

Protecting Your Farm or Ranch Assets

Developing Direct Market Agricultural Enterprises and Understanding Legal Liability in the Inland Northwest

Chapter 6: Resources



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- Inland NW Resources 74-86*
 - Idaho Contacts 87-91

*Pages 74 – 86 References from the Washington State Department of Agriculture Handbook of Regulations for Direct Farm Marketing “Green Book”

Resources for Direct Marketing

This listing of publications, organizations, and websites does not serve as an endorsement of information, products, or services. Many other publications, organizations, and websites exist to serve the direct marketing community and have not been listed here due to oversight. We extend our apologies for any unintentional omissions.

Publications (by topic)

Advertising

Grassroots Marketing: Getting noticed in a Noisy World

Horowitz, Shel, 2000.
\$22.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com

A book about how to get free publicity and cheap publicity; the author covers creating an image, how to write and copy press releases, tricks of the printing trade to save money on brochures, ads, etc., direct mail, selling on the Internet, working with the media and much more.

Marketing for Success: Creative Marketing Tools for the Agricultural Industry

Matarazzo, Robert. 1998.
\$16.95
Doe Hollow Publishing
(908) 475-4460
www.matarazzo.com

Techniques to aggressively market agricultural products; includes advice on running a dramatic and effective advertising campaign, receiving media coverage, creating a strategic marketing plan, succeeding in the world of entertainment agriculture, incorporating time management strategies and creating a positive selling environment.

Talk is Cheap: Promoting Your Business Through Word of Mouth Advertising

Harris, G. and G.J. Harris. 1991.
\$9.95

More than 195 ideas and techniques to get your customers generating positive word of mouth advertising, plus over three dozen ways to prevent negative word of mouth comments from doing any damage to your business.

Agricultural Tourism

Agriculture Innovation Center-Missouri Department of Agriculture

www.aginnovationcenter.org/resources/agritourism.shtml

A website with ideas for agri-tourism opportunities ranging from seasonal to year-round activities, to enhance the profitability of your farming operation.

Agritourism and Nature Tourism in California

Diana Keith, 1999.

\$29.50

Small Farm Center, University of California, One Shields Ave., Davis CA 95616-8699

(530) 752-7716

sfcenter@ucdavis.edu

This publication is a workbook designed to help farmers and ranchers to determine their tourism potential and walk through the steps of establishing a tourism enterprise.

Alternative Enterprises and Agritourism Resource Manual

Maetzold, James A, 2004.

USDA, PO Box 2890, Washington, D.C. 20013

(202) 720-2307

www.nrcs.usda.gov/technical/RESS/altenterprise/resmanual.html

A comprehensive reference manual on agri-tourism that is available as a paper copy, on the Internet, or on CD. It contains critical information about agri-tourism, and includes source information.

A Primer on Agritourism and Ecotourism Startups and Management

Jolly, Desmond A. P.H.D., 1999.

\$24.50

Small Farm Center, University of California, One Shields Ave., Davis, CA 95616-8699

(530) 752-7716

www.sfc.ucdavis.edu/docs/forsale_Resources.html

An educational manual that can provide a guide to the practical assessment of whether to consider entry into or expansion of an agricultural or nature tourism operation.

Community Supported Agriculture (CSA)

Community Supported Agriculture Directory

(206) 296-7824

www.pugetsoundfresh.org

Produced by the King County Agriculture Program, this brochure lists farms that provide CSA shares in the Puget Sound Region.

Community Supported Agriculture (CSA) Resources

University of Massachusetts

http://www.umassvegetable.org/food_farming_systems/csa/resources.html

A web page that provides an extensive resource list of publications, periodicals, videos, Internet discussion groups and organizations that are all about C.S.A. farming.

Community Supported Agriculture Resources for Farmers

Robyn Van En Center for CSA Resources

<http://www.wilson.edu/wilson/asp/content.asp?id=1275>

A listing of books, articles and videocassettes for Community Supported Agriculture farms. The center offers technical assistance, published resources and links to other resources and websites. The center also maintains a national CSA directory that includes a farmer-to-farmer connection service.

Direct Marketing

Backyard Market Gardening: The Entrepreneur's Guide to Selling What You Grow

Lee, Andy. 1992.

