

What has been accomplished this past year?



IHFA DIRECTORY: The IHFA directory was produced in the spring of 2009. A total of 3300 copies of the directory were produced. Copies were directly mailed to the following:

IHFA Members	U of I County Extension Offices
Associate Members	Northwest Farm Credit Offices
Ag Science Instructors	USDA Farm Service Agency Offices
Weed Superintendents	Dairymen in Idaho
Idaho Cattle Association	Idaho Wool Growers
Horse Council	Ag Lobbyists
Agricultural Cooperatives	

Distributed at the Ag Pavilion at Western Idaho and Twin Falls County Fairs
Distribution through the Idaho State Department of Agriculture
Individual copies mailed from office – unknown quantity based on inquiries

FOOD PRODUCERS OF IDAHO: IHFA holds membership with Food Producers of Idaho, a group of organizations which meet every Wednesday during the legislature to review agriculture, natural resource, and water legislation. Food Producers of Idaho speaks on many state and federal issues for Idaho agriculture. IHFA was represented at every meeting of Food Producers held in 2009.

AG IN THE CLASSROOM: IHFA holds organizational membership with Idaho Ag in the Classroom. The organization held a total of three workshops and two tours in the summer of 2009 and attracted more than 180 teachers. The organization is dedicated to providing educational material for students in Idaho classrooms.

PROMOTIONAL ITEMS: AITC sold IHFA promotional items including Got Alfalfa shirts, caps, and hay measuring sticks via mail and other events. Advertisements for items were made available in the IHFA directory and the Idaho Ag Pavilion, along with the IHFA website.

AG PAVILION: IHFA sponsored a booth at the Food Producers of Idaho Ag Pavilion at the Western Idaho and Twin Falls County Fairs. The Pavilion attracted more than 45,000 visitors. IHFA made industry promotional items available in the Pavilion Country Store.

ADDITIONAL SUPPORT: IHFA provided support dollars for the U of I Ag Economics Tour for students from Moscow, the Ag All Stars Recognition event, and Idaho Ag Summit. In addition, IHFA was a banner sponsor at the State FFA Leadership Conference with over 1400 students and adults in attendance at CSI.

LOBBYIST: IHFA maintains a registered lobbyist during the Idaho Legislature. Rick Waitley has served as a lobbyist since 1977 and represents a number of agriculture clients in Idaho. In 2009, Benjamin Kelly (Executive Assistant) also registered as a lobbyist on behalf of IHFA. Waitley and Kelly monitor legislation and provide weekly updates to the board of directors each Friday. Throughout the year, Benjamin has worked directly with the Food Producers of Idaho Transportation Committee on two issues – truck inspections and covered loads. Both were issues that failed in the 2009 session and the committee has worked directly with Senator Corder in trying to find industry agreement. Each week, Rick and Benjamin meet with the Ag Lobbyists at noon on Tuesday to review legislation important to Idaho agriculture.

WEB PAGE: IHFA maintains a webpage with member information and industry contact information. Each Friday, IHFA members are emailed the Weekly Hay Report.

NATIONAL ALFALFA AND FORAGE ALLIANCE: IHFA Board member Michael Larson continues to be the designated representative for IHFA to the NAFA. NAFA has worked to raise the profile of alfalfa seed growers and hay and forage producers. NAFA continues to work on funding for Agriculture Research Service (ARS) through the federal government and represent grower groups across the US in Washington, DC.

Rick Waitley, Executive Director