



RETAIL PROMOTIONS

Idaho Preferred continued to maintain a strong presence in the retail space in 2016. Retail partnerships make it easier for consumers to find local, Idaho products at their neighborhood grocery store. Custom marketing and signage including produce bins, large ceiling banners, shelf insert strips and door cling helped consumers identify local products.



In-store demonstrations were also a big part of 2016 retail promotions. Sampling is very effective in consumer education and converting first time purchases. This year Idaho Preferred partnered with member producers, food companies, commodity groups and retailers to execute in-store sampling of fresh produce and other processed products including cherries, apples, peaches, bread and hummus. Working hard to get more local product in retail outlets, Idaho Preferred held a Producer/Retail workshop where Idaho Preferred members had one-on-one meetings with decision makers from the top retail stores in Idaho.



FARMERS MARKETS

In 2016, Idaho Preferred participated in the Boise Farmers Market and the Albertsons Farmers Market at the Western Idaho Fair. Both of these markets allowed members to come and market and sell their products in front of a large audience.

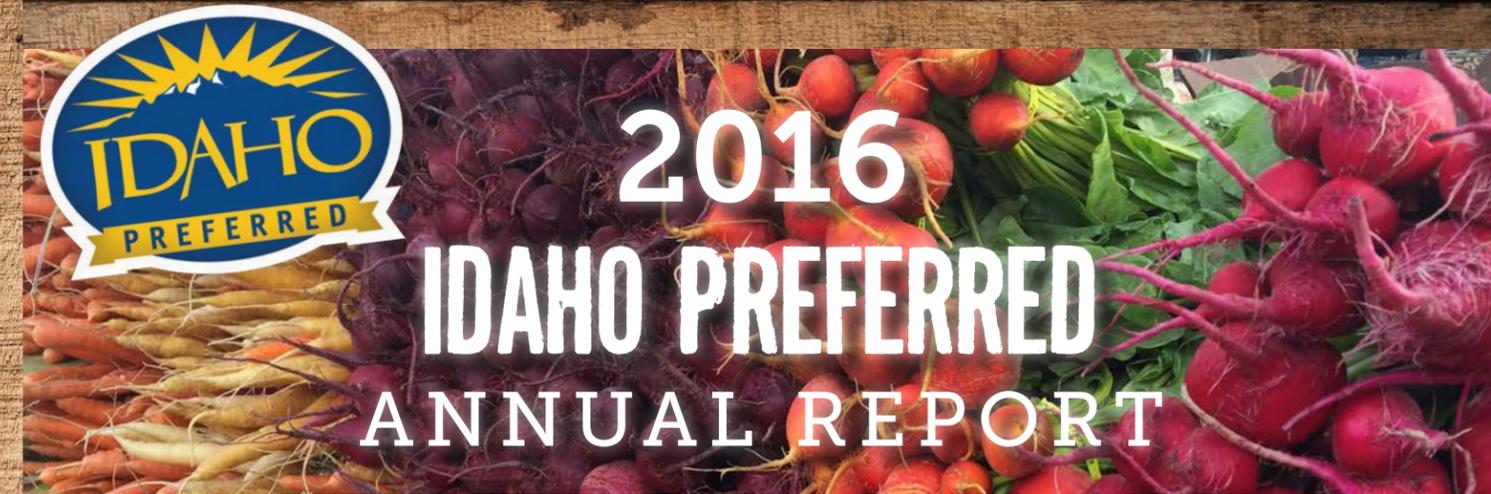


SOCIAL MEDIA

Idaho Preferred utilized Facebook, Instagram, Twitter and Pinterest in 2016 as part of their digital marketing strategy. In addition, Idaho Preferred hosted a social media workshop where members were taught social media best practices and how to use the most popular platforms to increase business.

Facebook is still the #1 platform and Idaho Preferred has continued to grow the number of likes and followers. Currently there are over 3,500 people who follow the Idaho Preferred page (up 700+ from last year). Both paid and organic posts are made regularly to engage the current audience and attract new followers. Recipes remain strong and are used frequently in our paid Facebook ads, resulting in a click through rate average of over 2% - far surpassing the industry standard of 0.1%! A new ad format, called carousel ads has also been added this year, which allows for an ad to show up to four recipes, instead of a single stand alone recipe. The carousel ads have had strong results with click through rates of 1.5%.

Idaho Preferred also utilizes Instagram to engage and attract consumers and has captivated over 1,200 followers. New for 2016, Idaho Preferred launched Twitter and Pinterest accounts. These accounts allow Idaho Preferred to continue to connect with a younger, millennial demographic and be in the most popular space where people go for news, conversations, recipes, events and more.



Idaho Preferred® is a program of the Idaho State Department of Agriculture

A YEAR IN REVIEW

2016 was another big year for Idaho Preferred. Membership is at an all time high with a total of 306 members, a gain of over thirty members over the past year. Many new and exciting things happened in 2016, including spearheading a brand new chef event called Foodfort, which is part of the Treefort Music Festival, an Idaho Preferred booth at the Boise Farmers Market, cooking classes with seasonal Idaho ingredients at St. Alphonsus, FoodServices of America and WIC Program Coordinators, an Idaho Preferred product sales promotion with Sysco and FSA, and a media event for Boise Restaurant Week.