\$20.00

Good Earth Publications

(540) 261-8874

www.goodearthpublications.com

A primer focused on direct marketing vegetables, fruits, flowers, herbs and small livestock. It walks you through specific marketing techniques and includes farmer testimonials.

Direct Marketing Resource Notebook

\$20.00

Midwest Sustainable Agriculture Working Group. P.O. Box 736. Hartington, NE 68739

(402) 254-2289

www.netins.net/showcase/nsas

This notebook, while published for the Midwest, contains information about direct marketing. Includes general information, case studies, regulations, and resources.

Growing for Market

P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949

www.growingformarket.com

Production and marketing newsletter with information specifically for market farmers and gardeners. Includes up to date news, reviews, etc. Issued monthly.

Local Harvest

www.localharvest.org

This on-line service organization connects direct market farmers with local consumers.

The Legal Guide for Direct Farm Marketing

Hamilton, Neil D. 1999.
\$24.00

A book that provides answers to some of the legal questions direct market farmers most commonly ask.

Small Farm Today

3903 W. Ridge Trail Rd., Clark, MO 65243-9525

www.smallfarmtoday.com

A Bi-Monthly how-to magazine of alternative and traditional crops, livestock and direct marketing.

USDA Farmer Direct Marketing Website

Marketing Services Branch – USDA, 1400 Independence Ave., S.W., Room 2646
- S, Stop 0269, Washington, DC 20250-0269
(202) 720-8317

www.ams.usda.gov/directmarketing

Offers a variety of services and resources on themes including marketing technology, facility design assistance, direct marketing research, direct marketing education and state-by-state marketing profiles.

WSU Extension - Publications

Rebecca Armstrong
Hulbert 411, Pullman, WA 99164-6230
(509) 335-2822

<http://ext.wsu.edu/>

Washington State University Extension engages people, organizations and communities to advance knowledge, economic well-being and quality of life by fostering inquiry, learning, and the application of research. WSU Extension publications for farmers and ranchers are available at: www.pubs.wsu.edu.

Farm Planning

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses

University of Vermont, 2003.

\$14.00 hard copy (also available free as PDF)

Sustainable Ag Pubs., 210 Hills Building, U of VT, Burlington, VT 05405-0082
(802) 656-0484

www.sare.org/publications

Businesses planning with sample worksheets that lend a practical perspective and illustrate how farmers set goals, research processing alternatives, determine potential markets, and evaluate financing options. Blank worksheets help the reader develop a detailed, lender-ready business plan or map out strategies to take advantage of new opportunities.

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises

Northeast Regional Agriculture Engineering Service (NRAES). 1988.

\$12.25.

P.O. Box 4557, Ithaca NY 14852-4557

(607) 255-7654

www.nraes.org/publications/nraes32.html

This book assists rural and farm residents who are considering alternative enterprises. The case study and workbook format helps in evaluating personal and family considerations, resources, market potential, production feasibility, profitability, cash flow, and all factors combined. Each chapter includes exercises, self-tests, checklists, and worksheets that allow the reader to analyze an enterprise idea.

Making Your Small Farm Profitable

Ron Macher, 1999.

\$19.95

Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479

(866) 596-9982

www.back40books.com

Includes sections on how to exploit niche markets that others overlook, plan for farm efficiency, determine equipment requirements and estimate machinery costs, compare cost against profit for common vegetable and livestock crops and how to market products.

Market Farms Forms

Marcie A. Rosenzweig with Bill Kaye-Blake.

\$49.95

Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479

(866) 596-9982

www.back40books.com

Market Farm Forms contains computer spreadsheet templates for planning and organizing information on diversified market farms. This software program will

How Local Farmers and School Food Service Buyers are Building Alliances: Lessons Learned from the USDA Small Farm/School Meals Workshop, May 1, 2000.

Tropp, Debra and Dr. Suarajudeen Olowolayemo, 2000.

USDA Agricultural Marketing Service

(202) 690-1303

www.ams.usda.gov/tmd/mta/publications.htm

This report summarizes the educational highlights of a workshop held in 2000 that included school food service directors, State and Federal commodity procurement officials, Extension agents, members of farm cooperatives and agricultural marketing specialists. The report provides information and strategies aimed at boosting the use of locally produced fresh food in school feeding programs.

Local Food Connections: From Farms to Schools

Iowa State University Coop Extension, 2002.

