

Idaho Apple Commission  
Idaho Cherry Commission  
Idaho Hop Growers Commission  
Annual Report

Senate Agricultural Affairs Committee

March 1, 2022



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## Idaho Apple Commission

### **History**

Idaho has been committed to growing apples for more than a century. Idaho farmers helped pioneer the apple industry in the northwestern United States. Many major Idaho apple orchards began producing fruit in the 1890s. The apple-growing region of Idaho occupies a relatively small area in the southwestern side of the state near Boise, with orchards in the Twin Falls area. Nestled in a valley between the Snake and Payette rivers, this region is perfectly suited for growing apples of the highest quality. Idaho's terrain, microclimate, volcanic soil, and abundant water supply provide essential elements to guarantee a superb tasting apple. In 1993 we collected assessments on 5 million boxes (40 pounds) and today if Idaho has a full crop we collect on about 1.5 million boxes. Idaho grows eight major varieties.

### **Market Update**

Growing conditions varied according to variety. Early season apples such as Gala were negatively impacted by the extreme hot temperatures in June and July resulting in small sized fruit. Later season varieties like Honeycrisp, Fuji and Pink Lady fared much better on sizing and quality. Market conditions were average with price pressure on smaller sized apples and has been improving as the year continues. There are severe labor shortages for small growers and growers not using Department of Labor approved H-2A program. The H-2A program is very expensive and for most small growers cost prohibitive. Labor shortages have also carried over to the packing houses with a 25% shortage of packers and sorters. Growers continue to diversify and expand acreage for other commodities like cherries, peaches and plums. Also, due to labor shortages, labor intensive blocks of fruit (non-trellis) and under-performing blocks are being removed. Transportation costs are also impacting supply and demand markets with freight rates increasing 35%-50% depending on the destination market.

### **Commissioners:**

The 2021-2022 Commission consists of Commissioners, Kathy Brooke, Chairman; Sean Rowley, Secretary-Treasurer; John Orrison, and Chad Henggeler.

### **Memberships:**

The Commission still maintains memberships with several organizations.

### **Northwest Horticultural Council (NHC) [www.nwhort.org](http://www.nwhort.org)**

The NHC is located in Yakima, Washington, and was incorporated in 1947 and assists in handling problems common to the Northwest tree fruit industry. It focuses on national and international policy issues affecting growers and shippers in Idaho, Oregon, and Washington. The representatives from the Idaho Apple Commission who serve on the various Committees in the NHC are Dar Symms, Trustee, Sally Symms, Export Committee, and Chad Henggeler serves on the Science Advisory Committee.

### **Northwest Fruit Exporters (NFE)**

The NFE manages cherry and apple export programs required by the foreign countries of Japan, Mexico, India, Vietnam, Egypt, Israel, South Africa, and Australia. It provides a legal framework for tree fruit growers, packers, and exporters to manage and facilitate export marketing programs. Dar Symms is Idaho's representative on the Apple

Commodity Committee.

**US Apple Association (USApple) [www.usapple.org](http://www.usapple.org)**

USApple is a non profit, member-based association comprised of and supported by individuals, companies, and state and regional associations within the apple industry. They are the national voice and resource center serving the interests of American apple growers, shippers, processors, marketers, and other interested parties within the industry. Daniel Rowley is the representative for the Idaho Apple Commission.

**International Fresh Produce Association (IFPA) [www.freshproduce.com](http://www.freshproduce.com)**

The leaders of the former United Fresh and Produce Marketing Association believe today's industry members need an association that speaks with a more unified, authoritative voice; demonstrates its relevance to the world at large; advocates for member interests; and unleashes a new understanding of fresh produce.

Recognizing that need, the organizations chose not to merge, but rather to create an entirely new organization to supersede their organizations, this new organization became effective on January 1, 2022. While IFPA is built on the legacy of United Fresh and Produce Marketing Association, it is not just a combination. It is transformational.

The International Fresh Produce Association is the largest and most diverse international association serving the entire fresh produce and floral supply chain, and the only to seamlessly integrate world-facing advocacy and industry-facing support. "We exist to create a vibrant future for all, and to do so with your prosperity in mind". IFPA website

The Idaho Apple Commission is fortunate to have the involvement that it does with these organizations; this helps to give the Idaho Apple industry a national and regional voice.

**Local Memberships**

The Idaho Apple Commission maintains local memberships as well.

**Buy Idaho [www.buyidaho.org](http://www.buyidaho.org)**

Buy Idaho has supported the Idaho business community and championed for Idaho companies to grow and prosper in our state for over 30 years. The goal of Buy Idaho is to keep tax dollars in Idaho and build businesses that will increase job opportunities and quality of life for all Idahoans. (Source: Buy Idaho Web Site)



**Idaho Preferred® [www.idahopreferred.com](http://www.idahopreferred.com).**

Idaho Preferred is a program of the Idaho State Department of Agriculture dedicated to identifying and promoting Idaho food and agriculture products. Fresh fruits, vegetables and meats; fine wines, beers and spirits; specialty foods, forest products and nursery plants and trees – are all products marketed through the Idaho Preferred® program. (Source: Idaho Preferred

ferred Web Site)



Idaho Agriculture in the Classroom

### **Idaho Ag in the Classroom**

[www.agclassroom.org/id/](http://www.agclassroom.org/id/)

Idaho Ag in the Classroom is a cooperative effort between the USDA, Idaho State Department of Agriculture, University of Idaho, agribusiness, commodity groups, farm organizations, farmers, ranchers, and educators across the state. (Source: IAIC Web Site)

Candi Fitch is an Advisory Committee Member for Idaho Preferred and Ann Jacobs, Assistant Director, serves on the Idaho Agriculture in the Classroom Committee.

