Idaho Preferred® is a program of the Idaho State Department of Agriculture dedicated to identifying and promoting Idaho food and agriculture products.

Fresh fruits, vegetables, and meats; fine wines, beers, and spirits; specialty foods, forest products, and nursery plants and trees – are all products marketed through the Idaho Preferred® program.

Eating fresh, locally produced foods and beverages and buying plants acclimated to Idaho’s environment not only assures freshness and quality, but also supports local farmers, ranchers, and communities.

To find local products, look for the blue and gold Idaho Preferred® label at your local grocery store, farmers market, restaurant, retail nursery or home improvement store.

Farmers Market Week
August 2019
Look forward to special events and promotions!
Visit www.idahofma.org

Get more fruits and vegetables when you spend your SNAP Quest Card dollars at participating farmers markets. It’s easy with Double Up Food Bucks! For example, if you pay $10 from your Quest Card at a participating farmers market, we give you up to an additional $10 to buy fresh fruits and veggies grown in Idaho (see farmers market info for exact match value).

Learn more by visiting www.idahofma.org/doubleup

This is a program of the Idaho Farmers Market Association. IFMA is a 501(c)3 non-profit and a statewide, member-based association created to bring together resources and expertise from around the state to help farmers markets in Idaho thrive. Support or join us today!

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