

Marketing Idaho Agriculture

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Special Points of Interest:

October

Oct 17 – Dec 1
Taste of America
Menu Promotion,
Taiwan

November

1-30
Taste of the West
Menu Promotion,
Mexico

Nov 1 – Dec 31
Yellow Onion Promo-
tion, Mexico

11-12
Macau Chef Train-
ing, Competition and
Awards Reception/
Product Showcase,
Macau, China

December

13-19
China Foodservice
Inbound Mission,
Boise, ID

ISDA Seeking Industry Input into Export Promotions for 2011

The Market Development Division re-
quests your input in setting 2011 in-
ternational marketing priorities.

Governor Otter to Lead Trade Mission to China

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largest export market for agriculture
products in 2008.

ISDA Launches Social Media Campaign

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use of social media tools, the Depart-
ment has launched several sites in-
cluding Facebook, flickr, Twitter and
YouTube.

Eleven Idaho Projects Receive Specialty Crop Grant Funding

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received grants from the Idaho State
Department of Agriculture thanks to
the USDA Specialty Crop Block Grant
Program.

Idaho Preferred Month Celebration Promotes Local Products

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Month celebration filled September

with events, promotions and adver-
tising all designed to increase con-
sumer awareness of Idaho food and
agriculture.

2009 Marks Successful Year for Idaho Preferred® Fundraiser

Offering a wide variety of unique and
healthy Idaho products, the 2009
Idaho Preferred® Fundraiser was
again a hit with schools around the
state.

The 2009 Idaho Agriculture Trade Issues Report Just Released

Part of the Market Development Divi-
sion's comprehensive approach to
international market development is
trade policy.

Idaho to Apply for Federal Pro- gram to Benefit Seniors and Idaho Farmers Markets

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Program (SFMNP) is actively helping
low-income seniors across the nation
increase their consumption of fresh
local produce by providing vouchers
that can be spent at farmers markets
and road side stands for fruits, vege-
tables and herbs.

Census Count Down

8 months until Census Day– April 1,
2010

NEW

Idaho Trade Issues Report 2009

<http://www.agri.idaho.gov/Categories/Marketing/marketingpublications.php>

Marketing Calendar of Events

<http://www.agri.idaho.gov/Categories/Marketing/marketingcalender.php>

Visit Idaho Preferred at:

www.idahopreferred.com

ISDA Seeking Industry Input into Export Promotions for 2011

The Market Development Division requests your input in setting 2011 international marketing priorities. The division has a planning meeting with the Western U.S. Agriculture Trade Association (WUSATA) on Dec 2 – 4 to develop generic promotions for calendar year 2011.

Generic promotions include such WUSATA projects as trade show pavilions, retail in-store promotions, in-bound buying missions, out-bound trade missions, menu promotions, chef training programs, etc.

What markets and what promotions are of most importance to you and your company? Your input is needed to ensure that Idaho's programs are on target with the needs of industry. Please contact Jerry Ward or Amanda Albers by **November 30, 2009** to discuss your priorities and recommendations.

Governor Otter to Lead Trade Mission to China

China was Idaho's third largest export market for all goods and Idaho's 6th largest export market for agriculture products in 2008. China's GDP is estimated to grow 7-8% in 2009 and Idaho's exports for 2009 are on target to surpass those of 2008. In addition, trade and investment potential in China remains strong and much of the country remains untapped. To help Idaho companies develop the China market or grow their existing market share, Idaho, Governor C.L. "Butch" Otter will lead a trade mission to Beijing, Shanghai and Guangzhou, China June 11-19, 2010.

Companies that are currently conducting business in China or are planning to expand sales to China are encouraged to participate. The Idaho State Department of Agriculture's Market Development Division and the Idaho-Shanghai Trade Office will develop high-level individual company appointments for participating companies.

The participation fee and registration materials are in the process of being finalized. However, space is limited so companies are encouraged to notify us as soon as possible of their interest in participating. To do so, or for more information, contact Amanda Albers at (208) 332-8678 or email at amanda.albers@agri.idaho.gov.

ISDA Launches Social Media Campaign

Recognizing the growth in consumer use of social media tools, the Department has launched several sites including Facebook, flickr, Twitter and YouTube. The sites are intended to supplement the Department's web site and provide additional means of announcing program updates and Department information to the public. ISDA pages can be found at the following:

http://www.flickr.com/photos/idaho_agriculture/sets/

www.facebook.com and search for Id Agri, short for Idaho agriculture.

Twitter is more specifically targeted at invasive species and noxious weeds with "tweets" or alerts for the recreating public:

<http://twitter.com/IdahoInvasiveSp>

The YouTube video is focused on the Department's quagga mussel prevention program:

<http://www.youtube.com/watch?v=J4EVAy8adMk>

Eleven Idaho Projects Receive Specialty Crop Grant Funding

Specialty crop projects across Idaho received grants from the Idaho State Department of Agriculture thanks to the USDA Specialty Crop Block Grant Program. The State of Idaho was allocated \$882,094.50 for projects that will enhance the competitiveness of specialty crops.

