



Market Development Division

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BRAD LITTLE, GOVERNOR
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March 2024

American Food and Beverage Showcase in Taiwan

Join forces with the Asia Trade Office for a travel and fee free event throughout the month of March. This free activity will promote Idaho products all through the major cities of Taiwan to showcase the best of the best of American Agriculture Products. This is a great opportunity for those who may be new to exporting or those are looking to get more established in the Taiwan market. Space for this activity will be limited with recruitment opening the beginning of January. For more information, contact [Michelle Silva](#).

March 12-14, 2024



WUSATA ANTAD Trade Show in Guadalajara, Mexico

ANTAD provides an excellent opportunity to get to know the market and get ready to export. For three days, participants will exhibit their products to importers, distributors, and retailers. This event allows you to better understand your advantages and opportunities in the country and reinforce your strategy. For more information, please contact [Erika Leon](#).

March 18 - 21, 2024



Associated Food Stores Food Show, SLC

Idaho Preferred will travel with 12 food crafters/producers to Salt Lake City for the annual Associated Food Stores (AFS) Food Show. This event is an excellent opportunity for local Idaho producers to expand their distribution regionally. For more information, contact [Erica White](#).

April - June 2024



Nursery & Greenhouse Campaign

Idaho Preferred is excited to spotlight our exceptional nursery and greenhouse producers during Idaho Horticulture Month through a Governor's Proclamation in May. Our efforts will feature a variety of initiatives, including special local grower features, engaging events, and dynamic media campaigns. To kick off this exciting month, mark your calendars for our Idaho Horticulture Month Event on Friday, April 26th at Melad Tree Farm. This event, held in collaboration with the Idaho Nursery Landscape Association and other supporting organizations, promises to be a fantastic celebration of Idaho's vibrant horticultural community. Join us as we honor our dedicated producers and showcase the beauty of Idaho's nursery and greenhouse industry! For more information review the [Idaho Preferred Community Calendar](#) or contact [Dawn Larzelier](#).

April 22- May 3, 2024

Asia Trade Office Manager Visit, Eddie Yen

Eddie Yen, Idaho's long time trade office manager for Taiwan and Southeast Asia will be making his Spring trip to Idaho come late April. Companies will have the opportunity to sit down with Eddie and chat one on one to help answer any and all questions you may have about exporting into Asia. To schedule an appointment, contact [Michelle Silva](#).

April 28, 2024



Good Food Show, Portland, OR

Idaho Preferred will accompany several food crafters at the annual food show and awards ceremony. This event is an excellent opportunity for local Idaho producers to expand their distribution regionally and nationally.

For more information, contact [Erica White](#).

May 22-25, 2024



WUSATA Food Processing Ingredients Recipe Development + Promotion at IFIA Trade Show Japan

Suppliers will have the opportunity to showcase and sample 1-2 of their products through recipes and recipe videos created by a local chef in Tokyo at the IFIA (International Food Ingredients & Additives Exhibition and Conference) tradeshow. Participating companies will also have their marketing materials distributed at the tradeshow and receive trade leads after the show that they may contact.

IFIA Japan is the leading food ingredients, additives, and functional food ingredients event in Japan. This well-established event brings exhibitors and visitors back every year and draws in a steadily growing number of new faces. ifia/HFE JAPAN is a great way to launch into the Japanese market and showcase your products and services to many key decision makers in the industry in one place at one time. For more information, contact [Chelsea Conlon](#).

June 25-26, 2024



WUSATA Korea Menu Promotion (new-to-market ingredient products)

This is an excellent opportunity for new-to-market ingredient suppliers that wish to take advantage of the growing opportunities in the foodservice sector of Korea. Suppliers will receive assistance with shipping product to Korea for a partner chef to use in a food demonstration attended by industry professionals and buyers for sampling. Contacts of interested buyers will be shared after the event. If interested, companies will then have the opportunity to participate in an Outbound Trade Mission to Korea in the fall to meet with contacts made and for additional matchmaking meetings. More details to come. For additional information, please contact [Chelsea Conlon](#).

June 26-29, 2024



Food Taipei, Taipei Taiwan

Participate in one of the largest tradeshows in Taiwan through WUSATA in an Idaho specific pavilion at the Food Taipei Trade Show. This four-day show in June 2024 will be a great opportunity for companies that have exhibited in the past or for first-time participants new to the Taiwan market as well. This would be an ideal time for companies to showcase its products in front of the largest tradeshow audience in Taiwan. Space will be limited. For inquiries, contact [Michelle Silva](#).

