



STATE OF IDAHO

DEPARTMENT OF AGRICULTURE

C.L. "BUTCH" OTTER

Governor

CELIA R. GOULD

Director

Press Release

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Idaho Preferred® Celebrates Native Plant Appreciation Week

BOISE, ID APRIL 24, 2007 --Idaho Preferred® is teaming up with Native and Xeric Plants of Emmett to celebrate Native Plant Appreciation Week.

Governor C.L. "Butch" Otter proclaimed the week of April 29, 2007, as Native Plant Appreciation Week in Idaho.

"Native plant species are an important part of Idaho's natural heritage, providing valuable aesthetic, economic and ecological contributions that make our state a special place to live," Governor Otter said in the proclamation. He urged all Idahoans to "join me in celebrating our floral diversity by learning more about our native plants and their habitats."

Idaho Preferred® and Native and Xeric Plants will be celebrating the event on Saturday, April 28, from 9a.m. to 1p.m. at the D&B store on Glenwood Street in Garden City. Stickers and balloons will be available for children and information on using native plants in landscaping will be available for adults.

"The Governor declared Native Plant Appreciation Week in recognition of the state's amazing biodiversity," says Celia Gould, director of the Idaho State Department of Agriculture (ISDA). "We have over 3,000 native plants in Idaho and we're excited to be part of an effort to promote a greater appreciation for and education about them."

Idaho Preferred®, managed by ISDA, is a program designed to identify and promote agriculture and food products from Idaho. The program recently expanded to include nursery items.

"Nursery is a large and growing part of Idaho agriculture. It currently is our sixth-largest agriculture industry in terms of cash receipts" says Leah Clark, ISDA Marketing Specialist. "However, few consumers realize that many trees, shrubs, potted plants and flowers, bedding plants and landscape materials are grown and raised within the state."

High-quality native and drought-tolerant products from Native and Xeric Plants are available at five Treasure Valley D&B locations. More information is available on the company's Web site at www.nxplants.com.