

IDAHO POTATO PULSE



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Industry Relations Report

By Todd Cornelison

Idaho Preferred News Flash - February 8 2010 NEW OPPORTUNITY

As the local food movement continues to drive demand for locally grown products, consumers are increasingly more interested in meeting the producers who provide the food we eat. Thus a hot new trend, known as agri-tourism, has spread to farms across the country, allowing consumers to travel to agricultural destinations to experience farm life first-hand.

At Idaho Preferred's annual meeting on January 26, we discussed the possibility of creating a new program designed to drive agri-tourists to Idaho Preferred member locations. The program, tentatively titled "Harvest Itineraries," would encourage consumers to seek out Idaho Preferred farms and businesses to experience first-hand what's "Idaho Fresh." This would expand Idaho Preferred's current aim of informing consumers about the availability and diversity of local products - now showing them where and how to experience it. To see a similar concept in action, visit bounty.traveloregon.com.

The potential for agri-tourism in Idaho is considerable: according to a 2009 survey conducted by Colorado State University and the Colorado Department of Agriculture, 13.2 million visitors experienced Colorado agri-tourism in 2006, contributing \$2.2 billion to the state economy.

The Harvest Itinerary program will not be implemented unless Idaho Preferred has significant interest and support from Idaho Preferred participants. We would like to hear your feedback to gauge interest in this new program. If you are interested, please respond to Kim.Peterson@agri.idaho.gov by Wednesday, February 17 and let ISDA know if you would be willing to pay a nominal fee (\$20-\$40) to participate in this program.

Upcoming Meeting Alert

The IPC's R&E committee is meeting on February 10th at 1:30 p.m. at Hilton Garden Inn in Twin Falls.

The IPC's Ag Affairs Committee is meeting on February 11th at 10:00 a.m. at the Hilton Garden Inn in Twin Falls.

Idaho's USPB (United States Potato Board) Delegates are meeting February 11th at 1:00 p.m. at the Hilton Garden Inn in Twin Falls.

Calendar

February

- 8-9 2010 Larry Branen Idaho Ag Summit, Doubletree Riverside, Boise, ID
- 10 IPC R&E Committee meeting, 1:30 p.m., Hilton Garden Inn, Twin Falls
- 11 IPC Ag Affairs Committee meeting, 10:00 a.m., Hilton Garden Inn, Twin Falls
- 11 USPB Delegates meeting, 1:00 p.m., Hilton Garden Inn, Twin Falls
- 18 IGSA Board Meeting 3:00 p.m., Idaho Falls, ID
- 18-25 2010 Potato Industry Leadership Institute
- 22-25 NPC Public Policy Conference, Washington, DC
- 23 United of Idaho Potato Partner Seminar, 10:00 a.m., Hilton Garden Inn, Idaho Falls, ID
- 24 United of Idaho Potato Partner Seminar, 10:00 a.m., Burley Inn, Burley, ID

24 Potato Variety Selection Advisory Committee meeting, 11:00 a.m. Aberdeen Research and Extension Center Plant Materials conference room

March

2 United of Idaho Board Meeting, Idaho Falls, ID
3 IPC R&E Committee Meeting, Twin Falls, ID
9 Idaho Nutrient Management Conference, Lincoln County Community Center, Shoshone ID
Registration fee required, contact Amber Moore at: amberm@uidaho.edu
11-12 USPB Annual Meeting, Denver, CO
16-17 IPC Commission Meeting, Eagle, ID
18 USDA Portal Training Workshop, Pre-Registration Required University Place Campus in Idaho Falls, ID
1:00-5:00 p.m., Room 204, Center for Higher Education Building (CHE)
25 IGSA Board Meeting 3:00 p.m., Idaho Falls, ID

April

6 United of Idaho Board Meeting, Idaho Falls, ID
13-14 IPC Commission Meeting, Eagle, ID

May

4 United of Idaho Board Meeting, Idaho Falls, ID
13-14 IPC Commission Meeting, Eagle, ID
15 Idaho Potato Commission Marathon, Boise, ID