

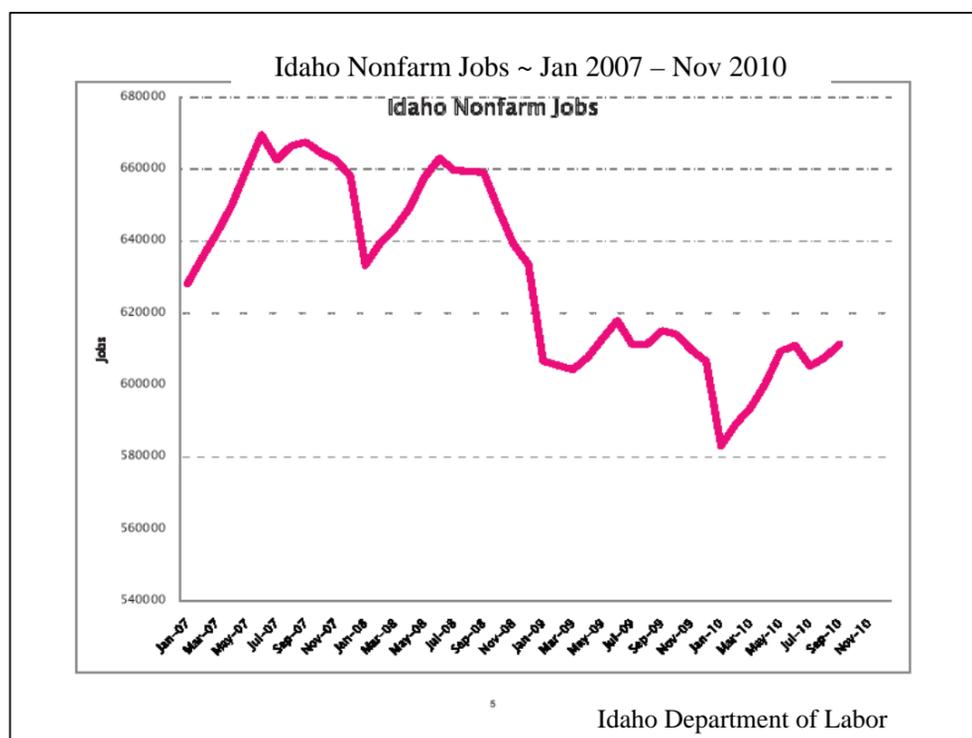
These Days It's All About Finding A Job Or Trying To Keep The One You Have!!

Make no mistake about it. These are tough times for all Idahoans.

The impersonal numbers tell the cold hard facts:

- In 2007 Idaho's unemployment rate stood at 3%
- Last month, our unemployment rate was at 9.1%

But it is the faces behind the numbers that cry out for our attention: more than 69,000 friends, relatives, neighbors, even members of our own families, who have lost their job and now face truly bleak prospects of finding another one.



Since 2008 the national recession has devastated Idaho's job picture. We have watched as our major non-agricultural industry sectors have hemorrhaged jobs at unprecedented rates. If you work in construction or high tech, retail or service, you experienced it first hand. Now experts warn it may be years before those sectors can find meaningful recovery.

What you may not know is that in the same period, Idaho's agriculture industry posted increases in both employment and wages. Statewide, agriculture related industries provide nearly 20 percent of all Idaho jobs. Agriculture accounts for about 130,000 Idaho jobs, providing paychecks totaling \$2.8 billion. (Idaho Department of Labor)

Remember, crop and animal production on Idaho farms and ranches represents only a fraction of all agriculture jobs. The vast majority of Idaho's agriculture employment comes from Ag-related businesses such as retailing and wholesaling Ag products, food processing, dairies, seed production, equipment sales and servicing, energy, the production of containers for food products and the rest of 197 specific industries in the economy's agriculture sector.

So What's The Point??

Idaho agriculture is so much more than just a farmer on a tractor working crops in the field, herds of dairy or beef cattle, beautiful fields of potatoes, mint, corn, grain, beets, or trees loaded with fruit. For over a century, agriculture has been a dependable, stable source of jobs for hard working Idahoans and their families. Tens of thousands of Idahoans have jobs today because of agriculture. Agriculture has been that one thing in our economy we could count on to help get us through these kinds of economic trials and tribulations.

It Still Is!!

That's why the Coalition for Agriculture's Future is working hard to preserve and protect the one thing that makes it possible - Idaho agricultural lands. We believe Idaho's economic backbone is just too darned important to waste. Now that you know the facts, we hope you will as well.

The Coalition for Agriculture's Future is made up of more than 30 Idaho agri-businesses, financial institutions, Ag-related associations and other companies with agricultural interests. You can learn more about the loss of agriculture land issue and the Coalition by visiting our web site:

www.agriculturesfuture.org