Publication # PM1853a,

(515) 294-5247

www.extension.iastate.edu/hrim/publications.htm

This publication from Iowa provides information about K-12 school food services useful in all states. Also provides recommendations for farmers interested in selling to schools.

Farmers Markets

Inland Northwest Farmers' Market Directory

Rural Roots, PO Box 8925, Moscow, ID 83843

(208) 883-3462

www.ruralroots.org/FMD/FMDListing.asp

A bi-annual directory of farmers markets operating in the seven eastern-most counties of Washington and all of Idaho. In addition to market location, hours and contact, directory listings include a word from the market, how to sell at the market, products at market, and market rules and regulations. Hard copies can be requested from the Rural Roots office or the directory can be downloaded off the web.

The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities

Corum, Vance, Marcie Rosenzweig & Eric Gibson, 2001.

\$24.95 + \$4.00 shipping

Vance Corum, Farmers' Markets America, 510 E 25th St, Vancouver, WA 98663

(360) 693-5500

Email: fma@pacifier.com

This book covers the latest tips and trends from leading-edge sellers, managers and market planners all over the country. Learn about the "hottest" products to grow and sell as well as how display and merchandise products, set prices and run a friendly, profitable business.

Washington State Farmers Market Guide

Washington State Farmers Market Association
PO Box 31177
Seattle, WA 98103
(206) 706-5198

www.wafarmersmarkets.com

A free directory of farmers markets in Washington State. Lists all member markets of the association, with locations, date and time of operation, and market manager contact for each. Brochure, updated annually.

Flower and Herb Marketing**Growing and Selling Fresh-Cut Herbs**

Sandie Shores. 2003.
\$34.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949

www.growingformarket.com

Covers how to grow culinary herbs and how to market culinary herbs to restaurants, farmers' markets and grocery stores. Includes advice on greenhouse growing, managing accounts, writing a business plan, hiring employees, and other business considerations. Also includes hard-to-find information on crop times and yields for the most important herbs.

Herbs For Sale: Growing and Marketing Herbs, Herbal Products, and Herbal Know-How

Sturdivant, Lee. 1994.
\$17.50
San Juan Naturals
(800) 770-9070

www.bootstraps.com

Describes diverse topics including wild crafting, teaching about herbs and direct sales to restaurants. Includes detailed references for help with supplies and other contacts.

The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers

Byczynski, Lynn. 1997.
\$24.95
Chelsea Green Publications, PO Box 428, White River Junction, VT 05001
(800) 639-4099

www.chelseagreen.com

This book offers detailed, manageable plans for flower growing on a scale ranging from a backyard border to a half-acre commercial garden. Serves as a complete introduction to raising cut flowers for home use and for sale to retail customers, florists, and other markets.

We're Gonna Be Rich: Growing Specialty Cut Flowers For Market

Arnosky, P. and F. Arnosky. 1999.

\$24.95

GFM Books, PO Box 3747, Lawrence, KS 66046

(800) 307-8949

www.growingformarket.com

This is a collection of Frank and Pamela Arnoskys' cut-flower columns from 1995 through 1998. If you're growing flowers, this book will be an enormous help to you in choosing varieties, discovering what's new, learning production techniques and understanding markets.

Livestock Marketing**Farm Fresh: Direct Marketing Meats and Milk**

Allan Nation, 2002.

\$30.00

Acres U.S.A.

(800) 355-5313

www.acresusa.com

Explains how to prepare a business and marketing plan, name products, set prices, add products, find and keep customers and how to prosper as a niche marketer.

Provides nearly 100 real farm examples of grass farmers with direct marketing tips on selling eggs, milk, cheese and dairy products, as well as meat from grass finished beef, lamb, bison, goats, ducks, rabbits, pigs, pheasants, chickens and turkeys.

Free-Range Poultry Production, Processing and Marketing

Beck-Chenoweth, Herman. 1997.

\$39.50

Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479

(866) 596-9982

www.back40books.com

This book is a complete how-to manual that includes construction plans, feed formulas, slaughter information and marketing solutions, including sample marketing tools. While this book is useful by itself the companion video contains valuable additional information.

Pastured Poultry Profits

Salatin, Joel. 1996.

\$30.00

Acres U.S.A.

(512) 892-4448

www.acresusa.com

If you want to raise 100-1000 chickens a year on range and don't mind a fair amount of work, this method could be for you. This book gives complete instructions and feed formulas.