In May, the Department announced a competitive grant process and began accepting applications. Thirty-one grant applications were submitted at a total request of nearly \$2.8 million. A panel of industry representatives reviewed and scored all applications and provided input to ISDA for final selection. A total of eleven projects were selected for funding. These projects include research for commodities such as potatoes, beans, apples, grapes, and mint; as well as educational, value-added processing, and promotional activities.

Specialty crops were defined to include fruits and vegetables, tree nuts, dried fruits, and horticulture and nursery crops, including floriculture. Eligible projects were required to benefit more than one product or organization.

Funded Activities Are:

Caldwell/Canyon County Economic Development Council - \$30,000.00

Value-Added Solutions for Post-Harvest Perishables

Agricultural Research Service, Dr. Krista Shellie - \$58,306.80

Adaptation of lesser-known Wine Grape cultivars to climate Features of the Snake River Valley AVA

Idaho Apple Commission - \$93,000.00

Increasing Fruit Quality and Global Competitiveness of Idaho Apples Through Efficient Use of water, Nutrition, and Orchard Design

Idaho Bean Commission - \$122,001.64

Development of Virus-resistant Yellow Bean Seed for Domestic Sale and Export to Mexico

Idaho Hunger Relief Task Force - \$2,759.06

"Just" Food for Idaho – Focus Groups for Farmers Markets interested in Participating in Farmers Market Nutrition Programs

Idaho Mint Commission - \$36,447.00

Development of an Economic Threshold for Mint Root Borer in Peppermint

Idaho Potato Commission - \$167,080.00

Sustainable production of new varieties from the Pacific Northwest Potato Variety Development

Snake River Table Grape Growers Association - \$73,691.50

Variety Selection and Evaluation of Growth Regulators, Canopy Design, and Crop Load to Improve Fruit Quality if Idaho Table Grape for the Global Market

Boise State University dba TechHelp - \$80,033.00

Improving the Competitiveness of Onion, Potato, Apple, Cherry and Dry Bean Packaging/Processing Operations through Training and on-site Assistance

University of Idaho - \$74,999.60

Potato Virus Y Control in Idaho

Idaho State Department of Agriculture, Idaho Preferred® - \$64,099.95

Television Promotion of Idaho Specialty Crops

Idaho Preferred® Month Celebration Promotes Local Products

The third annual Idaho Preferred® Month celebration filled September with events, promotions and advertising all designed to increase consumer awareness of Idaho food and agriculture.

The celebration kicked off with "The Locavore Express," a special edition of the Thunder Mountain Line train ride from Horseshoe Bend to Banks. Aboard the sold-out train, over 300 passengers enjoyed local wines, cheeses and hors d'oeuvres as they experienced the scenic riverside ride. At Banks, passengers disembarked and were greeted by Director Celia Gould who read the Governor's Proclamation of Idaho Preferred Month and then enjoyed an all-Idaho gourmet meal, local music and great scenery.

Idaho Preferred® Month continued with the fifth annual Taste of Idaho at Qwest Arena in Boise. Over 40 vendors exhibited, sold and sampled local fruits, breads, specialty foods, wines and nursery products. Top local chef's demonstrated and sampled recipes named "Best of..." in the categories of beef, lamb, pork, trout, vegetable course and potato dessert.

In addition to events, Idaho Preferred® Month included television and radio advertising, newspaper articles and Farmers Market promotions. For information on Idaho Preferred® Month and other activities, go to www.idahopREFERRED.com.



Locavore Express



Taste of Idaho



2009 Marks Successful Year for Idaho Preferred® Fundraiser

Offering a wide variety of unique and healthy Idaho products, the 2009 Idaho Preferred® Fundraiser was again a hit with schools around the state. This year, thirteen delicious Idaho products were featured, including Idaho spring water, fresh fall produce, hearty soup and bread mixes, garden fresh salsa, and much more. Forty-three schools and educational organizations participated—a large increase from thirty-two schools in 2008! Now in its fifth year, the fundraiser has continued to increase in school participation each year since 2005.

A great alternative to traditional fundraising programs, the Idaho Preferred® Fundraiser offers nutritious products all grown and processed right here in the Gem State. This year, three schools held fundraiser “kick off” assemblies in which Idaho Preferred® staff discussed the importance of supporting our local farmers to keep agriculture thriving in Idaho. Through this great program, the fundraiser helps Idaho schoolchildren experience agriculture first-hand while directly supporting Idaho farmers and producers. Thank you to all who participated to make the 2009 Idaho Preferred® Fundraiser a great success!