### **Promotions**

#### **2018 Specialty Crop Grant**

Increasing Sales, Demand, and Building Awareness of Idaho Apples through Retail Promotions and Social Media

\$53,528.00 Allocated; \$500.00 Matching

Radio Advertising – Started September 3 to 30, 2021.

**2020 Specialty Crop Grant** Building Awareness, Demand, and Increasing Sales of Idaho Apples through Media and Retail Promotions \$64,900 - Allocated 2020

This year we had a lot of fun with the 2020 grant. We asked for a change in budget and the Commission was able to work with a Marketing Company.

Social media posts were created, posted and boosted from September 1 – December 31, 2021. Posts included information on varieties, where Idaho apples could be found, recipe ideas and videos were produced. In addition, Facebook ads were created and purchased to promote retail events and partnerships. This combination of posts and ads reached 14,771 people. Nearly 2,450 consumers engaged with the posts, by reacting, sharing, commenting or clicking on links. Over 200 people clicked to the Idaho Apple Commission website and/or YouTube page.

Six recipes were developed: a beverage, fresh apple salsa, apple salad, sandwich, a new twist on crustless apple pie and a unique apple s'more. A video was recorded of each recipe being prepared and each recipe was also photographed. Recipes, photos and videos were posted on Idaho Apple Commission website, used in Facebook posts, and posted on a newly created YouTube channel. In addition to views on Facebook, videos were viewed 140 times on YouTube during the promotion.

Offers of support for an in-store retail display contest were made to Albertsons, Walmart, Broulim's, Super1 Foods, and Atkinsons. Only Broulim's participated in this promotion. They built Idaho apple displays in 6 stores in eastern Idaho. The promotion ran Nov 3-9, 2021. Each store submitted pictures of their display and winners were identified. All stores received cash prizes provided by Idaho Apple Commission through non-grant funds and additional funds provided by Charlies Produce. Two different radio ads were created, produced and placed on two networks in eastern Idaho markets for the week of the promotion. Facebook ads were placed on both Idaho Apple Commission and Broulim's FB pages to invite consumers to go to Broulim's stores to purchase Idaho apples for special price of 99 cents per pound. POS materials were created and funded by participating Broulim's stores.

## Broulim's Winning Displays



Rexburg, 1st Place



Rigby, 2nd Place



Ammon, 3rd Place



Shelley, Honorable Mention



Driggs, Honorable Mention



St. Anthony, Honorable Mention



## **University of Idaho - Specialty Crop Grant Funds**

Selection of Suitable Tree Architecture and Rootstock for Pedestrian Cherry Production in Idaho \$163,254.00 Allocated - Award 2019, Essie Fallahi

Precision Water Management for Agronomic, Economic, and Environmental Sustainability of Idaho Hop Production \$107,040 Allocated - Award 2019, Olga Walsh

Short Tree Architectures for Pedestrian Apple Orchards to Improve Yield, Quality, Nutrients and Labor Cost \$150,000 - Allocated 2020, Essie Fallahi

New Fruit Wall Architectures in 'Fuji' Apple for High Productivity and Quality in Idaho Allocated 2021 \$175,000, Essie Fallahi

Ongoing and relevant research is vital for all crops to be competitive and relative. The Commissions appreciate all of the work done by Researchers at the U of I Parma Research Station.



