

MINUTES
HOUSE AGRICULTURAL AFFAIRS COMMITTEE

DATE: Wednesday, February 12, 2014

TIME: 1:30 P.M.

PLACE: Room EW42

MEMBERS: Chairman Andrus, Vice Chairman Boyle, Representative(s) Bolz, McMillan, Batt, Bell, Agidius, Dayley, Miller, Romrell, Stevenson, VanOrden, Pence, Erpelding

**ABSENT/
EXCUSED:** Rep. Batt

GUESTS: Armando Orellana Villers, Idaho-Mexico Trade Office, ISDA; Eddie Yen, Idaho-Asia Trade Office, ISDA; Laura Johnson, Idaho Dept. Agriculture; Diego Simancas, Consulate of Mexico in Boise; Gabriela Brizio, Consulate of Mexico in Boise; Rick Keller, Idaho Farm Bureau; Gloria Totoricaguena, PNWER; Norm Wright, Power County; Dennis Tanikuni, Idaho Farm Bureau

Chairman Andrus called the meeting to order at 1:31 p.m.

Chairman Andrus and the Committee thanked the Page, **Julia Garcia**, for her work for the Committee during the first half of this session.

MOTION: **Rep. Erpelding** made a motion to approve the minutes of the Tuesday, January 28, 2014 meeting. **Motion carried by voice vote.**

Laura Johnson, Bureau Chief, Idaho State Department of Agriculture (ISDA), said she would like to welcome Idaho's International Trade partners to present their annual reports.

Armando Orellana, Idaho's Mexico Trade Office, presented his annual report. He said the office will celebrate its twentieth year in 2014. He said Mexico is committed to making changes to the way they have done trading in the past particularly in the areas of energy, telecommunications, finances, and politics. He said Mexico is attracting more investors and international reserves are at a record high. He said the stability of the peso has helped Idaho exports. Inflation is still high at 3.6%. He said Project 60 is a collaboration with the United States Department of Agriculture and United States Department of Commerce to provide assistance to the Idaho Department of Commerce, Idaho State Department of Agriculture and Idaho companies to generate jobs in Idaho through market research, finding clients and distribution channels. It addresses import restrictions, competition, and getting paid. He said support for Idaho's top sectors has involved a Mining Convention, a High Tech Convention, Bean Seed Field Days and Latin American Dairy Show. Wheat, bean seed and major retail buyers visited Idaho. He said that milk is becoming more important in Mexico and as a result trade is at its highest. The Idaho Bean Commission has worked closely with Mexico to develop seeds and educate them on the bean industry. Wheat has been in the works for 8-10 years and will finally have a presence in Mexico. Other areas of interest include agricultural machinery, processed food and lumber. He said in the area of education there is assistance provided to the University of Idaho and Lewis-Clark College for student recruiting. He said intern programs are very important for students so they can develop an understanding of the marketing process in Mexico. Upcoming events include visits to Idaho by Mexican buyers, Mexico Week at Boise State University and Idaho bean seed test plots in Western Mexico.

Eddie Yen, Idaho's Taiwan Trade Office, presented his annual report. He said Taiwan has a population of 23.2 million people, with less than 1% population growth. In 2013, the Gross Domestic Product (GDP) was \$468 billion U.S. Dollars (USD) and GDP growth was 2.19%. He said Idaho's exports to Taiwan in 2012 was \$754 million USD, six times the US national average per capita. He said Taiwan represents Idaho's third largest export market, 14% of Idaho's total exports for 2012. He said Governor Otter's trade mission to Asia and Taiwan in April 2013 helped to make Project 60 successful. He said seventeen Idaho companies joined the mission. There were five trade shows held to assist Idaho companies with exports. There were seventy meetings for companies during the trip and the first Green Energy Memorandum of Understanding (MOU) was signed with the Ministry of Economic Affairs (MOEA) in Taiwan. He highlighted the events from 2013. He said there was a June Food Show; a Building Materials Show in December where five Idaho companies joined the Pavilion and attracted more than 1,000 visitors; and a Taiwan wheat buying mission in September where a letter of intent was signed to purchase \$484 million USD over the next two years. He said new successes include Glanbia's cheese products, Naturopathis's derma products, Dynamite Marketing's pet products, and more clients for Zions Bank. Promotional programs for 2014 will include investment seminars, six education and travel fairs, a food show, bio-tech and SenCare show, green industries shows, building materials show, and a buying mission to Idaho.

HJM 5: **Rep. Dayley** told the Committee that **HJM 5** will be held due to technical corrections needing to be done.

ADJOURN: There being no further business to come before the committee, the meeting was adjourned at 2:15 p.m.

Representative Andrus
Chair

Angela Sandoval
Secretary