The 2009 Idaho Agriculture Trade Issues Report Just Released

Part of the Market Development Division's comprehensive approach to international market development is trade policy. Specialists monitor developments on international trade issues from phytosanitary bans on cherries in Argentina to high tariffs on processed potatoes in Vietnam.

The 2009 Idaho Agriculture Trade Issues Report was recently published and is now available at the Boise office. An electronic copy is also available to download from the website at <http://www.agri.idaho.gov/Categories/Marketing/Documents/idahotradeissuesreport08.pdf>.

This 82 page report includes summaries on 163 trade issues affecting Idaho agriculture businesses. This is the 9th year that the report has been published.

Idaho to Apply for Federal Program to Benefit Seniors and Idaho Farmers Markets

The Senior Farmers Market Nutrition Program (SFMNP) is actively helping low-income seniors across the nation increase their consumption of fresh local produce by providing vouchers that can be spent at farmers markets and road side stands for fruits, vegetables and herbs. Idaho has not yet participated in this program, but with the growing numbers of farmers markets across the state, the time is right to apply for these funds.

With the help of many partners, including the Idaho Hunger Relief Task Force, Community Action Partnership Association of Idaho, Areas Agencies on Aging, University of Idaho Extension, Elder Refugee Program, Global Gardens, Lewiston Farmers Market, Moscow Farmers Market, two Vista Ameri-Corps volunteers, and other community members, an application is being prepared for submission in November.

Idaho is requesting \$533,500 in funds. The current plan calls for a state wide program utilizing the Community Action Partnership network to distribute the benefits to seniors. Seniors (over age 60) and below 185% of the poverty level will receive \$50 worth of five dollar checks that can be spent at authorized farmers market vendors or farm stands. Depending on the actual funding level received, the scale of the program may need to be adjusted.



CENSUS COUNTDOWN

8 MONTHS UNTIL CENSUS DAY – APRIL 1, 2010

IT'S IN OUR HANDS

An Information Service of the Seattle Regional Census Center

Issue: August 2009

Questionnaire Assistance Centers

The Questionnaire Assistance Centers (QAC) program will be running, in most areas, from February 26 through April 19, 2010.

U.S. Census Bureau employees called QAC representatives will staff the centers. They will help people who have questions about completing their census forms; those who need special language assistance; those who have questions about the census itself; or those who may not have received a census questionnaire by mail.

The locations of the QACs will be identified by the local Partnership Program staff, working together with respective targeted communities, and the Local Census Office staff. The State Data Centers and the Census Information Centers will also provide input in identifying the QAC locations.

Each Local Census Office will be allocated approximately 75 QACs. For example, San Francisco City and County, with its two Local Census Offices, will have about 150 QACs.

The QACs will be stocked with Be Counted forms and Language Assistance Guides (LAG). The Be Counted forms are unaddressed questionnaires that will be available in six languages -- English, Spanish, Chinese, Vietnamese, Korean and Russian. The Be Counted forms will be available at the QAC sites when the QAC representatives aren't available on-site or when the QAC centers aren't open.

The LAG, available in 59 languages, will help those who do not speak English well to be able to read the questions in his or her native language. The QAC representatives may also use the language guides when assisting people filling out their questionnaires.

Fast Facts

2010 Census Language Program

- Number of languages that the 2010 Census short form will be available in: 6 (English, Chinese, Korean, Spanish, Russian, Vietnamese)
- Number of languages that the advertising campaign will be available in: 28 (print, television, radio, online, outdoors)
- Number of languages that the Language Assistance Guides will be available in: 59

In This Edition:

New Census Bureau Director Sworn In
 Questionnaire Assistance Centers
 Fast Facts: Language Program
 Group Quarters Validation Operation Starting



New Census Bureau Director Sworn In

Robert M. Groves took the helm as the top leader of the U.S. Census Bureau less than a year before Census Day 2010.

U.S. Commerce Secretary Gary Locke swore Groves in as the 23rd director of the Census Bureau in a July 22

ceremony. The event at the Census Bureau headquarters in Suitland, MD drew a crowd of hundreds of people including seven former Census Bureau directors.

Groves served as an associate director of the Census Bureau from 1990 to 1992. He was the former director of the University of Michigan Survey Research Center. He has authored seven books and a multitude of scientific articles about the improvement of surveys.

The 2010 Census, which takes place April 1, 2010 and is mandated by the U.S. Constitution, counts everyone living in the United States. The data will be used to apportion congressional seats to states, to distribute more than \$400 billion in federal funds to local, state and tribal governments each year and to determine what community services to provide.

"It's a time-honored tradition. There is no other federal agency charged with such a large undertaking," Groves said. "It is awesome in every bit of its aspects."

The 2010 Census questionnaire consists of 10 questions and will take about 10 minutes to complete. The 2010 Census is projected to count more than 310 million residents, up from the more than 280 million in 2000.

FOR MORE INFORMATION ABOUT THE 2010 CENSUS, GO TO WWW.2010CENSUS.GOV.

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