**Idaho Apple Commission  
2021-2022 Six-Month Financial Statement and 2022-2023 Proposed Budget**

	2020-2021 Financial Statement	2021-2022 Six-Month Financial Statement	Budget 2021-2022	Estimated Budget 2022-2023
<b>Income:</b>				
Balance:	\$ 160,209.84	\$ 141,921.44		
Crop Assessments	32,639.18	1,715.53	30,000.00	30,000.00
Interest Income	13.55	6.25	50.00	50.00
Assessments from Prior Years	24,537.12	0.00	25,000.00	25,000.00
2017 Specialty Crop Grant Money	0.00	158,308.46	75,000.00	
2018 Specialty Crop Grant		21,395.00	25,000.00	25,000.00
2020 Specialty Crop Grant - Research				25,000.00
2020 Specialty Crop Grant - Marketing				15,000.00
Other Income	0.00	0.00		
Reserve Money	0.00	0.00		
<b>Total Income</b>	<b>57,189.85</b>	<b>181,425.24</b>	<b>155,050.00</b>	<b>120,050.00</b>
<b>Administrative Office:</b>				
Insurance/Workman's Comp	150.00	-	175.00	175.00
Office Supplies/Equipment	347.67	-	-	-
Postage	127.51	124.12	250.00	250.00
Rent & % of Salaries	12,580.00	6,290.02	12,580.00	12,580.00
Telephone	9.26	-	-	-
Office Travel	240.18	81.62	400.00	400.00
<b>Total Administrative</b>	<b>13,454.62</b>	<b>6,495.76</b>	<b>13,405.00</b>	<b>13,405.00</b>
<b>Promotion:</b>				
Production/Printing	-	-	1,500.00	1,500.00
Media	-	-	-	-
Local Promotions	1,061.55	246.81	3,000.00	3,000.00
Trade Association	14,283.48	2,616.50	18,000.00	18,000.00
Trade Meetings	-	-	1,700.00	1,700.00
Promotion Programs	-	-	-	-
Promotion Misc.(Postage, Special, Fees)	-	-	150.00	150.00
<b>Total Promotions and Export Deve.</b>	<b>15,345.03</b>	<b>2,863.31</b>	<b>24,350.00</b>	<b>24,350.00</b>
<b>Grant Money Expended</b>				
2017 Grant - research	-	158,308.46	75,000.00	
2018 Grant - Marketing	21,395.00	4,990.00	25,000.00	25,000.00
2018-Match	586.35	-		
2020 Grant - Research				25,000.00
2020 Grant - Marketing		2,081.43		15,000.00
<b>Total Grant Money Expended</b>	<b>21,981.35</b>	<b>165,379.89</b>	<b>100,000.00</b>	<b>65,000.00</b>
<b>Research Projects:</b>				
<b>University of Idaho</b>				
Current Season's Projects-Fallahi	10,000.00	-	10,000.00	10,000.00
Previous Season's Projects	13,580.12	-		
Research Reserve				
<b>Total Research Projects</b>	<b>23,580.12</b>	<b>-</b>	<b>10,000.00</b>	<b>10,000.00</b>
<b>Miscellaneous Expense:</b>				
Miscellaneous	1,117.13	529.93	750.00	750.00
Commission Travel	-	-	-	-
Miscellaneous-Other	-	-	-	-
<b>Total Miscellaneous</b>	<b>1,117.13</b>	<b>529.93</b>	<b>750.00</b>	<b>750.00</b>
<b>Grand Total</b>	<b>\$ 75,478.25</b>	<b>\$ 175,268.89</b>	<b>148,505.00</b>	<b>113,505.00</b>



## Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>	<u>Dec 31, 20</u>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
1050 · U S Bank - Checking	69,666.70	50,383.46
1060 · U S Bank - Savings	10,155.80	10,155.33
1070 · US Bank Money Market Account	68,255.29	68,248.54
Total Checking/Savings	<u>148,077.79</u>	<u>128,787.33</u>
Total Current Assets	<u>148,077.79</u>	<u>128,787.33</u>
<b>TOTAL ASSETS</b>	<u><b>148,077.79</b></u>	<u><b>128,787.33</b></u>
<b>LIABILITIES &amp; EQUITY</b>		
Equity		
3900 · Operating Reserve	141,921.44	160,209.84
Net Income	6,156.35	-31,422.51
Total Equity	<u>148,077.79</u>	<u>128,787.33</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>148,077.79</b></u>	<u><b>128,787.33</b></u>



## Profit &amp; Loss Budget vs. Actual

July through December 2021

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
4050 · Current Year Crop Assessments	1,715.53	30,000.00	-28,284.47
4060 · Interest Income	6.25	50.00	-43.75
4066 · 2017 Specialty Crop Grant	158,308.46	75,000.00	83,308.46
4067 · 2018 Specialty Crop Grant	21,395.00	25,000.00	-3,605.00
4075 · Previous Year's Assessments	0.00	25,000.00	-25,000.00
Total Income	<u>181,425.24</u>	<u>155,050.00</u>	<u>26,375.24</u>
Expense			
7100 · Administrative			
7120 · Property Ins/Workman Comp	0.00	175.00	-175.00
7140 · Postage	124.12	250.00	-125.88
7150 · Rent & % of Salaries	6,290.02	12,580.00	-6,289.98
7170 · Office Travel	81.62	400.00	-318.38
Total 7100 · Administrative	<u>6,495.76</u>	<u>13,405.00</u>	<u>-6,909.24</u>
7200 · Trade Involvements			
7220 · Trade Association Dues	2,616.50	18,000.00	-15,383.50
7549 · Trade Meetings	0.00	1,700.00	-1,700.00
Total 7200 · Trade Involvements	<u>2,616.50</u>	<u>19,700.00</u>	<u>-17,083.50</u>
7300 · Promotion			
7320 · Production and Printing	0.00	1,500.00	-1,500.00
7340 · Local Promotions	246.81	3,000.00	-2,753.19
7495 · Promotion Miscellaneous	0.00	150.00	-150.00
Total 7300 · Promotion	<u>246.81</u>	<u>4,650.00</u>	<u>-4,403.19</u>
7662 · Miscellaneous	529.93	750.00	-220.07
7665 · Grant Money Expended			
7675 · 2017 Grant	158,308.46	75,000.00	83,308.46
7676 · 2018 Grant	4,990.00	25,000.00	-20,010.00
7678 · 2020 Grant	2,081.43		
Total 7665 · Grant Money Expended	<u>165,379.89</u>	<u>100,000.00</u>	<u>65,379.89</u>
7669 · Research Projects			
7682 · Current Season Proj - Fallahi	0.00	10,000.00	-10,000.00
Total 7669 · Research Projects	<u>0.00</u>	<u>10,000.00</u>	<u>-10,000.00</u>
Total Expense	<u>175,268.89</u>	<u>148,505.00</u>	<u>26,763.89</u>
Net Income	<u>6,156.35</u>	<u>6,545.00</u>	<u>-388.65</u>