Recipes played a huge role in both online and print marketing this year, as more consumers not only desire to know what is available locally and seasonally, but also how they can use the products in meals at home.



ADVERTISING

2016 provided great new opportunities to expand the use of six 15-second TV ads produced with USDA Specialty Crop Grant funds. The ads, that follow product from field to table, focus on apples, peaches, sweet corn, watermelon, tomatoes and squash. Consumers across the state saw the ads during the Summer Olympics and popular fall premiers such as Dancing with the Stars and The Voice, achieving over 2.5 million consumer impressions. Print ads featuring seasonal products were featured in publications such as The Idaho Statesman and Edible Idaho magazine. In addition, digital ads on social media channels including Facebook and Google resulted in an audience reach of nearly one million consumers and led over 14,000 clicks to the Idaho Preferred website.



CONTACT IDAHO PREFERRED
www.idahopreferred.com

LEAH CLARK 208.332.8684 | leah.clark@isda.idaho.gov
IDAHO PREFERRED 208.332.8530 | idahopreferred@isda.idaho.gov



NURSERY PROMOTIONS

Idaho Preferred promoted locally grown nursery items with online advertising, Facebook paid ads and organic posts, as well as provided point of sale materials such as plant stakes, tree tags and basket hangers to growers and retailers.

At the 2016 INLA Horticulture Expo, Idaho Preferred exhibited flowers from a local greenhouse and spoke about social media and how to reach the growing millennial audience.

Idaho Preferred also partnered with Albertsons retailers on pop-up greenhouses that were set-up in the parking lot of ten different locations throughout southwest Idaho.



FARM TO SCHOOL

October was National Farm to School Month and this year the Idaho Preferred® Program launched a statewide Farm to School Month initiative that supported the 2016 National Farm to School Month theme, One Small Step, which highlighted simple ways to incorporate local agriculture in school classrooms and cafeterias.

Idaho Preferred® provided schools with resources including suggested menu applications, classroom posters, teacher curriculum and fun physical activities that advanced a food theme. These weekly themes also represented some of Idaho's major agricultural industries – including dairy, potatoes, apples and trout – and focused on easily accessible local foods.

Idaho Preferred® also had the opportunity to witness some amazing Farm to School efforts first hand and visited school lunchrooms across the state including Whittier Elementary (Boise), Midvale Jr/Sr High School (Midvale), Hagerman Schools (Hagerman), Wilder School District (Wilder) and Marsing School District (Marsing), which also included a special visit from USDA Under Secretary Concannon.

In addition, a monthly Farm to School e-newsletter was introduced to help school food service employees know when local produce is available and how they can incorporate it into their menus. It also highlights Idaho's Farm to School champions and gives a peek at how other schools are adding more local, Idaho products to their menus.



CONSUMER EVENTS

Idaho Preferred works hard to build awareness of local producers and products through consumer events. Many of these events are in conjunction with other commodity commissions, organizations and agencies. One such event, Foodfort, was the result of Idaho Preferred teaming up with the Treefort Music Festival in Boise which attracts over 16,000 people between the ages of 20-65. Foodfort was a three-day event that featured ten local restaurants and 25 Idaho producers.

The Schweitzer Fall Festival in Sandpoint kicked off Idaho Preferred Month in September. Idaho-grown apples and local yogurt dips were sampled and promoted at this three day festival that attracted over 3500 people over the Labor Day weekend. The apples were also available for purchase in the Coeur d'Alene Winco store.

The sold out Savor Idaho, Savor North Idaho and Sippin' in the City, all sponsored by the Idaho Wine Commission, allowed Idaho Preferred more opportunities to serve Idaho foods with local wines to over 1,200 attendees.



MEDIA TOURS

To further expand awareness of Idaho food and wine, Idaho Preferred partnered with the Idaho Wine Commission and Division of Tourism to bring journalists to Idaho from across the country. Eight writers and bloggers participated in the North Idaho Media Tour celebrating establishment of the new Lewiston AVA. In addition to visiting 5 wineries, the journalists toured a pea and lentil farm as well as an organic wheat farm and flour mill. In September, eight more writers visited Idaho, this time touring southern Idaho wineries. Along the way, they learned about Idaho agriculture including hops, potatoes and popcorn production. The tours produced over 100 social media posts reaching more than 40,000 consumers.



CHEFS AND RESTAURANTS

In an ongoing attempt to see more local food and beverage products on restaurant menus and keep up with consumer demand, Idaho Preferred hosted the third annual Row to Restaurant tour for chefs, restaurant owners and culinary professionals. This year over fifty participants toured the Magic Valley and visited a hydroponic butter leaf lettuce grower, sturgeon farm and caviar processing plant, trout farm, a dairy and creamery, an artisan cheese producer and a winery.

Idaho Preferred hosted the third annual Boise ACF Knowledge Bowl that paired a chef and culinary student answering questions about Idaho food and agriculture. To promote Idaho Preferred restaurants and chefs that do an amazing job sourcing local, Idaho ingredients for their menu, Idaho Preferred featured a "Restaurant of the Month" in the monthly e-newsletter that reaches 1,200 subscribers.