Nursery Marketing

Growing Profits: How to Start and Operate a Backyard Nursery

Michael and Linda Harlan, 2000.

\$17.95

Back40Books, Nature's Pace Sanctuary, Hartshorn, MO, 65479

(866) 596-9982

www.back40books.com

This is a nuts and bolts manual for starting and running a small-scale nursery.

Covers: Licensing, site preparation, equipment needs, buying supplies and marketing.

So You Want to Start a Nursery

Tony Avent, 2003.

\$24.95

GFM Books, PO Box 3747, Lawrence, KS 66046

(800) 307-8949

www.growingformarket.com

The author focuses on necessary business and planning tools for nursery owners.

The author also provides a primer on the nursery industry as a whole, with discussions of the merits and disadvantages of retail, wholesale, mail-order marketing.

Produce Marketing

Food Safety Begins on the Farm: A Grower Self Assessment of Food Safety Risks

Cornell University.

(607) 254-5383

www.gaps.cornell.edu

A 28-page color guide highlighting FDA/USDA Good Agricultural Practices (GAPs) for growing fresh fruits and vegetables and minimizing microbial contamination risks.

Reduce Microbial Risks with Good Agricultural Practices

Cornell University

(607) 254-5383

www.gaps.cornell.edu

A bi-fold pamphlet highlighting important aspects of GAPs, covering pre-plant, production, harvest and post-harvest practices.

Salad Gardening For Profit

Susan Moser, 2004.

Bremer Mtn. Farm, 183 Butts Rd, Morton, WA 98356

(360) 496-6509

bremermtfarm@yahoo.com

This DVD and book set is a comprehensive how-to manual for growing and marketing gourmet pre-bagged salad greens to school cafeterias and retail stores.

Organizations

Alternative Farming Systems Information Center

(301) 504-6422

www.nal.usda.gov/afsic

An information center that is part of the National Agricultural Library (NAL). Specializes in identifying and accessing information related to alternative agricultural enterprises and crops as well as alternative cropping systems.

ATTRA - Appropriate Technology Transfer for Rural Areas

P.O. Box 3657, Fayetteville, AR 72702

(800) 346-9140

www.attra.org

A federally funded program that offers publications and technical assistance in both production and marketing.

BioDynamic Association

P.O. Box 550, Kimberton, PA 19442

(800) 516-7797

www.biodynamics.com

The Biodynamic Farming and Gardening Association (BDA) is a non-profit organization that was formed in the U.S. in 1938 in order to foster, guide, and safeguard the Biodynamic method of agriculture. They publish and distribute literature including *BIODYNAMICS*, America's oldest ecological farming and gardening magazine.

Cascade Foothills Farmland Association

PO Box 462, Peshastin, WA 98847

(509) 548-6784 or (509) 548-7383

info@visitwashingtonfarms.com

<http://www.visitwashingtonfarms.com/>

Cascade Foothills Farmland Association (CFFA) is a nonprofit organization representing and promoting Agricultural Tourism in North Central Washington. Provides support, training, and event coordination to tourist destinations and individual related businesses.

Cascade Harvest Coalition

Mary Embleton, Director

4649 Sunnyside Avenue North, Room 123, Seattle, WA 98103

(206) 632-0606

Email: mary@oz.net

www.cascadeharvest.org

Building healthy food and farm systems by cultivating common ground among farming and non-farming communities in Western Washington. Administers programs that help family farms in Washington State including Puget Sound Fresh, and Washington FarmLink.

***References taken from the WSDA Handbook of Regulations for Direct Farm Marketing Green Book**

Heifer International

Pacific Northwest Program
PO Box 739, Ellensburg WA 98926
(509) 925-7350

www.heifer.org

Heifer International's Pacific Northwest program works in partnership with limited resource grassroots groups and like-minded organizations to develop community-based livestock projects that help build capacity, support family farms and strengthen local food systems.

International Association of Culinary Professionals

(800) 928-4227

www.iacp.com

IACP is a not-for-profit professional association that provides continuing education and development for its members, who are engaged in the areas of culinary education, communication, or in the preparation of food and drink.

