agriculture. This agricultural experience educated media and content creators and we leveraged greater reach in promoting Idaho's diverse bounty of produce that harvest season brings.

- ✓ 35 media and content creators attended
- ✓ Showcased 7 agricultural destinations/producers
- ✓ Over 1 million impressions from outside media
- ✓ Market Features and Promotion on Social Media



# IDAHO PREFERRED MONTH

## *Retail Participation*

This year, Idaho Preferred increased its retailer participants to 12 grocers across the state at 65 participating locations.

## PARTNERS

- Albertsons,
- Atkinson,
- Boise Co-Op (new this year),
- Broulim's,
- Fred Meyer (new this year),
- Lark & Larder,
- Moscow Food Co-Op
- Red Top Market,
- Ridley's,
- Stokes,
- Walmart,
- Winter Ridge Natural Foods (new this year.)



# IDAHO PREFERRED MONTH



## *Special Event* BOISE CO-OP + IDAHO PREFERRED HARVEST FESTIVAL



Overall annual campaign efforts resulted in  
**\$37.3 Million** in specialty crop product sales

# IDAHO PREFERRED MONTH

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## MEDIA CAMPAIGN

### DIGITAL PLATFORMS IMPRESSIONS:

- ✓ Facebook & Instagram: 2,329,076
- ✓ Radio and Remotes: 1,068,289

### TOTAL PAID REACH

3,397,365

25 %  
Increase

# EVENTS

## JAN-JUNE



- Annual Meeting
- Ag Allstar Dinner - Food Producers of Idaho
- INLA Horticulture Expo
- Destination Beer
- Regional Meeting
- AFS Food Show
- Moss Greenhouse Ladies Night
- Savor Idaho Idaho Wine Commission
- From the Ashes
- Virtual Roundtables (3)

## JULY-DEC

- Farmers Market Week Pop Up
- Western Idaho Fair - Albertsons Ag Day Event
- Agriculture Media Tour
- Thirsty Thursday at Red Top Market
- Taste of Downtown Boise
- Wine Commission Boot Camp
- Caldwell Harvest Festival
- ACF Salsa War Showdown
- ACF Pumpkin Carving
- Boise Co-Op Harvest Festival
- Boise Farmers Market Harvest Dinner
- Honey Conference

# EVENTS

## Idea Barn Roundtables



# HOLIDAY GIFT BOXES

*Biggest Impact Yet!*

- ✓ 880 boxes sold
- ✓ 26 Producers featured
- ✓ Boxes shipped to 46 States + Canada
- ✓ 20 Influencer/Press Members promoted boxes throughout Idaho





**THANK YOU**  
**FOR**  
**JOINING US!**

**Contact:**  
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