## Idaho Cherry Commission

### **History**

On an average Idaho produces about 1,400 tons of cherries annually, and cherries have been grown in Idaho for over 100 years. Cherry harvest begins in mid to late June and is finished the end of July. Most of the cherries are grown in the Sunny Slope area with some grown in Payette and Washington counties, and there are orchards in the Twin Falls Area

### **Market Update**

The intense heat in June and July was hard on the cherries. Cherries are best when they are picked a little cooler, not much above 80 degrees. In 2021, some of the cherries had to be picked a little green or they would cook on the trees. This created cherries of low quality. During the summer cherry season, California had a large crop and its crop was not of good quality. California shipped cherries completely through the NW Cherry Season. Because the crop was lower quality there were fewer repeat customers. Immigration is always an issue. For the 2022 season growers will be using the H2A program for cherries, causing increased costs. Cherry consumption was down during the 2021 season.

In 2017 the Chinese market was robust and took about 12% to 15% of the entire Northwest Crop. With the political climate the way that it is since 2017 there are still some cherries going to China, but not at the capacity it was in 2017.

There is a new virus making its way through Washington and there have been a few cases found in Idaho. "Little cherry virus 2 (LChV2) and Little cherry virus 1 (LChV1), and X-disease phytoplasma, cause small cherry symptoms often described as 'Little Cherry disease', 'X-disease' or Western X. Diseased trees produce cherries of small size and poor color and flavor making the fruit unmarketable." (wsu.edu)

The growers are not sure what impact this will have on the Idaho cherry industry.

### **Commissioners:**

The 2021-2022 Commission consists of Commissioners, Sally Symms, Lalo Gonzalez, Jr, Rick Robison, and Tyler Ode.

### **Memberships:**

The Commission maintains regional and local memberships.

### **Northwest Cherry Growers (NWCG) [www.nwcherries.com](http://www.nwcherries.com)**

The Northwest Cherry Growers is housed in Yakima, Washington, and its membership includes 2,500 growers across WA, OR, ID, UT and MT. The Idaho Cherry Commission feels it is of benefit to be a member of this organization, as then they are promoting and marketing with the four other states and not competing against them. The Cherry Commission has been a member for over 20 years.

Local Memberships include:  
**Idaho Preferred**  
**Idaho Agriculture in the Classroom**

### Promotions

**2018 Grant** - Increasing Sales, Demand, and Building Awareness of the Idaho Cherries through Retail Promotions and Social Media \$41,184.00—Allocated; \$500.00 Matching

For the 2018 Grant we were able to ask for a change in budget and work with a Marketing Company . The promotions included:

Five recipes were developed; beverage, salsa, salad, chutney for protein, and dessert. A video was recorded of each recipe being prepared and each was also photographed. All recipes with photos were posted on Idaho Cherry Commission website. All videos were posted on Facebook and a YouTube channel was created where all videos can be viewed. To date, videos have been viewed 127 times. Idaho Cherry Commission Facebook page reached 1935 people and likes and followers increased 550% during the June promotion.

Cherry Festival held at Broadway and Eagle Marketplace Albertsons stores. Event included live remote radio broadcasts, in-store sampling and signage, special pricing on cherries. Promoted via Facebook events produced/posted by Albertsons. In-store demos done by ICC staff and producer eliminated demo costs in budget. Added costs included signage produced by Albertsons and on-line boosting of FB event and posts, and videos produced in strategy 1 that were used for on-line promotion of the event.



An online cherry recipe contest was launched the first week of June. Recipes were solicited via on-line promotion using Facebook posts and boosted posts. A graphic was created for use on social media as well as on the Idaho Cherry Commission website. Entrants were required to like Idaho Cherry Commission Facebook page, share page and submit recipe and recipe photo using Idaho cherries and report where they purchased Idaho cherries. The winner was chosen on June 30 and the prize of cherries and a trip to an orchard will be provided by the Idaho Cherry Commission. The winning recipe was posted on Facebook and on Idaho Cherry Commission website.



### Advertising

In May 2021, the Idaho Cherry Commission placed an ad in the Northwest Cherry Growers' insert in The Packer newspaper. The placement was timely as it was just before the start of the cherry season. The Packer has a paid and non-paid circulation of about 13,000 subscribers.