Institute for Rural Innovation and Stewardship

1300 Fifth Street, Wenatchee, WA 98801
(509) 682-6600

www.iris.wvc.edu

As Wenatchee Valley College's center for agriculture education and outreach programs, IRIS works in partnership with other education entities, public agencies, non-profit organizations, and private businesses to create education opportunities, and participate in research and development to proactively address the many economic, social, and environmental challenges facing farmers, the agriculture industry, and agriculture-based communities in Central Washington.

Kitsap Food and Farm Alliance

PO Box 971, Olalla, WA 98359
(253) 857-7267

www.kitsapfoodandfarm.org

The Kitsap Food and Farm Alliance is a collaborative of government agencies, organizations, farmers, farmer's markets, business and citizens working together since 1998 to provide information about fresh food and farm products available in Kitsap County.

Livestock Marketing Information Center

655 Parfet St. Suite E310, Lakewood, CO 80215-5517
(720) 544-2941

www.Lmic.info

The Livestock Marketing Information Center (LMIC) provides economic analysis and projections about issues and conditions concerning the livestock industry. Center staff continuously update forecasts, projections and support materials related to market situation and outlook.

National Farmers Union

11900 East Cornell Ave., Aurora, CO 80014-3194

(800) 347-1961

www.nfu.org

National Farmers Union is a federation that represents farmers and ranchers in all states. They promote cooperatives, work on regional and national policy issues and offer insurance programs to members.

Neighborhood Farmers Market Alliance

4519 ½ University Way NE #202, Seattle, WA 98105

(206) 632-5234

www.seattlefarmersmarkets.org

A non-profit organization that operates six farmers markets in the Seattle area.

North American Farmers' Direct Marketing Association

62 White Loaf Road, Southampton, MA 01073

(888) 884-9270

www.nafdma.com

The North American Farmers' Direct Marketing Association is a great place for family farmers, extension agents and farm market managers to network with each other on the profitability of direct marketing. Members increase their farm income by learning from each other through conferences, international farm tours, newsletters, workshops and trade publications.

Northwest Agricultural Business Center

2205 East George Hopper Rd, Burlington WA 98233

(360) 707-2021

An agricultural innovation center for developing value-added products in Northwest Washington.

Northwest Cooperative Development Center

1063 Capitol Way South, Suite 214, Olympia, WA 98501

(360) 943-4241

www.nwcdc.coop

nwcdc_info@qwest.net

The Northwest Cooperative Development Center (NWCDC) is a nonprofit organization devoted to assisting new and existing cooperative businesses, from daycare centers to credit unions. NWCDC's mission is to foster community economic development, primarily through cooperative business models.

Oregon State University Extension- Small Farms Program

Oregon State University, Corvallis, OR 97331

<http://smallfarms.oregonstate.edu/>

Provides information for the commercial small farmer and the small acreage landowner.

Rural Roots

Colette DePhelps, Executive Director
PO Box 8925, Moscow, ID 83843
(208) 883-3462
Email: colette@ruralroots.org

www.ruralroots.org

A non-profit organization made up of a strong network of inspirational small acreage farmers, ranchers, market gardeners and food-based businesses. Rural Roots is focused on promoting the Inland Northwest food and agricultural system, made up of urban and rural communities that actively support and participate in locally owned and operated food and farm enterprises.

Salmon Safe

Dan Kent
805 SE 32nd Avenue, Portland,
OR 97214
(503) 232-3750

<http://www.salmonsafe.org>

Puget Sound affiliate:
Stewardship Partners
(206) 292-9875

www.stewardshippartners.org

A nonprofit devoted to restoring agricultural and urban watersheds so that salmon can spawn and thrive. Certifies fish friendly farms with the salmon safe regional eco-label.

ShoreBank Enterprise Pacific

www.sbpac.com

Supports Pacific Northwest coastal communities, businesses and organizations that are dedicated to achieving economic, social and environmental well-being. Provides consulting and low interest loans for small businesses.

Skagitonians to Preserve Farmland

P.O. Box 2405, Mount Vernon, WA 98273
(360) 336-3974
Email: spf@anacortes.net

www.skagitonians.org

A grass-roots, nonprofit organization formed in 1989 and dedicated to protecting Skagit County's rich agricultural heritage through public and land-owner education.

Slow Food USA

434 Broadway, 6th Floor, New York, NY 10013
(212) 965-5640

www.slowfoodusa.org

Slow Food is an international organization dedicated to the preservation of traditional food production and preparation, enhanced biodiversity, and the revival of the kitchen and table as centers of pleasure, culture, and economy.

