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: [*Intermittent*]

Idaho Apple Commission

Market Update

In speaking with industry representatives it was reported that the winter of 2017 impacted most produce. Fuji production was down because of the cold temperatures in January. The late spring for the growing season caused smaller size apples and there was downward pressure on the price with the smaller fruit. Some of the larger sizes were worth more, if they were available. For Idaho it was an average size crop, and the market was okay.

There continues to be a large amount of planting in Washington adding to the supply equation; with fresh and processing apples in Washington there crop on the average is about 150-160 million bushels of apples. In Idaho there are apple blocks that continue to be taken out and new ones put in; maintaining the current volume of about 1.5 million bushels.

Currently with the latest round of cold weather the crop seems to be on track with where it was 2 years ago, and it is about 2 days ahead of schedule. Which is a more normal time frame. This year looks to be a larger volume crop, not due to more plantings just due to the fact there was lower volume last year.

Commissioners:

The 2017-2018 Commission consisted of Commissioners, Daniel Rowley, Chairman; Jim Carver, Vice Chairman; Ryan Henggeler, Secretary-Treasurer; Charles Robinson; and Bill Ford.

Memberships:

The Commission still maintains memberships with several organizations.

Northwest Horticultural Council (NHC) 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) 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. Kelly Henggeler is still the representative for the Idaho Apple Commission.

Produce Marketing Association (PMA) www.pma.com

PMA is a trade organization representing companies from every segment of the global fresh produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. Candi Fitch continues to serve as a member on the PMA Membership Committee.

United Fresh Produce Association (United Fresh) www.unitedfresh.org

United Fresh was founded in 1904 and brings together companies across every segment of the fresh supply chain, and unites the produce industry with a common purpose - to build long-term value for its members and to grow produce consumption.

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.

Production Research

Over the years the Idaho Apple Commission has received several grants for Essie Fallahi at the University of Idaho for his continuing research to improve Idaho Apples. In this global environment it is important to have continuing research to stay vital in the market place. Below is a list of the grants and the research that has been and is being conducted by Dr. Fallahi.

In Search of Sustainable Rootstocks to Improve Yield Efficiency, Precocity, Mineral Nutrient Uptake, and Fruit Quality of Apples in Idaho

\$106,491, Allocated, \$84,207 Matching - Completed

The Impact of Tree Architecture and Girdling at Full Maturity in a Modern Super High Density Orchard on Yield Efficiency, Fruit Quality, Mineral Partitioning and Postharvest Physiology of Apples in Idaho

\$131,124.00, Allocated; 38,462.00 Matching – Completed

Rootstock and Thinning Effects on Yield and Quality to Enhance Profitability in “Honey Crisp” Apple

\$163,409.00, Allocated – 2017 Award

Local Memberships

The Idaho Apple Commission maintains local memberships as well.



Buy Idaho has supported the Idaho business community and championed for Idaho companies to grow and prosper in our state for over 29 years. The goal of Buy Idaho is to keep tax dollars in Idaho and build businesses that will increase job opportu-

nities and quality of life for all Idahoans. (Source Buy Idaho Web Site) www.buyidaho.com

The Buy Idaho Capitol Show is held each year, and the Idaho Apple Commission, and the Idaho Cherry Commission participate in the event. It is a great way to share the message of the apples, cherries, and onions grown in Idaho



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 Web Site) www.idahopreferred.com

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) <http://www.agclassroom.org/id/>



Candi Fitch is an Advisory Committee Member for Idaho Preferred and is Vice President of the Idaho Agriculture in the Classroom Committee.

Promotions

Specialty Crop Grants:

2015 Grant - Creating Awareness of Idaho Apples through In-Store Promotion, Web Site Development, and Social Media www.idahoapples.com

The 2015 Grant Funding was used this year in cooperation with the Idaho Preferred Road Show that took place in September during Idaho Preferred Month. The Idaho Apple Commission funded apple demos at the same time other Idaho Preferred products were being demoed. This helped stretch the budgets for Idaho Apple and Idaho Preferred



The Idaho Apple Commission continues to build its presence on Social Media.