**2020 Specialty Crop Grant** Increasing Sales and Building Awareness of Idaho Cherries through In-Store Promotions and Social Media \$22,000 - Allocated 2020



**Idaho Cherry Commission**  
**2021-2022 Six-Month Financial Statement and and 2022-2023 Proposed Budget**

	2020-2021 Financial Statement	2021-2022 Six -Month Financial Statement	Budget 2021-2022	Estimated Budget 2022-2023
<b>Income:</b>				
Balance:	\$ 19,546.63	\$ 10,161.47		
Crop Assessments	\$ 16,498.79	\$ 495.09	\$ 20,000.00	\$ 20,000.00
Interest Income	0.23	0.12	10.00	10.00
2018 Specialty Crop Grant	-	9,722.05	10,000.00	500.00
2019 Specialty Crop Grant - Research	1,311.61	-	75,000.00	30,000.00
2020 spcialty Crop Grant	-	-	-	5,000.00
Other Income	-	40.00	-	-
<b>Total Income</b>	<b>17,810.63</b>	<b>10,257.26</b>	<b>105,010.00</b>	<b>55,510.00</b>

**Administrative, Office, Miscellaneous Expenses:**

Insurance/workman's Comp	-	-	200.00	200.00
Rent & % of Salaries	4,420.00	-	4,420.00	4,420.00
Office Supplies and Equipment	53.96	-	50.00	50.00
Telephone	14.03	-	12.00	12.00
Postage	43.50	12.75	50.00	50.00
Miscellaneous	1,166.35	203.85	400.00	400.00
<b>Total Administrative</b>	<b>5,697.84</b>	<b>216.60</b>	<b>5,132.00</b>	<b>5,132.00</b>

**Commission Expenses:**

2018 Specialty Crop Grant	8,874.45	-	10,000.00	3,000.00
2018 Specialty Crop Grant - Cash Match	980.00	-	500.00	500.00
2019 Specialty Crop Grant - Research	1,311.61	-	75,000.00	30,000.00
2020 Specialty Crop Grant - Marketing	-	-	-	5,000.00
Travel	55.40	104.49	500.00	500.00
Annual California Inspection	-	-	500.00	500.00
Mexico Cherry Inspection	-	-	1,000.00	1,000.00
Promotional Programs	-	-	5,000.00	5,000.00
NWCG Promotional Assessment	15,000.00	-	10,000.00	10,000.00
Soft Fruit Research	-	-	1,000.00	1,000.00
Promotional Items	-	-	1,500.00	1,500.00
<b>Total Commission Expense</b>	<b>26,221.46</b>	<b>104.49</b>	<b>105,000.00</b>	<b>58,000.00</b>

<b>Grand Total</b>	<b>31,919.30</b>	<b>321.09</b>	<b>110,132.00</b>	<b>63,132.00</b>
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## Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>	<u>Dec 31, 20</u>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
1050 · US Bank - Checking	10,161.47	20,813.28
1060 · US Bank - Savings	5,212.66	5,212.43
Total Checking/Savings	<u>15,374.13</u>	<u>26,025.71</u>
Total Current Assets	<u>15,374.13</u>	<u>26,025.71</u>
<b>TOTAL ASSETS</b>	<u><b>15,374.13</b></u>	<u><b>26,025.71</b></u>
<b>LIABILITIES &amp; EQUITY</b>		
Equity		
3900 · Operating Reserve	5,437.96	19,546.63
Net Income	9,936.17	6,479.08
Total Equity	<u>15,374.13</u>	<u>26,025.71</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>15,374.13</b></u>	<u><b>26,025.71</b></u>





**Idaho Cherry Commission**  
**Profit & Loss Budget vs. Actual**  
 July through December 2021

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Income</b>			
4050 · Current Year Crop Assessments	495.09	20,000.00	-19,504.91
4060 · Interest Income	0.12	10.00	-9.88
4070 · Other Income	40.00		
4080 · Specialty Crop Grant Income	9,722.05	10,000.00	-277.95
<b>Total Income</b>	<u>10,257.26</u>	<u>30,010.00</u>	<u>-19,752.74</u>
<b>Expense</b>			
7100 · Workman's Comp and Insurance	0.00	200.00	-200.00
7200 · Rent &% Of Salaries	0.00	4,420.00	-4,420.00
7240 · Annual California Inspection	0.00	500.00	-500.00
7250 · NWCG Promotion Assessments	0.00	10,000.00	-10,000.00
7260 · Mexico Cherry Inspectors	0.00	1,000.00	-1,000.00
7270 · Soft Fruit Research	0.00	1,000.00	-1,000.00
7280 · Promotional Items	0.00	1,500.00	-1,500.00
7290 · Promotional Programs	0.00	5,000.00	-5,000.00
7293 · 2018 Grant	0.00	10,000.00	-10,000.00
7294 · 2018 Grant - Cash Match	0.00	500.00	-500.00
7300 · Travel	0.00	500.00	-500.00
7301 · Office Travel	104.49		
7415 · Postage	12.75	100.00	-87.25
7425 · Miscellaneous	203.85	400.00	-196.15
<b>Total Expense</b>	<u>321.09</u>	<u>35,120.00</u>	<u>-34,798.91</u>
<b>Net Income</b>	<u><u>9,936.17</u></u>	<u><u>-5,110.00</u></u>	<u><u>15,046.17</u></u>



