

Idaho State Department of Agriculture

02.01.04 Rules Governing the Idaho Preferred® Promotion Program

May 20, 2019

Laura Johnson, Facilitator

Present: Sheila Francis, Idaho Brewers United; Jeremy Pisca, Idaho Beer & Wine Distributors Association; Kent Frazee, Albertsons; Benjamin Kelly, Idaho Honey Industry Association; T.K. Kuwahara, Idaho Beef Council; Kelsea Monterotti, AgriBeef; David Arkoosh, Idaho Beer Alliance; Bre Hovley, Idaho Beer Alliance; Jerry Larson, Idaho Beer Alliance; Rob Landerman, Idaho Beer Alliance; Megan Harper, ISDA; Skylar Jett, ISDA; Laura Johnson, ISDA; Katy DeVries, Office of Attorney General – ISDA; Janis Perry, ISDA.

AGENDA ITEMS

WELCOME

Laura Johnson convened the meeting at 1:30 pm. She explained that the Idaho Preferred® Program was launched in 2003. Since then a comprehensive look at the rule regarding product qualification has not been undertaken in some time. She introduced Skylar Jett and Megan Harper who handle the program. The intent of the program is to promote local (defined as in Idaho) products. The mark that was developed helps consumers tell what products are from Idaho since consumers want to support Idaho products. No quality standard is defined, but products must meet state and federal qualifications. Laura stated that fresh products are more easily defined than processed ones.

Laura described the constraint that since rulemaking goes through the governor’s office and Division of Financial Management, the rulemaking discussion is limited to the items listed in the notice. However, with the Red Tape Reduction Act elimination of no longer relevant parts of the rule is encouraged. She described two sentences in Section 110 Annual Fee that were being proposed to be eliminated. Also Section 111.05 Other Privileges. There were no comments regarding these proposals.

Discussion moved to Section 200.05 with the addition of a product qualification for Beer. David Arkoosh suggested changing the Section to read “Beer shall be brewed in Idaho and contain at least one Idaho agricultural product such as Idaho malt, Idaho wheat or Idaho hops or a soluble remnant thereof, but excluding water.” Responding to a question from Sheila Francis regarding why wine’s qualification seemed more restrictive, Laura explained that Idaho may be some of the strictest qualifications. David asked whether a phrase such as “primarily featuring” could be used. Kent Frazee, when put on the spot, for a product he only knows as a consumer, indicated that good faith and the integrity piece could leave the door open for growth. He stated that Albertsons is seeing exploding growth of craft beer in their Market Street stores and how important Idaho is in merchandizing. When a comment regarding whether a product should be from a company owned by people in Idaho, Laura stated that there are a number of our processed food companies that are not owned by Idahoans. For example, Lactalis is not an Idaho-owned company but they buy lots of Idaho milk for their products. Bre Hovley asked if a beer that did not use Idaho malt or hops, but did use Idaho fruit would qualify. Laura responded yes under the proposed qualification.

Regarding Section 200.06 the group decided to remove the word “Bottled” from the heading and have it read “Water must be extracted from an Idaho water source.” This allowed for David Arkoosh’s question of whether water filling stations could qualify.

Moving on to Section 200.08 Beef, the participants seemed to feel that the proposed new language b. are raised, fed, or processed in Idaho, while removing the current b. and c. would be acceptable to them. T.K. Kuwahara asked if pork and lamb have to be processed in a federally inspected plant like beef does. Laura stated yes.

Laura explained that Section 200.12 Game Meat expands to include not only elk, but other Cervidae (fallow deer or reindeer) regulated (not licensed) by Idaho State Department of Agriculture.

Benjamin Kelly suggested removing the word “raw” in Section 200.13 for honey products since that is more a marketing term.

Laura Johnson adjourned the meeting at 2:11 pm.

Respectfully submitted by Janis Perry