

MINUTES
SENATE AGRICULTURAL AFFAIRS COMMITTEE

DATE: Thursday, March 09, 2023

TIME: 8:00 A.M.

PLACE: Room WW53

MEMBERS PRESENT: Chairman Hartgen, Vice Chairman Nichols, Senators Foreman, Hart, Schroeder, Carlson (Dunn), Zuiderveld, Semmelroth, and Taylor

ABSENT/ EXCUSED: None

NOTE: The sign-in sheet, testimonies and other related materials will be retained with the minutes in the committee's office until the end of the session and will then be located on file with the minutes in the Legislative Services Library.

CONVENED: **Chairman Hartgen** called the meeting of the Senate Agricultural Affairs Committee (Committee) to order at 8:02 a.m.

GUBERNATORIAL APPOINTMENT VOTE: **Senator Schroeder** moved to send the Gubernatorial appointment of Joan Cloonan to the State Soil and Water Conservation Commission to the floor with recommendation that she be confirmed by the Senate. **Senator Semmelroth** seconded the motion. The motion carried by **voice vote**.

GUBERNATORIAL REAPPOINTMENT VOTE: **Senator Taylor** moved to send the Gubernatorial reappointment of Wendy Pratt to the State Soil and Water Conservation Commission to the floor with recommendation that she be confirmed by the Senate. **Senator Schroeder** seconded the motion. The motion carried by **voice vote**.

PRESENTATION: **Dairy West. Karianne Fallow**, CEO, Dairy West, addressed the work she did for Idaho Dairy Products Commission. They had a contract for promotions on behalf of dairy farmers in Idaho. Dairy West strictly did promotions and marketing. She stated the focus was on retail at the national level with food service. She highlighted e-commerce, digital marketing banners focused on specific locally-produced dairy products, the result was 283K impressions, and sponsored product searches brought locally produced dairy products to the top of the search list, it turned out 1.1 million impressions. **Ms. Fallow** cited the impact was over six dollars of return on ad spent (ROAS), which was larger than the market standard of two dollars ROAS.

Ms. Fallow indicated there were problems with on-shelf availability. It was not a supply-chain issue. She determined the cause of dairy out-of-stock was due to high-volume and workforce limitations. They were in development of innovative solutions to address both causes.

Ms. Fallow highlighted "Leveraging Local" a partnership with the Idaho State Department of Agriculture (ISDA). With increased dairy signage in stores during Idaho Preferred Month, it would spotlight 80 dairy items locally made in Idaho. She stated the message was "Real, Local, Dairy." She spoke about the partnership with the Idaho Wine Commission, "The Perfect Duo" it paired local cheeses and wines together, and was promoted at Savior Idaho.

Ms. Fallow set forth future efforts to expand dairy sales with food shows, retail promotions and continued e-commerce. She expected to expand the Idaho preferred partnership, and incentivize retail employees with store sales contests to promote local dairy (Attachment 1).

ADJOURNED: There being no further business at this time, **Chairman Hartgen** adjourned the meeting at 8:25 a.m.

Senator Hartgen
Chair

Melissa Price
Secretary