## Idaho Hop Growers Commission

### History

Hops in Idaho seem like a relatively new crop. With the growth of the craft beer industry, the hop industry has grown substantially. The Idaho Hop Growers Commission was actually formed in 1955 to market and protect Idaho Hops, and to conduct relevant research for their continued growth and health. In 2018 Idaho moved into second place in hop acreage planted and hop yield. The majority of the hops are grown in Canyon County with a large production in Northern Idaho. Hop harvest begins in August, and continues through the first of October. The USDA National Hop Report that was released in December stated that Production for Idaho, Oregon, and Washington in 2021 totaled 116 million pounds, up 11 percent from the 2020 crop of 104 million pounds. Washington produced 73 percent of the United States hop crop for 2021; while Idaho accounted for 16 percent and Oregon accounted for 11 percent. Idaho acreage was at 9,264 acres compared to Washington at 43,783 acres, and Oregon at 7,395 acres.

### Market Update

The 2021 season had its challenges. There was extreme heat all summer, and a bad wind storm early in the summer that impacted the yield. The disease and pest pressure wasn't as bad in 2021, this could have been due to the heat. Most of the growers were down 15% to 25% depending on the variety and farming practices. The industry is still seeing challenges with MRL Harmonization . There could be a decrease in acres for the 2022 season, due to idling or changing varieties. On a positive note the Hop Growers of America was able to hold its annual convention in person. It was held in Tampa, Florida, January 18-21, 2022. In January of 2023, Idaho will be hosting the annual convention in Santa Rosa, California.

US produces about 40% of the world's supply of hops (largest producer globally) , and 98% of the US crop is produced in the PNW. Over half of the annual crop is exported to about 60 customer countries worldwide, and the EU is our largest export customer, annually accounting for about 1/3 of the annual crop value.

The nature of hop crop, with dozens of unique varieties, precludes our ability to segregate crop specifically for the EU market. As a result, the majority of the US crop must default to EU standards as the lowest common denominator.

The EU issues impact all crops being exported to EU from all non-EU countries, not just hops. The National hop industry tends to “feel the pain” more acutely than most other crops due to the high level of annual US hop exports to that market.

### Commissioners:

The 2021-2022 Commission consists of Commissioners, Brock Obendorf, Chairman; Oliver Schroeder, Vice Chairman; Nate Jackson, Mark Hanson, and Colbie Libsack.

### Memberships:

**Hop Research Council (HRC) [www.hopresearchcouncil.org](http://www.hopresearchcouncil.org)**

The Hop Research Council is a non-profit organization that funds and directs hop research to benefit the U.S. hop industry. Members include domestic and international brewers, hop dealers, and hop grower organizations. The Council was established in 1979 by a group of hop industry members that believed in the benefit of a

united hop research effort. Today, the original goal remains true. Brewers, Dealers, and Growers work together to fund and direct hop research, ensuring a bright future for the U.S. hop industry. Diane Gooding is the Commission representative for the Hop Research Council, and she serves as the Vice President.

**Hop Growers of America (HGA) [www.usahops.org](http://www.usahops.org)**

Hop Growers of America is a trade association focused on grower support through technical, scientific research; trade promotion and harmonization; educational outreach; expansion of industry and USDA statistics, and more. HGA also hosts the annual American Hop Convention. We enjoy fruitful partnerships with merchants, breweries, brewing schools and other industry partners. The HGA makes an annual trip to Washington DC to meet with the Washington, Idaho, and Oregon delegations to discuss the ongoing issues of the Hop Industry. This year they will be holding a virtual mission, Included in your packet is the position statement they will be providing outlining the issues that of the Hop Industry. Oliver Schroeder, serves as Vice President of the Board, and Nate Jackson is also a Board Member. Diane Gooding and Colbie Libsack are Alternates for the Board.

**US Hop Industry Plant Protection Committee (USHIPPC)**

The US Hop Industry Plant Protection Committee (USHIPPC) was formed in 1988 to coordinate plant protection issues and pesticide registration efforts on behalf of hop growers in Washington, Oregon and Idaho. At the time, growers had experienced registration cancellations and resistance development that left them with a very limited plant protection toolbox. The industry is still experiencing that; USHIPPC continually works with other countries to keep the pesticide registrations that are needed for growing hops. Michelle Gooding is the Commission Representative. Included in your packet is the newsletter provided to the USHIPPC Committee from Bryant Christie who HGA contracts with for help with the ongoing issues related to the pesticide and MRL Issues.

**Specialty Crop Grants**

Creating Awareness for Idaho Hops through Web Site Development, Social Media, and Informational Newsletters \$35,225 Allocated - Award 2019



The Commission partnered with the Idaho Barley Commission and ran radio ads for the month of April promoting Craft Beer Month.

On June 19, 2021, the Commission advertised on the sample beer cups and had a booth for the Wild West Brewfest. This was held at Indian Creek Plaza in Caldwell, Idaho



Developing Knowledge and Creating Awareness for Idaho Hops through Summer Tours, Social Media, and Newsletters \$39,800 - Allocated 2020

September 2021, the Commission hosted a Hop Tour and invited Legislators and Brewers. We toured local farms and the growers gave an overview of the harvest, packing, and shipping process.



