



STATE OF IDAHO

C.L. "BUTCH" OTTER
Governor
CELIA R. GOULD
Director

Growing Better



A Strategic Plan to Meet the Needs of Idaho Agriculture 2011 - 2016

Mission Statement

Serving consumers and agriculture by safeguarding the public, plants, animals and environment through promotion, education and regulation.

Guided by a Vision

The Idaho State Department of Agriculture has an ever-important place in one of the state's largest industry sectors. We recognize Idaho's economic well-being is forever tied to the health of its farming and ranching. We also recognize new opportunities exist that will redefine the future of agriculture in Idaho. As agriculture changes, ensuring efficient and superior service delivery will be the department's foremost priority. The pledge has been made to optimize the value of principles our farmers and ranchers have framed over the past century.

The director and her administrative staff believe that fostering a cooperative atmosphere within the agency and with other state agencies creates the opportunity for increased internal efficiency, as well as, prompt and complete customer driven service delivery. She will continue to encourage personal and professional development and motivate employees by providing meaningful work-related challenges. In addition, her availability to the public and agency employees reinforces her commitment to the success of the industry.

Strong Roots

The Idaho Legislature created the Idaho State Department of Agriculture (ISDA) in 1919 to assist and regulate the state's fast-growing agriculture industry.



The primary purposes for establishment were to protect Idaho's crops and livestock from the introduction and spread of pests and transmittable diseases, to help provide the industry with a system for the orderly marketing of agricultural commodities, and to protect consumers from contaminated products or fraudulent marketing practices.

Those purposes still drive the department today.

The Idaho State Department of Agriculture is now 92 years old, but it continues to be a visionary, creative and vibrant state agency.

Goal 1: Provide superior service to Idaho by fulfilling our core statutory responsibilities

Objective:

Protect the public, plants, animals and environment using regulation and education.

Strategies:

- Offer protection to the public and agriculture industry by focusing resources on animal and plant disease control and prevention.
- Devote department resources to address public concerns regarding animal care, water and air quality.
- Conduct routine inspections and respond to complaints; use regulatory actions when necessary.
- Work with the agriculture industry to identify Best Management Practices and provide technical support.
- Continue to educate the agriculture industry about environmental stewardship and statutory obligations.
- Provide the public with timely and accurate information about regulatory and monitoring activities.
- Continue to monitor the implementation of the records management program.
- Build customer confidence in the food supply chain.

Desired Outcomes:

Idaho's agriculture industry will continue to be robust without adverse impacts on the public or environment. Consumers will benefit from safe and superior agricultural products.

Goal 2: Be a pro-active resource to quickly adapt to new challenges and opportunities facing Idaho

Objective:

Stand ready to address new challenges, such as invasive species, animal disease and trace-back capabilities.

Strategies:

- Work closely with the public, agriculture industry and other government agencies to identify emerging issues.
- Seek stable funding sources to combat noxious weeds and other aquatic and terrestrial invasive species.
- Keep legislators informed of new concerns, challenges and opportunities.
- Continue to train and educate staff in Incident Command Systems and other working groups which help prepare in the event of animal disease outbreaks.
- Encourage employee innovation, creativity and forward-thinking.
- Continue to examine the department's organizational and operational framework to find efficiencies.
- Utilize zero-based budgeting to ensure budgetary and operational efficiencies.

Desired Outcomes:

The agency will be prepared for any new opportunities and threats and will quickly respond to each.

Goal 3: Continue to support the growth and sustainability of Idaho's agriculture industry



Objective:

Increase domestic and international sales opportunities of Idaho foods and agricultural products to foster industry growth and profitability.

Strategies:

- Promote Idaho agriculture products through trade shows, trade missions, in-store promotions, cooking shows publications and other events.
- Increase the identity, awareness and consumption of products grown and processed in Idaho through the Idaho Preferred® label.
- Increase the use of locally grown and processed products in Idaho school lunch menus and school fund-raisers.
- Increase exports through management of the Idaho Trade Office in Mexico and through partnerships with the state's trade offices in Taiwan, Korea, China and Japan.
- Work to identify and remove trade barriers that prohibit or limit the export of Idaho agriculture products.
- Educate Idaho companies and growers on new marketing techniques and opportunities.

- Assist in creating niche markets to meet demands for locally grown products.

Desired Outcomes:

Idaho's agriculture economy will remain sustainable and viable.

Goal 4: Foster confidence in Idaho's agriculture industry and market transactions

Objective:

Serve the public and agriculture industry by maintaining a strong commitment to those programs intended to safeguard consumer confidence.

Strategies:

- Continue to ensure the accuracy and reliability of scales and devices that are used by consumers and producers.
- Remain committed to programs that engender consumer and industry confidence, such as the Fresh Fruit and Vegetable Program, Warehouse Program and the Idaho Food Quality Assurance Lab.
- Respond quickly to concerns and issues raised by industry groups and by the public.



Desired Outcomes:

Market transactions will occur seamlessly and consumers will have a high level of confidence in the quality and accuracy of dealings.

External Factors

The Idaho State Department of Agriculture will strive to meet the goals contained in this strategic plan. There are, however, factors outside the department's control that may, on occasion, affect the way the department meets the goals described in this document. Factors include:

- Emergency plant or animal health issues
- Weather
- Noxious weed, plant pest or invasive species issues
- Federal regulatory actions or mandates
- Availability of staff

- Availability of funding

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