Apple Budget	Allocated	Spent to Date	Remaining
Grant Funds	\$18,855	\$16,860.50	\$1,994.50
Cash Matching/ In-Kind	\$1,095	\$909.36	\$185.64
Total	\$19,950	\$17,769.86	\$2,180.14

2016 Grant - Increasing Sales, Creating, Demand, and Building Relationships for Idaho Apples with Idaho Retailers.

Within this grant there is funding for In-store demos, radio advertising, billboards, promotional banners and social media advertising.

Apple Budget	Allocated	Spent to Date	Remaining
Grant Funds	\$86,112	\$28,369.07	\$57,742.93
Cash Matching/ In-Kind	\$1,650	\$0	\$1650
Total	\$87,762	\$28,369.07	\$59,392.93

Radio Advertising:

Objective: Reach listeners and encourage them to shop for Idaho Apples using classic and new country formats with KQFC and KIZN and news talk KBOI (whose 50,000 watt signal covers most of Idaho). Weekly schedules include pre-recorded thirty second commercials, paired with live-read fifteen second traffic sponsorships, run during prime time drive times. The radio schedule reached 138,100 people, 6.3 times each.

Run Dates: October 2, 2017 – November 26, 2017 (8 weeks)

Billboards and In-store Sampling

Billboards were displayed in six different locations during the months of September and October during the same time period as in-store promotions were offered in local Albertsons and Wal Mart locations.



Other Promotional Activities

Again this year the Commission provided apples for the St Luke's Fit One Finish Line Party in September. The Commission donates about 10,000 apples to the event for most of the participants to enjoy an Idaho Apple at the end of the walk.



The Idaho Apple Commission also provided apples for the Meridian FFA Farm Expo that is held every other year at Meridian High School.

KBOI- Channel 2:

Celebrate Idaho Ag - In 2017 Idaho Preferred partnered with Channel 2 and offered agriculture organizations the opportunity to promote their products for one month. This was done through radio advertising, a featured new story, month long advertising on the Channel 2 Web site, and a segment on Idaho Living. Idaho Apples were featured in September 2017.



**Idaho Apple Commission
2017-2018 Six-Month Financial Statement and 2018-2019 Proposed Budget**

	2016-2017 Financial Statement	2017-2018 6-Month Financial Statement	Budgeted 2017-2018	Estimated Budget 2018-2019
Income:				
Balance:	\$ 162,721.41	\$ 94,278.50		
Crop Assessments	20,902.53	69.16	30,000.00	30,000.00
Interest Income	465.87	22.57	50.00	50.00
Assessments from Prior Years	1,131.72	21,483.00	20,000.00	20,000.00
Specialty Crop Grant Money	24,324.33	37,566.30	83,635.00	50,000.00
Other Income	-	-	-	-
Reserve Money	-	-	-	-
Total Income	46,824.45	59,141.03	133,685.00	100,050.00
Administrative Office:				
Insurance/Workman's Comp	150.00	-	175.00	175.00
Office Supplies/Equipment	14.29	291.45	-	-
Postage	167.91	66.33	250.00	250.00
Rent & % of Salaries	11,153.00	6,290.02	12,580.00	11,153.00
Telephone	-	-	-	-
Office Travel	1,389.22	617.90	400.00	400.00
Total Administrative	12,874.42	7,265.70	13,405.00	11,978.00
Promotion:				
Production/Printing	-	-	1,500.00	1,500.00
Media	-	-	-	-
Local Promotions	2,034.45	5,089.33	3,000.00	3,000.00
Trade Association	15,874.00	13,974.00	18,000.00	18,000.00
Trade Meetings	999.60	-	1,700.00	1,700.00
Promotion Programs	-	-	-	-
Promotion Misc.(Postage, Special, Fee)	-	-	150.00	150.00
Total Promotions and Export Deve.	18,908.05	19,063.33	24,350.00	24,350.00
Grant Money Expended				
2013 Grant	-	-	-	-
2014 Grant	68,262.63	13,477.25	15,000.00	-
2015 Grant	4,893.14	4,977.36	6,971.86	1,995.00
2015 Grant - Match	908.36	-	200.00	190.00
2016 Grant	-	28,369.07	65,000.00	40,000.00
2016 Grant-Match	-	-	1,000.00	1,000.00
2017 Grant	-	-	-	-
Total Grant Money Expended	74,064.13	46,823.68	88,171.86	43,185.00
Research Projects:				
University of Idaho				
Current Season's Projects-Fallahi	8,442.82	-	10,000.00	10,000.00
E. Fallahi -09 Grant (11-12 Season)	-	-	-	-
Previous Season's Projects	-	-	-	-
Research Reserve	-	-	-	-
Total Research Projects	8,442.82	-	10,000.00	10,000.00
Miscellaneous Expense:				
Miscellaneous	985.59	652.87	750.00	750.00
Commission Travel	-	-	-	-
Miscellaneous-Other	-	-	-	-
Total Miscellaneous	985.59	652.87	750.00	750.00
Grand Total	\$ 115,275.01	\$ 73,805.58	136,676.86	90,263.00