Idaho Hop Season



Digging

Planting



Growing

Harvest



**Idaho Hop Growers Commission  
2022-2023 Proposed Budget**

	<b>2020-2021 Financial Statement</b>	<b>2021-2022 Nine Month Financial</b>	<b>Budget 2021-2022</b>	<b>Budget 2022-2023</b>
<b>Income</b>				
Assessments	238,082.45	108,042.29	276,774.81 **	276,774.81 **
Dealer License	350.00	400.00	650.00	650.00
Donation Income	0.00	0.00	0.00	0.00
Idaho State Tax Commission		21,239.00		50,000.00
2019 Grant Funding - Marketing	1,500.00	18,230.00	17,612.50	15,000.00
2019 Grant Funding - Research	22,534.51	56,636.81	53,520.00	15,000.00
2020 Grant Fundinf - Marketing				10,000.00
Interest Income	1.57	1.09	10.00	10.00
Miscellaneous Income	0.00	0.00	0.00	0.00
Carryover	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>262,468.53</b>	<b>204,549.19</b>	<b>348,567.31</b>	<b>367,434.81</b>
<b>Expense</b>				
Contingency	0.00	0.00	0.00	0.00
Donation	600.00	600.00	600.00	600.00
Dues & Fees	707.00	100.00	750.00	750.00
HGA Assessment	63,761.62	64,462.87	64,000.00	66,000.00
HIPPC Assessment	28,055.12	28,584.27	29,000.00	30,000.00
HRC Assessment	20,931.25	22,533.00	22,440.00	24,000.00
Insurance Expense	150.00	120.00	150.00	150.00
Land Rent/Lease	1,400.00	0.00	0.00	0.00
Meeting Expenses	943.76	1,163.53	4,000.00	4,000.00
Miscellaneous	10,238.00	286.00	5,000.00	5,000.00
Office Expense/supplies	554.48	59.14	500.00	500.00
Professional Fees	110.00	0.00		
Promotion/Events	27.40	5,053.18	6,000.00	36,000.00
Public Relations	150.22	0.00	500.00	500.00
Rent Expense	6,000.00	4,500.00	6,000.00	6,000.00
Repairs and Maintenance	0.00	0.00	3,000.00	3,000.00
Salaries & Benefits	33,253.94	24,004.07	32,732.85	32,452.19
Test Plot Maintenance & Growing	0.00	0.00	10,000.00	10,000.00
Travel Expenses	490.92	5,427.63	5,000.00	5,000.00
Annual Audit		3,500.00	3,500.00	3,500.00
2019 Grant Expenses-Marketing	15,000.00	8,080.00	17,612.50	15,000.00
2019 Grant Expenses-Research	22,534.51	56,636.93	53,520.00	15,000.00
2020 Grant Expense - Marketing				10,000.00
U of I Building	70,000.00	0.00	70,000.00	70,000.00
U of I Research	35,000.00	0.00	35,000.00	35,000.00
<b>Total Expense</b>	<b>309,908.22</b>	<b>225,110.62</b>	<b>369,305.35</b>	<b>372,452.19</b>
<b>Net Income</b>	<b>-47,439.69</b>	<b>-20,561.43</b>	<b>-20,738.04</b>	<b>-5,017.38</b>

\* Based on 90,352 bales @ \$3.00 per bale

\*\*Based on 92,258 bales @ \$3.00 per bale





Idaho Hop Growers Commission  
**Balance Sheet**  
As of January 31, 2022

	<u>Jan 31, 21</u>	<u>Jan 31, 22</u>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Idaho Hop Commission . Checking	208,435.51	80,834.53
Idaho Hop Commission . Savings	7,951.76	7,953.24
Total Checking/Savings	<u>216,387.27</u>	<u>88,787.77</u>
Total Current Assets	<u>216,387.27</u>	<u>88,787.77</u>
Fixed Assets		
Equipment	13,450.00	13,450.00
Total Fixed Assets	<u>13,450.00</u>	<u>13,450.00</u>
<b>TOTAL ASSETS</b>	<u><b>229,837.27</b></u>	<u><b>102,237.77</b></u>
<b>LIABILITIES &amp; EQUITY</b>		
Equity		
Opening Balance Equity	19,037.50	19,037.50
Retained Earnings	151,201.39	103,761.70
Net Income	59,598.38	-20,561.43
Total Equity	<u>229,837.27</u>	<u>102,237.77</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>229,837.27</b></u>	<u><b>102,237.77</b></u>