June 26th, 2024



ISDA Farm and Ranch Center- Farm Stress Event

The ISDA Farm and Ranch Center is partnering with Dairy West to provide Idaho producers the opportunity to come together with the community in this one day event to learn about resources for dealing with stress that comes with working in the Ag industry. Join us to hear from Darla Tyler McSherry from Ask In Earnest who will address mental health, depression, and suicide in the farm and ranch population. We will also be offering QPR training and finish the day with a panel of mental health providers who will speak on seeking mental health services as well as offer tips on managing stress. The event will be held in Twin Falls. More details to come! For inquiries, please contact [Caily Woods](#), Program Manager

July 8-9, 2024



WUSATA Korea Animal Feed Inbound Mission to ID

Pre-qualified buyers, importers, and distributors from Korea will visit Idaho to source animal feed and additive products from the Western United States. Buyers from Southeast Asia will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

July 8-9, 2024



WUSATA ASEAN Animal Feed Outbound Mission to ID

Pre-qualified buyers, importers, and distributors from Southeast Asia will visit Idaho to source animal feed and additive products from the Western United States. Buyers from Korea will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Michelle Silva](#).



July 15-16, 2024

WUSATA Japan Inbound Mission to ID

Pre-qualified buyers, importers, and distributors from Japan will visit Idaho to source foodservice and ingredient products from the Western United States. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

July 22-30, 2024



Asia Trade Office representative visit, Tara Qu

Tara Qu will be in Idaho to meet with companies interested in exploring opportunities to export to, or expand their reach in, China. Idaho companies are invited to schedule an appointment to have the opportunity to sit down with Tara and chat one on one to help answer any and all questions you may have about doing business in China. To schedule an appointment, contact [Chelsea Conlon](#).

July 22-26, 2024



USLGE Beef Outbound to Argentina

Idaho will be partnering with U.S. Livestock Genetics Export Inc. To take Idaho producers abroad to Buenos Aires, Argentina. The Ministry of Agriculture, Livestock and Fisheries of Argentina predicted that the annual per capita protein intake for Argentina in 2023 consists of 106 pounds of beef and many Argentinians still adhere to a diet dominated by beef. This mission

will be focus around beef genetics. For additional information, please contact [Michelle Silva](#).

July 25th, 2024



Idaho Preferred Chef/Restaurant Tour

Idaho Preferred is excited to announce our upcoming Chef Tour and Table Top Producer Showcase! This exclusive event offers members of the foodservice community a unique opportunity to immerse themselves in our local agricultural scene by visiting producers' operations firsthand. Not only will attendees gain valuable insights into the origin of their ingredients, but they'll also have the chance to explore potential distribution opportunities, fostering connections that could pave the way for future procurement ventures. We're excited to facilitate these meaningful connections in a warm and welcoming atmosphere. Join us as we celebrate the best of Idaho's culinary landscape and forge fruitful partnerships for the future!

August 2024



Farmers Market Month

Idaho Preferred is thrilled to bring your Idaho Farmers Markets Month during August proclaimed by the Governor. It's a wonderful opportunity to celebrate the importance of our local markets and the hardworking producers behind them. We're dedicated to supporting our local farmers and communities through a series of exciting initiatives, including state-wide directory updates, engaging farmers marketing activities, and dynamic media campaigns. Join us as we celebrate the abundance of our local agriculture producers and products available by shopping at a local farmers market near you. For more information, contact [Dawn Larzelier](#).

August 12-16, 2024



Latin America Ingredients Foodservice inbound to Idaho and Oregon

Idaho and Oregon are partnering with WUSATA to bring buyers from Mexico and other countries in Latin America to showcase what we have to offer in the food service and ingredients sectors. This mission will include networking opportunities, site/plant visits and business to business meetings. For more information, please contact [Erika Leon](#).

August 30th, 2024



Idaho Preferred Month Harvest Series Tour

This year, we're excited to introduce our "Harvest Series Tour" as the highlight of our annual Idaho Preferred Month celebration. This special event aims to shine a spotlight on agriculture across a designated region in Idaho. We extend a warm invitation to media, content creators, supporting organization partners, retailers, and distributors focused on the local food sourcing scene. Additionally, we're thrilled to welcome representatives from the Idaho State Department of Commerce and Tourism, esteemed members of the agricultural education community, and key dignitaries from the Agricultural Department. It's an opportunity to come together, celebrate our rich agricultural legacy, and foster meaningful connections within our community. For more information, contact [Erica White](#).

