

**Rules Governing the Voluntary  
Idaho Preferred Promotion Program  
IDAPA 02.01.04**

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*Attachment 2, January 17, 2023*



## Idaho Preferred Program

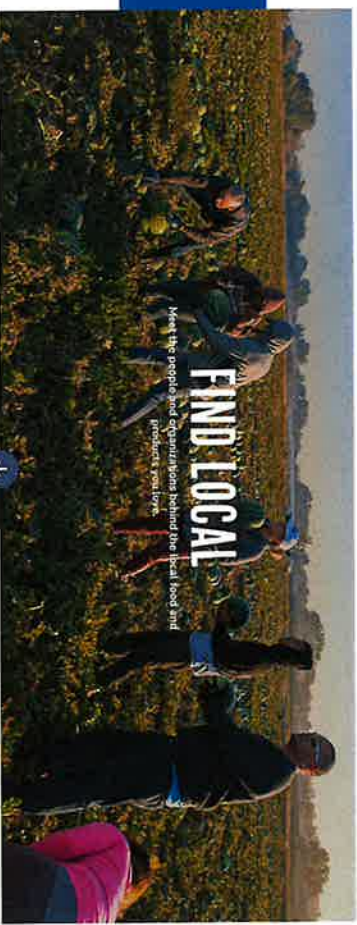
- Established 2003
- To connect Idaho agriculture producers with consumers, retailers, and foodservice to grow their marketplace.
- 347 members
  - 226 producer members + 121 retailers, restaurants and farmers markets
- 2022 Sales of specialty crops (produce and horticultural crops):
  - **\$37.3 Million**

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# Idaho Preferred Program

- Website
- Social media, consumer newsletter
- In-store retail merchandising and promotion
- B2B Trade Shows
  - Associated Food Show, SLC
  - Good Food Foundation, Portland
- Advertising
- B2B chef tours, collaboratives and promotions
- Consumer Events
- Holiday Gift Box
- Member photography and videography
- Educational workshops and resources



## IDAHO PRODUCTS & SERVICES

A grid of product categories. The top row features 'GRAINS/GRAIN PRODUCTS' with an 'EXPLORE' button and a 'LEARN MORE' button. The middle row features 'FRUITS' with an 'EXPLORE' button. The bottom row features 'BARLEY', 'TORTILLAS', 'APPLES', and 'PEACHES', each with a 'LEARN MORE' button. The background of the grid shows various food items like grains, tortillas, and fruits.

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# Negotiated Rulemaking Meetings

- Public meetings were conducted via video conference
- Broad distribution of rulemaking
  - Entire database of producers
  - Multiple communications to all Idaho Preferred participants
  - Stakeholder feedback incorporated into rule

March 16, 2022

April 4, 2022



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# Summary of Proposed Rule Changes

## Red Tape Reduction

- Eliminated information not required in rule
  - Definitions not used in the rule
  - Application and program details
- Livestock Products
  - Merged beef, lamb, pork and cervidae
  - Now consistent across all livestock products

## Title

- Added "Voluntary"



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# Summary of Proposed Rule Changes (Cont.)

## Product Qualifications

- Distilled Spirits
- Processed Food
  - Processed in Idaho
  - Co-packing alternative

## Participation Duration and Renewal

- Calendar year – renewals in January instead of June during the busy harvest season

Fee remained the same



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