



Idaho Nursery & Landscape Association

P.O. Box 2065 \* Idaho Falls, ID 83403

Phone 800-462-4769 Fax 208-529-0832

Website: [www.inlagrow.org](http://www.inlagrow.org) Email: [abates@inlagrow.org](mailto:abates@inlagrow.org)

Dear Idaho Nursery and Landscape Association Members;

We are pleased to introduce a new partnership that will provide INLA members with expanded marketing opportunities within the state of Idaho. INLA will team up with the Idaho Preferred<sup>®</sup> program this fall to kick off the “*Grown with Pride in Idaho*” nursery campaign.

Idaho Preferred<sup>®</sup> is a program managed by the Idaho State Department of Agriculture to identify and promote Idaho food and agriculture products. The program is funded in part by a USDA Specialty Crop grant and promotes the quality, diversity and availability of Idaho products. Since its launch in 2003, the program has seen great success in the promotion of Idaho Preferred<sup>®</sup> food and agriculture products. Great retail partnerships; effective radio, TV, and billboard advertising; the introduction of Idaho produce into school lunch menus; and many special event promotions have combined to achieve public awareness for the campaign of over thirty percent of targeted consumers.

Though progress has been made, the Idaho Preferred<sup>®</sup> program is looking for opportunities to expand and improve to better serve the nursery industry. Idaho’s nursery industry is a significant part of the state’s agriculture economy; however, few consumers realize that many nursery products are locally grown. In cooperation with the INLA, Idaho Preferred<sup>®</sup> is looking forward to working to raise awareness of Idaho’s nursery industry, your company’s products, and opportunities for consumers to support local agriculture.

This fall, Idaho Preferred<sup>®</sup> will partner with INLA to design a nursery program to include on-pack labeling options, retail promotion materials, a radio and/or print advertising schedule and more. The plan will be tested this fall, discussed and refined at the Idaho Horticulture Expo in January, and rolled out in Spring 2008. Enclosed is a participant application for Idaho Preferred<sup>®</sup> and we hope that you will join us in marketing nursery products “*Grown with Pride in Idaho.*”

Sincerely,

Nicki Leatham

Benefit Programs and Products Committee Chair