September



Idaho Preferred Month

As part of our September Idaho Preferred Month celebration, we're thrilled to embrace the bounty of Harvest Season! Throughout the month of September and peak of harvest, we're encouraging the public to support local farmers and producers by purchasing their freshly grown and raised products. To make this celebration even more special, we're rolling out exclusive retail promotions and creative merchandising displays. Additionally, we'll be hosting engaging radio remotes and exciting events to spread the word and celebrate our vibrant local food scene.

Join us in honoring the harvest and enjoying the best of Idaho's agricultural treasures! For more information review the [Idaho Preferred Community Calendar](#) contact [Erica White](#).

September 4-6, 2024



WUSATA Food Ingredient Asia Tradeshow

Food Ingredients Asia, in Jakarta, Indonesia, provides the opportunity to network with more than 18,000 visitors from 56 countries, while marketing best prospective markets including but not limited to: bakery products, dairy products (milk and cheese), herbs/spices and seasonings, starches and derivatives, antioxidants, sugars, sweeteners and syrups, and organic ingredients. This tradeshow will provide excellent exposure for food ingredient items into the ASEAN marketplace.

More details to come. For additional information, please contact [Michelle Silva](#).

September 9-12, 2024



WUSATA Mexico Produce Inbound

This mission is in response to interest from buyers and retailers in Mexico who are looking for more of an all-around produce mission to Idaho. This mission will include site/field visits, networking opportunities and business to business meetings. For more information, please contact [Erika Leon](#).

September 2024



WUSATA Taiwan Food Promotion

For a one-month period, WUSATA will provide support to selected restaurants in Taiwan in promoting special products from the Western US region. Products being promoted will include beverages, frozen fruit, frozen vegetables, nuts, baking ingredients, fresh fruit & vegetables, and other processed food products. All promoted products must already be in the market and packaged for the foodservice sector. More details to come. For more information, contact [Michelle Silva](#).

October 22-26, 2024



USLGE Beef Outbound to Chihuahua, Mexico

Idaho will be partnering with U.S. Livestock Genetics Export Inc. to take Idaho producers abroad to Chihuahua, Mexico. Mexico is a mature market for Idaho beef genetics that is continuing to be explored and developed for Idaho. Idaho will collaborate closely with local contractors in the market to schedule beneficial meetings and site visits for our Idaho producers. For additional information, please contact [Michelle Silva](#).

November 4-8, 2024 IDAHO Idaho Governor's Trade Mission

A two-stop Governor's Trade Mission to Taiwan and Japan is planned for the first week of November. The mission will provide an opportunity to gain high-level access to potential customers and key government officials. Companies with existing business in the market can recognize their key customers through the prestigious Governor's "Valued Partner Award" program. More details coming soon. For inquiries, contact [Chelsea Conlon](#) or [Michelle Silva](#).

November 8-10, 2024 WUSATA Chef Demonstration and Idaho booth at FHC Shanghai Trade Show

This Chef Demonstration and Idaho booth at FHC (Food and Hotel China) Shanghai trade show will be a promotion of Idaho agricultural products already in the market, partnering with an influential chef in Shanghai to showcase different dishes using Idaho ingredients to be sampled by industry attendees. A tradeshow booth housing all participating companies will continue to promote the Idaho ingredient suppliers for the entirety of the FHC trade show. Tara Qu, Idaho-Asia Trade Office representative, and staff will be on-site organizing the chef demonstration and trade show booth. Travel is not required, but in-country representatives of your company are welcome to attend. For more information, contact [Chelsea Conlon](#).

November - December

Idaho Preferred Holiday Gift Box Promo

Our beloved Idaho Preferred Holiday Gift Box has become a cherished tradition! Each year, this special box is filled with an array of locally grown, raised, and crafted items from Idaho's talented agricultural artisans, farmers, ranchers, and crafters. Thoughtfully curated by Idaho Preferred, these limited-edition boxes are eagerly awaited by our Idaho communities across the state. By purchasing one of these boxes, you're not only treating yourself or a loved one to a delightful assortment of goodies but also supporting local agriculture producers from every corner of our beautiful state. Join us in celebrating the spirit of Idaho and spreading joy this holiday season! For more information, contact [Erica White](#).

Legend


Idaho State Department of Agriculture/
State of Idaho
<https://agri.idaho.gov/main/>


ISDA Farm and Ranch Center
<https://agri.idaho.gov/farmcenter/>


WUSATA
(Western U.S. Agricultural Trade Association)
www.WUSATA.org


U.S. Livestock Genetics Export, Inc.
www.USLGE.org


Idaho Preferred Program
www.IdahoPreferred.com



USDA

(Foreign Agricultural Service,
U.S. Department of Agriculture)

<https://www.fas.usda.gov/>

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