

# Idaho Department of Agriculture

## Market Development Division



Benefiting Idaho's food and agriculture industry by expanding opportunities in domestic and foreign markets, fostering industry growth and profitability.

- Promote Idaho's bountiful harvest
- Stimulate economic development
- Facilitate domestic and export sales
- Foster relationships with retailers, foodservice customers, schools, importers and distributors
- Support Idaho's agricultural heritage

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## ECONOMIC DEVELOPMENT

The Market Development Division supports the development of Idaho's agricultural industry by providing domestic and international marketing support for Idaho farmers, ranchers, and food processors. Connecting Idaho producers with potential customers for Idaho food and agriculture products domestically and abroad stimulates economic development, generates sales and grows jobs throughout the state.

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## IDAHO PREFERRED

Idaho Preferred® is a program to identify and promote food and agricultural products grown, raised, or processed in the Gem State. The program showcases the quality, diversity, and availability of Idaho food and agricultural products and works to assist Idaho consumers in their efforts to find local products. We work with farmers, ranchers, growers, and food and beverage processors to increase market share and opportunity for profitability through retail and foodservice partnerships, advertising, social media, special events promotions, and Farm to School programs.



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## INTERNATIONAL

The Market Development Division works to connect Idaho companies with foreign buyers and partners through a variety of export programs and initiatives. Our staff are experts in developing reliable global business relationships. We can help you identify customers in international markets, walk you through the logistics, and support your export development efforts through targeted export promotions. The state operates three international trade offices strategically located in key export regions throughout the world. The offices cover Mexico, Taiwan and Southeast Asia as well as China. Together with Idaho's international trade offices, we offer export counseling, organize trade missions, host international buying delegations, assist with market research, and connect exporters with additional resources and grant opportunities.

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## SPECIALTY FOODS

Do you want to turn that family favorite jam or sauce into a commercial food business? We can help. The division produces a book, "Starting a Specialty Food Business in Idaho." But assistance doesn't stop there. The division provides entrepreneurs with one-on-one consulting service along with marketing opportunities and buyer contacts.

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## TRANSPORTATION LOANS

The Rural Economic Development and Integrated Freight Transportation Program (REDIFIT) is a low interest loan program to assist businesses and industries as well as qualified short-line or intermodal freight shippers with upgrading, expanding, rehabilitating, purchasing or modernizing equipment and facilities to improve Idaho's freight shipping infrastructure.

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## FARMERS MARKETS AND AGRITOURISM

The Market Development Division also works to support, develop and promote farmers markets, agritourism and direct marketing opportunities across the state. Our promotional efforts include printing an annual "Guide to Idaho Farmers Markets," a directory of U-Pick Pumpkin Patches & Corn/Straw Mazes and a directory of CSAs in Idaho. To assist producers and communities with developing farmers markets or agritourism businesses, we also host educational workshops around the state and annually update the "Idaho Farmers Market Manual," a comprehensive guide to market establishment, management and promotion.

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## SPECIALTY CROP GRANTS

Funding from USDA's Specialty Crop Block Grant program is passed through to organizations that conduct projects to enhance the competitiveness of specialty crops in Idaho. Specialty crops include fruits and vegetables, tree nuts, dried fruits, and horticulture and nursery crops, including floriculture. Projects include those that reduce pest and disease, market and promote Idaho specialty crops, enhance food safety, improve efficiency, develop new seed varieties—and many other areas related to improved competitiveness in domestic or foreign markets.