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Idaho Apple Commission

Balance Sheet

As of December 31, 2017

	<u>Dec 31, 17</u>	<u>Dec 31, 16</u>
ASSETS		
Current Assets		
Checking/Savings		
1050 · U S Bank - Checking	31,499.47	41,704.77
1060 · U S Bank - Savings	10,151.26	10,150.79
1065 · U.S. Bank CD @ 0.50%, 4/23/17	0.00	55,411.58
1070 · US Bank Money Market Account	37,963.22	17,075.89
Total Checking/Savings	<u>79,613.95</u>	<u>124,343.03</u>
Total Current Assets	<u>79,613.95</u>	<u>124,343.03</u>
TOTAL ASSETS	<u>79,613.95</u>	<u>124,343.03</u>
LIABILITIES & EQUITY		
Equity		
3900 · Operating Reserve	94,278.50	162,721.41
Net Income	-14,664.55	-38,378.38
Total Equity	<u>79,613.95</u>	<u>124,343.03</u>
TOTAL LIABILITIES & EQUITY	<u>79,613.95</u>	<u>124,343.03</u>

Idaho Apple Commission
Profit & Loss Budget vs. Actual
 July through December 2017

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
4050 · Current Year Crop Assessments	69.16	30,000.00	-29,930.84
4060 · Interest Income	22.57	50.00	-27.43
4065 · Specialty Crop Grants	37,566.30	83,635.00	-46,068.70
4075 · Previous Year's Assessments	21,483.00	20,000.00	1,483.00
Total Income	<u>59,141.03</u>	<u>133,685.00</u>	<u>-74,543.97</u>
Expense			
7100 · Administrative			
7120 · Property Ins/Workman Comp	0.00	175.00	-175.00
7130 · Office Supplies/Equipment	291.45		
7140 · Postage	66.33	250.00	-183.67
7150 · Rent & % of Salaries	6,290.02	12,580.00	-6,289.98
7170 · Office Travel	617.90	400.00	217.90
Total 7100 · Administrative	<u>7,265.70</u>	<u>13,405.00</u>	<u>-6,139.30</u>
7200 · Trade Involvements			
7220 · Trade Association Dues	13,974.00	18,000.00	-4,026.00
7549 · Trade Meetings	0.00	1,700.00	-1,700.00
Total 7200 · Trade Involvements	<u>13,974.00</u>	<u>19,700.00</u>	<u>-5,726.00</u>
7300 · Promotion			
7320 · Production and Printing	0.00	1,500.00	-1,500.00
7340 · Local Promotions	5,089.33	3,000.00	2,089.33
7495 · Promotion Miscellaneous	0.00	150.00	-150.00
Total 7300 · Promotion	<u>5,089.33</u>	<u>4,650.00</u>	<u>439.33</u>
7662 · Miscellaneous	652.87	750.00	-97.13
7665 · Grant Money Expended			
7668 · 2013 Grant	0.00	0.00	0.00
7670 · 2014 Grant	13,477.25	15,000.00	-1,522.75
7671 · 2015 Grant	4,977.36	6,971.86	-1,994.50
7672 · 2015 Grant - Match	0.00	200.00	-200.00
7673 · 2016 Grant	28,369.07	65,000.00	-36,630.93
7674 · 2016 Grant - Match	0.00	1,000.00	-1,000.00
Total 7665 · Grant Money Expended	<u>46,823.68</u>	<u>88,171.86</u>	<u>-41,348.18</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>73,805.58</u>	<u>136,676.86</u>	<u>-62,871.28</u>
Net Income	<u>-14,664.55</u>	<u>-2,991.86</u>	<u>-11,672.69</u>