## Budget vs. Actual

May 2021 through January 2022

	May 20 - Jan 21	May 21 - Jan 22	Budget	\$ Over Budget
<b>Income</b>				
2019 Grant Funding - Marketing	1,500.00	18,230.00	17,612.50	617.50
2019 Grant Funding - Research	22,534.51	56,636.81	53,520.00	3,116.81
<b>Assessments</b>				
Previous Years Assessments	6,854.11	9,882.00		
Assessments - Other	212,797.31	98,160.29	276,774.81	-178,614.52
<b>Total Assessments</b>	<b>219,651.42</b>	<b>108,042.29</b>	<b>276,774.81</b>	<b>-168,732.52</b>
Dealer License	300.00	400.00	650.00	-250.00
Idaho State Tax Commission	0.00	21,239.00		
Interest Income	1.18	1.09	10.00	-8.91
<b>Total Income</b>	<b>243,987.11</b>	<b>204,549.19</b>	<b>348,567.31</b>	<b>-144,018.12</b>
<b>Expense</b>				
2019 Grant Expenses - Marketing	7,000.00	8,080.00	17,612.50	-9,532.50
2019 Grant Expenses - Research	22,534.51	56,636.93	53,520.00	3,116.93
Annual Audit	0.00	3,500.00	3,500.00	0.00
Donation	600.00	600.00	600.00	0.00
Dues & Fees	212.00	100.00	750.00	-650.00
HGA Assessment	63,761.62	64,462.87	64,000.00	462.87
HIPPC Assessment	28,055.12	28,584.27	29,000.00	-415.73
HRC Assessment	20,931.25	22,533.00	22,440.00	93.00
Insurance Expense	0.00	120.00	150.00	-30.00
Meeting Expenses	788.19	1,163.53	4,000.00	-2,836.47
Miscellaneous	10,238.00	286.00	5,000.00	-4,714.00
Office Expense/supplies	395.91	59.14	500.00	-440.86
Promotion/Events	0.00	5,053.18	6,000.00	-946.82
Public Relations	0.00	0.00	500.00	-500.00
Rent Expense	4,500.00	4,500.00	6,000.00	-1,500.00
Repairs and Maintenance	0.00	0.00	3,000.00	-3,000.00
Salaries & Benefits	25,179.74	24,004.07	32,732.85	-8,728.78
Test Plot Maintenance & Growing	0.00	0.00	10,000.00	-10,000.00
Travel Expenses	192.39	5,427.63	5,000.00	427.63
U of I Building	0.00	0.00	70,000.00	-70,000.00
U of I Research	0.00	0.00	35,000.00	-35,000.00
<b>Total Expense</b>	<b>184,388.73</b>	<b>225,110.62</b>	<b>369,305.35</b>	<b>-144,194.73</b>
<b>Net Income</b>	<b>59,598.38</b>	<b>-20,561.43</b>	<b>-20,738.04</b>	<b>176.61</b>



## Idaho-Eastern Oregon Onion Committee

The Idaho-E. Oregon Onion Committee (M.O.) is also housed in the Parma Office. This is a Federal Program. The Onions grown in Idaho and Eastern Oregon are grown under Federal Marketing Order #958 which maintains a minimum size and grade standard that exceeds USDA standards. The Marketing Order was formed in 1957 under the Code of Federal Regulations.

The annual budget is approved by the USDA. There is an extensive research budget each year. The Research Committee meets on an annual basis to decide on the projects for the upcoming fiscal year. Research is conducted through Oregon State University and the University of Idaho, and this research benefits all growers in the M.O. area.

Along with the Research Committee, within the M.O. there is a Promotion Committee, and an Export Committee. The Promotion Committee handles the Domestic Promotions for the M.O. and the Export Committee handles International promotions. Included in these promotions when allowed are exhibiting at several trade shows domestically and internationally, a broad generic advertising program, and trade missions. Several times the Export Committee has had the opportunity to participate in the Governor's Trade Missions. This year the Promotion Committee was able to host an in-person VIP Tour to connect area shippers and buyers. Most of the Export activities are still being held virtually.



## Idaho-Oregon Fruit and Vegetable Association

**Mission Statement:** The Idaho-Oregon Fruit and Vegetable Association provides an effective avenue for its members to collaborate and work collectively on instrumental issues pertinent to the agricultural industry of its area.

The Idaho-Oregon Fruit and Vegetable Association, Inc. was formed in September 1962, as a non-profit corporation under the laws of the State of Idaho. It was formed primarily to give service to the produce shippers on matters pertaining to transportation and other relative industry problems, particularly matters arising out of the preparation, inspection, and the shipment of fresh fruit and vegetables.

The members of the Idaho-Oregon Fruit and Vegetable Association consists of fruit and vegetable (onions and shallots) shippers in Southwestern Idaho and Eastern Oregon. The Association has a dues based membership. There are about 30 active members. The Associate Members round out the Association Membership and they consist of industry support companies such as banks, bag manufacturers, seed companies, and building companies just to name a few. With the Associate Members the membership rounds out to a total membership of 120.

The Idaho-Oregon Fruit and Vegetable Association (IOFVASN) is an active member of Food Producers of Idaho. The Association stays abreast of the Labor and Transportation issues affecting the industries it represents, and offers support when needed.





Contact information for the Parma Office:

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Idaho Apple Commission  
Idaho Cherry Commission  
Idaho-E. Oregon Onion Committee  
Idaho Hop Growers Commission  
Idaho-Oregon Fruit and Vegetable Association

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[www.idahoapples.com](http://www.idahoapples.com)  
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[www.idahohops.org/contact.html](http://www.idahohops.org/contact.html)  
[www.usaonions.com](http://www.usaonions.com)  
[www.id-orfv.org](http://www.id-orfv.org)



**IDAHO HOP GROWERS  
COMMISSION**  
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