

MINUTES
HOUSE AGRICULTURAL AFFAIRS COMMITTEE

DATE: Wednesday, March 08, 2023

TIME: 1:30 P.M.

PLACE: Room EW42

MEMBERS: Chairman Andrus, Vice Chairman Raymond, Representatives Boyle, Cannon, McCann, Ehlers, Gallagher, Garner, Nelsen, Pickett, Sauter, Mathias, Nash, Roberts

**ABSENT/
EXCUSED:** Reps. Boyle, Nelsen, Pickett, Nash

GUESTS: The sign-in sheet will be retained in the committee secretary's office; following the end of session the sign-in sheet will be filed with the minutes in the Legislative Library.

Chairman Andrus called the meeting to order at 1:30 p.m.

MOTION: **Rep. Sauter** made a motion to approve the minutes of February 28, 2023, and March 2, 2023. **Motion carried by voice vote.**

Karrienne Fallow, CEO, Dairy West, Idaho Dairy Products Commission (IDPC), explained Dairy West is an organization representing dairy farmers in Idaho and Utah. Dairy promotions of today were created by farmers for farmers. Despite flat and low milk consumption, there has been an increase in the consumption of other dairy products, leading to a record high of 667 pounds of dairy per person per year in 2022. Almost all households in the US contain dairy products. Dairy West's mission is to build trust in dairy farming and dairy products and create global demand. To achieve this, Dairy West used shoppable digital marketing banners to promote locally-produced dairy products and achieved a \$6 Return on Ad Spend. High-volume and workforce limitations caused dairy out-of-stock items, and innovative solutions are being worked on. Dairy West also used Real Local Dairy messaging in stores to spotlight up to 80 locally made products.

Britany Hurst Marchant, Idaho Wheat Commission (IWC) said the Commission was established and funded by Idaho wheat growers and is a not-for-profit, self-governing state agency. The mission of the IWC is to develop markets for Idaho wheat growers, invest in the advancement of wheat research, and provide wheat grower education. An average of 1.2 million acres of wheat is planted each year and yields per acre are among the nations highest. Idaho is the only state in the US that grows five out of six classes of wheat. Half of Idaho's wheat crop goes to domestic mills and the other half is exported, primarily down the Columbia-Snake River System through the Port of Portland to customers in Asia and Latin America. Idaho boasts one of the most consistent and reliable wheat crops in the United States.

ADJOURN: There being no further business to come before the committee the meeting adjourned at 2:07 p.m.

Representative Kevin Andrus
Chair

Jayne Feik
Secretary