Idaho Cherry Commission

Market Update

The Idaho Cherry season went well in 2017, and the shipper that I spoke with commented they were able to market their crop at a reasonable price. It was a short crop in 2017 due to the extreme weather and the cold temperatures we received in January. Some areas that usually are higher in production were short this year.

Commissioners:

The 2017-2018 Commission consisted of Commissioners, Sally Symms, Chairman; Richard Kincheloe, Vice Chairman, Kelly Henggeler, Secretary-Treasurer, Keith Green, and Lalo Gonzales, Jr.

Memberships:

The Commission maintains regional and local memberships.

Northwest Cherry Growers (NWCG)

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 members for over 20 years.

Local Memberships include:

Idaho Preferred

Idaho Agriculture in the Classroom

Promotions

2015 Grant - Creating Awareness of Idaho Cherries through In-Store Promotion, Web Site Development, and Social Media, www.idahocherries.com

The Idaho Cherry Commission held in-store promotions at various Albertson's and Wal Mart stores the last week of June and the first week in July. The Commission continues to build its Social Media presence and with the remaining grant funds will be able to provide promotional opportunities in 2017. The Commission also had a promotional video created for the Idaho Cherry Commission.



Cherry Budget	Allocated	Spent to Date	Remaining
Grant Funds	\$21,159	\$20,294.76	864.24
Cash Matching/ In-Kind	\$1,094	\$1,030.75	63.25
Total	\$22,253	\$21,325.51	\$927.49

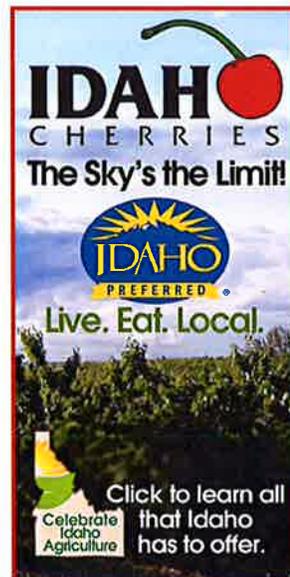
Advertising

In May 2017, 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.



KBOI- Channel 2:

Celebrate Idaho Ag - In 2017 Idaho Preferred partnered with Channel 2 and offered agriculture organizations the opportunity to promote their products for one month. This was done through radio advertising, a featured new story, month long advertising on the Channel 2 Web site, and a segment on Idaho Living. Idaho Cherries were featured the last two week of June and the first two weeks of July.



