

From: [Laura Johnson](#)
To: [Janis Perry](#)
Cc: [Brian Oakey](#); [Skylar Jett](#)
Subject: FW: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled
Date: Tuesday, May 21, 2019 1:12:01 PM

See below

Laura

Laura M. Johnson
Bureau Chief
Marketing and Development
Idaho State Department of Agriculture
PO Box 7249
Boise, ID 83707
Tel: 208-332-8533



From: Jeremy Pisca <jpisca@rischpisca.com>
Sent: Tuesday, May 21, 2019 1:08 PM
To: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>
Subject: RE: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

You can post this:

“My only suggestion would be to drop the word ‘craft.’ Beer is beer. The important part is that it is made in Idaho with Idaho ingredients.”

Thanks,

jpp

Jeremy P. Pisca
RISCH ♦ PISCA, PLLC
LAW AND POLICY
407 W. Jefferson
Boise, Idaho 83702
(208) 345-9929 Phone
(208) 345-9928 Fax
www.rischpisca.com

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From: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>

Sent: Tuesday, May 21, 2019 12:48 PM

To: Jeremy Pisca <jpisca@rischpisca.com>

Cc: Skylar Jett <Skylar.Jett@ISDA.IDAHO.GOV>

Subject: RE: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

Jeremy,

As part of the rulemaking record, we post feedback and suggestions on the ISDA rulemaking website. You have a standard "Confidentiality Notice" on your email. Is it ok to post your comments with all others on our rulemaking site?

Thanks

Laura

Laura M. Johnson
Bureau Chief
Marketing and Development
Idaho State Department of Agriculture
PO Box 7249
Boise, ID 83707
Tel: 208-332-8533



From: Jeremy Pisca <jpisca@rischpisca.com>

Sent: Tuesday, May 21, 2019 8:46 AM

To: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>

Cc: Skylar Jett <Skylar.Jett@ISDA.IDAHO.GOV>

Subject: RE: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

My apologies.

I just opened the link. My only suggestion would be to drop the word "craft." Beer is beer – just like Sorento Lactalis makes cheese. The important part is that it is made in Idaho with Idaho ingredients.

jpp

Jeremy P. Pisca
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From: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>
Sent: Tuesday, May 21, 2019 8:42 AM
To: Jeremy Pisca <jpisca@rischpisca.com>
Cc: Skylar Jett <Skylar.Jett@ISDA.IDAHO.GOV>
Subject: RE: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

Check out page 5 for the draft beer qualifications.

We appreciate all ideas!

Laura

Laura M. Johnson
Bureau Chief
Marketing and Development
Idaho State Department of Agriculture
PO Box 7249
Boise, ID 83707
Tel: 208-332-8533



From: Laura Johnson

Sent: Tuesday, May 21, 2019 8:26 AM

To: 'Jeremy Pisca' <jpisca@rischpisca.com>

Cc: Skylar Jett <Skylar.Jett@ISDA.IDAHO.GOV>

Subject: RE: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

Thanks, Jeremy. We have never set ownership requirements on any other sector. We have multiple companies that produce product in Idaho with local ingredients that are not owned by Idaho residents. It certainly gives us a place to start and will be an interesting discussion. See you this afternoon.

Laura

Laura M. Johnson

Bureau Chief

Marketing and Development

Idaho State Department of Agriculture

PO Box 7249

Boise, ID 83707

Tel: 208-332-8533



From: Jeremy Pisca <jpisca@rischpisca.com>

Sent: Tuesday, May 21, 2019 8:18 AM

To: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>

Subject: {External}RE: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

My recommendation for beer is that you define its eligibility as “brewed within the state of Idaho by a brewer licensed to brew beer in the state of Idaho and which 100 percent of the ownership in the brewery is owned by an Idaho resident or residents and 100 percent of the brewer’s brewing equipment is located in state of Idaho.”

That should at least give us a place to start.

Please call if you wish to discuss. I will hopefully see you this afternoon.

jpp

Jeremy P. Pisca
RISCH ♦ PISCA, PLLC
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407 W. Jefferson
Boise, Idaho 83702
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From: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>

Sent: Thursday, May 9, 2019 9:26 AM

To: Jeremy Pisca <jpisca@rischpisca.com>

Cc: Skylar Jett <Skylar.Jett@ISDA.IDAHO.GOV>

Subject: FW: {External}Idaho Preferred Negotiated Rulemaking/ Product Eligibility Meeting Scheduled

Jeremy,

We are going through negotiated rulemaking to review the product eligibility requirements of various products for the Idaho Preferred program. We need to establish eligibility criteria for beer to be promoted through the Idaho Preferred program. Beer is unique and doesn't fit the other established categories. This is a voluntary program and will require some local content as well as local processing in order to qualify to use the mark. Not sure if this is a topic you are interested in or not. But just in case, please see the notice below.

Laura

Laura M. Johnson
Bureau Chief
Marketing and Development
Idaho State Department of Agriculture
PO Box 7249
Boise, ID 83707
Tel: 208-332-8533



From: Brock Cornell <Brock.Cornell@ISDA.IDAHO.GOV>

Sent: Thursday, May 2, 2019 3:55 PM

To: Laura Johnson <Laura.Johnson@ISDA.IDAHO.GOV>

Subject: FW: {External}Idaho Preferred Negotiated Rulemaking/ Produce Eligibility Meeting Scheduled

Idaho Department of Agriculture





Product Qualifications for the Idaho Preferred program are under review. Industry input is needed!

Please find linked the *Notice of Intent for Negotiated Rulemaking* and meeting notice for rule changes – [Rules Governing the Idaho Preferred Promotion Program](#). New product rules need to be created for **bottled water** and **craft beer**. Other qualifications will be looked at including **beef**, **game meat**, **apicultural** products, and any other products.

A meeting is being held for interested stakeholders.

Idaho Preferred Rulemaking / Product Eligibility Meeting
May 21st, 2019
2270 Old Penitentiary Road, Boise
1:30PM

Written comments will be accepted until May 31st. We encourage anyone interested in participating in the negotiated rulemaking process to attend.

For assistance on technical questions concerning this negotiated rulemaking contact [Laura Johnson](#) or [Skylar Jett](#) at 208-332-8530. To find a preliminary draft copy of the rule text, see below. [Materials pertaining to the negotiated rulemaking, including any available preliminary rule drafts](#), will be available on the ISDA web site at the following web address: www.agri.idaho.gov

[Idaho Preferred Rules - DRAFT](#)

[Notice for rule changes](#)

PLEASE FORWARD THIS NOTICE OF INTENT FOR NEGOTIATED RULE
MAKING AND MEETING NOTICE TO ANYONE THAT MIGHT BE
INTERESTED.

Idaho State Department of Agriculture | 2270 Old Penitentiary Road, Boise, ID 83712

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