Local Idaho Extension Offices:**FARM & RANCH MANAGEMENT <http://www.extension.uidaho.edu/resources>**▣ **Ada County Extension Office**

Kevin Laughlin
laughlin@uidaho.edu
(208) 377-2107

▣ **Bannock County Extension Office**

J. Reed Findlay
rfindlay@uidaho.edu
(208) 236-7310

▣ **Benewah County Extension Office**

Valdasue Steele
vsteele@uidaho.edu
(208) 245-2422

▣ **Bonner County Extension Office**

Robert Wilson
rwilson@uidaho.edu
(208) 263-8511

▣ **Canyon County Extension Office**

Stephanie Etter
setter@uidaho.edu
(208) 459-6003

▣ **Clearwater County Extension Office**

Randall Brooks
rbrooks@uidaho.edu
(208) 476-4434

▣ **Elmore County Extension Office**

Mir-Mohammad Seyedbagheri
mirs@uidaho.edu
(208) 587-2136

▣ **Franklin County Extension Office**

Stuart Parkinson
stuartp@uidaho.edu
(208) 852-1097

▣ **Jerome County Extension Office**

Jo Ann Robbins
jrobbins@uidaho.edu
(208) 324-7578

▣ **Lemhi County Extension Office**

Shannon Williams
shannonw@uidaho.edu
(208) 756-2824

▣ **Lewis County Extension Office**

Kenneth Hart
khart@uidaho.edu
(208) 937-2311

▣ **Plant, Soil, & Entomological Sciences**

Cinda Williams
cindaw@uidaho.edu
(208) 885-7499

Idaho Health District Offices**Panhandle District Health Department**

2195 Ironwood Court
Coeur d'Alene, ID 83814
Phone: (208) 667-3481
Fax: (208) 664-8736

North Central District Health Department

215 10th Street
Lewiston, ID 838501
Phone: (208) 799-3100
Fax: (208) 799-0349

Southwest District Health Department

920 Main Street
Caldwell, ID 83605-3700
Phone: (208) 455-5300
Fax: (208) 454-7722

Central District Health Department

707 N. Armstrong Place
Boise, ID 83704-0825
Phone: (208) 327-7499
Fax: (208) 327-8553

South Central District Health Department

1020 Washington Street N.
Twin Falls, ID 83301-31566
Phone: (208) 734-5900
Fax: (208) 734-9502

Southeastern District Health Department

1901 Alvin Ricken Drive
Pocatello, ID 83201
Phone: (208) 233-9080
Fax: (208) 234-7169

District Seven Health Department

P.O. Box 4776
254 "E" Street
Idaho Falls, Idaho 83402-3597
Phone: (208) 522-0310
Fax: (208) 525-7063

Farmers' Legal Action Group, Inc. (FLAG) is a nonprofit law center dedicated to providing legal services to family farmers and their rural communities in order to help keep family farmers on the land.

America needs an agriculture that supports healthy rural communities, protects the environment, and promotes a safe, diverse, and stable food supply. To achieve these goals, America needs a healthy family farm-based system of agriculture. Targeted, top-notch legal information and advocacy are indispensable in the struggle to defend family-based agriculture and secure social and economic justice for farmers. FLAG exists to provide those legal services. <http://www.flaginc.org/index.php>

Transportation and Marketing

AMS USDA SEARCH

Marketing Services Branch

State Marketing Profiles : Idaho

State in Brief

Statistics

Population (2003)

Idaho:	868,134	metro	(0.3% of total U.S. metro)
	<u>498,198</u>	non-metro	(1.0% of total U.S. non-metro)
	1,366,332	total	

United States:	341,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Idaho:	162,490 jobs	(21.4% of total Idaho employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Idaho:	25,017	(1.2% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Idaho:	470 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Idaho:	\$3.9 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #20

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	976,261	2.6
Dairy products	917,786	4.5
Potatoes	706,311	23.3
Wheat	294,310	5.3
Hay	268,026	5.8

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Idaho: \$5.9 million
 United States: \$812.2 million

Farmers Markets (2004)

Idaho: 26
 United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Idaho: \$25.3 million
 United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Idaho: 84,048 acres
 United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Idaho: 1
 Total: 96