**Idaho Cherry Commission
2017-2018 Six-Month Financial Statement and 2018-2019 Proposed Budget**

	2016-2017 Financial Statement	2017-2018 Financial Statement	Budgeted 2017-2018	Estimated Budget 2018-2019
Income:				
Balance:	\$ 18,197.53	\$ 20,232.22		
Crop Assessments	\$ 24,954.24	\$ 19,837.53	\$ 20,000.00	\$ 20,000.00
Interest Income	0.23	0.12	10.00	10.00
Specialty Crop Grant	4,417.56	-	9,751.44	900.00
Other Income	7.65	-	-	-
Total Income	29,379.68	19,837.65	29,761.44	20,910.00
Administrative, Office, Miscellaneous Expenses:				
Insurance/workman's Comp	-	-	200.00	200.00
Rent & % of Salaries	3,847.00	4,420.00	4,420.00	4,420.00
Office Supplies and Equipment	14.30	-	-	-
Postage	121.06	30.20	100.00	100.00
Phone	-	-	-	-
Miscellaneous	1,953.46	430.17	400.00	400.00
Total Administrative	5,935.82	4,880.37	5,120.00	5,120.00
Commission Expenses:				
Specialty Crop Grant	935.96	8,944.15	9,751.44	900.00
Specialty Crop Grant - Cash Match	414.80	-	500.00	-
Travel	353.77	-	500.00	500.00
Annual California Inspection	-	-	500.00	500.00
Mexico Cherry Inspection	-	-	1,000.00	1,000.00
Promotional Programs	3,500.00	-	5,000.00	5,000.00
NWCG Promotional Assessment	15,000.00	-	15,000.00	15,000.00
Soft Fruit Research	1,204.64	-	1,000.00	1,000.00
Promotional Items	-	-	1,500.00	1,500.00
Total Commission Expense	21,409.17	8,944.15	34,751.44	25,400.00
Grand Total	27,344.99	13,824.52	39,871.44	30,520.00

01/25/18

Idaho Cherry Commission

Balance Sheet

As of December 31, 2017

	<u>Dec 31, 17</u>	<u>Dec 31, 16</u>
ASSETS		
Current Assets		
Checking/Savings		
1050 · US Bank - Checking	21,034.99	35,981.56
1060 · US Bank - Savings	5,210.36	5,210.13
Total Checking/Savings	<u>26,245.35</u>	<u>41,191.69</u>
Total Current Assets	<u>26,245.35</u>	<u>41,191.69</u>
TOTAL ASSETS	<u>26,245.35</u>	<u>41,191.69</u>
LIABILITIES & EQUITY		
Equity		
3900 · Operating Reserve	20,232.22	18,197.53
Net Income	6,013.13	22,994.16
Total Equity	<u>26,245.35</u>	<u>41,191.69</u>
TOTAL LIABILITIES & EQUITY	<u>26,245.35</u>	<u>41,191.69</u>

Idaho Cherry Commission
Profit & Loss Budget vs. Actual
 July through December 2017

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
4050 · 2017 Crop Assessments	19,837.53	20,000.00	-162.47
4060 · Interest Income	0.12	10.00	-9.88
Total Income	<u>19,837.65</u>	<u>20,010.00</u>	<u>-172.35</u>
Expense			
7100 · Workman's Comp and Insurance	0.00	200.00	-200.00
7200 · Rent &% Of Salaries	4,420.00	4,420.00	0.00
7240 · Annual California Inspection	0.00	500.00	-500.00
7250 · NWCG Promotion Assessments	0.00	15,000.00	-15,000.00
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
7291 · Specialty Crop Grant	8,944.15		
7300 · Travel	0.00	500.00	-500.00
7301 · Office Travel	72.23		
7415 · Postage	30.20	100.00	-69.80
7425 · Miscellaneous	357.94	400.00	-42.06
Total Expense	<u>13,824.52</u>	<u>29,620.00</u>	<u>-15,795.48</u>
Net Income	<u><u>6,013.13</u></u>	<u><u>-9,610.00</u></u>	<u><u>15,623.13</u></u>

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 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. Candi recently returned from a USDAWUSATA (Western United States Agricultural Trade Association) Trade Mission to Antigua, Guatemala, and Santo Domingo, Dominican Republic.

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 27 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 126.

The Idaho-Oregon Fruit and Vegetable Association (IOFVASN) is an active member of Food Producers of Idaho and this year Candi Fitch is serving as President of the organization. This season the IOFVASN has been involved with the legislation to move the Non-retail oversight of food safety (FSMA, Produce Rule) from the Idaho Department of Health and Welfare to the Idaho State Department of Agriculture. Nationally the IOFVASN has written letters this season in regard to the poor Union Pacific Rail Service, the deterrent the Electronic Logging Devices are having to the Transportation Industry, and for support of continued funding for the IR-4 Program.

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

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www.idahocherries.com
www.usaonions.com
www.id-orfv.org



