



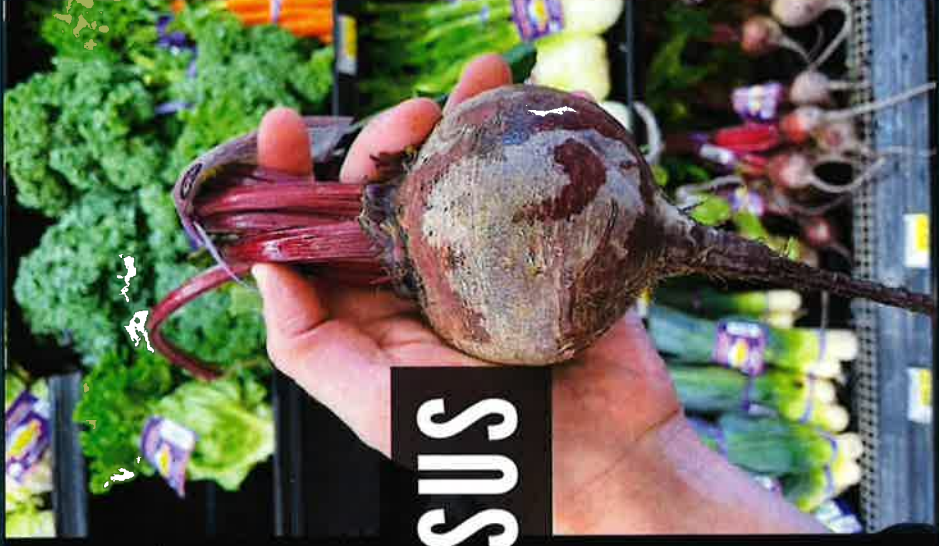
Snake River  
**Sugarbeet**  
GROWERS ASSOCIATION

Brad Griff | Executive Director | [snakeriverbeet.com](http://snakeriverbeet.com)



# SUGARBEET 101

- Root crop
- Cousin to the red beet
- Won't find them at the grocery store
- Grown in 11 states
- Plant in March/April
- Harvest in Sept/Oct
- Account for 55% U.S. Sugar



**VERSUS**



# Name and Logo Change



SNAKE RIVER

**Sugarbeet**

GROWERS ASSOCIATION



Snake River  
**Sugarbeet**  
GROWERS ASSOCIATION



## OUR GROWING REGION

WASHINGTON • OREGON • IDAHO

# MISSION AND PURPOSE

Advocate for sugarbeet growers and  
educate the public about the  
agriculture industry



# Advocacy in Boise and DC



# Harvest Tours





# Social Media

**Idaho Sugarbeet Growers Association**  
 Published by Fred Giffert • October 12, 2021

We pay tribute to those who care for the land and produce our food, fiber and fuel. Thank you, farmers.



39,873 People reached

6,911 Engagements

Distribution score

Boost post

**Idaho Sugarbeet Growers Association**  
 Published by Butler • November 15, 2021

A farmer's job can change quickly, sometimes even hourly. Sometimes that job is a welder or a mechanic. After all, there's a lot of big machinery that is needed for farming. When Ryan Samples' harvester broke an elevator chain with only a few acres of beets left to harvest, his job of equipment operator suddenly changed to welder. Just another day on the farm.



2,294 People reached

266 Engagements

Distribution score

Boost post

**Idaho Sugarbeet Growers Association**  
 Published by Burke • September 17, 2021

Harvest is a team sport. Every sugarbeet grower relies on a fleet of truck drivers and equipment operators to help during harvest. These temporary workers are hired specifically to help bring in the crop & are key to helping the grower see the fruits of their labor.



2,144 People reached

193 Engagements

Distribution score

Boost post

THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY

Sugarbeets are grown on  
**180,000 ACRES**  
**IN IDAHO**



# SUGAR

THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY



**LARGEST PRODUCER**  
of sugarbeets in the United States, and accounts for **19% of sugarbeet production in the country.**

THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY

Sugarbeets contribute  
**300 MILLION**

accounting for 10% of Idaho's total cash receipts from crops.

# BEETS &

THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY



of Idaho sugarbeets are hauled a year providing **additional trailer manufacturing and truck operator jobs.**

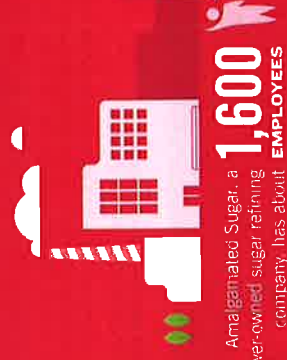
THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY

Processed sugar from Idaho sugarbeets brings in about  
**900 MILLION**  
IN ANNUAL REVENUE



# IDAHO

THE IMPACT OF  
**SUGARBEETS**  
ON THE IDAHO ECONOMY



Amalgamated Sugar, a grower-owned sugar refining company, has about **1,600 EMPLOYEES**

That's 2.5% of all manufacturing jobs in Idaho!

# 2021 SUGARBEET CROP

- Strong winds/cold weather in Spring
- Surprisingly good
- 39.47 tons/acre
- 18.18% sugar
- Excellent Crop
- Extreme heat with record temperatures
- Would there be enough water?



# QUESTIONS?



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