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Idaho Beer and Wine Distributors Association Joins Nationwide Fight Against Human Trafficking in Idaho

Idaho Beer and Wine Distributors Association partnered with the National Beer Wholesalers Association to train 16 distributor companies to identify and report signs of human trafficking in the first year of the campaign

Boise, Idaho – The [Idaho Beer and Wine Distributors Association](#) (IBWDA) has partnered with the [National Beer Wholesalers Association](#) (NBWA) to conduct awareness training to educate employees on recognizing and reporting the warning signs of human trafficking. Already 11 of Idaho’s beer and wine distribution companies – in all regions of the state – participated in training sessions. Employees were provided tools and resources to help them spot suspicious behaviors and alert authorities while on their routes.

“As an association of Idaho businesses, the IBWDA is always looking for ways to give back to the community. Because of their level of access to retail accounts and locations often unseen by the general public, beer and wine distributors are in a unique position to spot the warning signs of human trafficking,” said Jeremy Pisca, executive director of the IBWDA. “Sadly, every community is vulnerable to the horrors of human trafficking, and Idaho is no exception. Our distributors and their employees are now trained to be an extra set of eyes and ears in the fight against human trafficking.”

Human trafficking continues to plague communities in the United States. In Idaho, according to the [Idaho Anti-Trafficking Coalition](#), there were 9,342 calls made for direct assistance involving human trafficking between Jan. 1, 2020 and Dec. 31, 2021. In 2019 alone, the [Polaris Project](#) identified [22,326](#) victims and survivors of human trafficking, up 20 percent from the year prior. Additionally, human trafficking disproportionately targets already-vulnerable populations like [women and children](#). [Over half](#) of the active criminal human trafficking cases in the U.S. involved children.

To date, nationally the Distributors Against Human Trafficking effort has successfully trained more than 26,600 distribution employees with more than 219 companies participating in the initiative across 48 states.

“We are incredibly proud of the growth of the Distributors Against Human Trafficking initiative since its launch, and proud of Idaho’s commitment,” said **NBWA President and CEO Craig Purser**. “With the investment and dedication of distributors in every state across the country, we continue to train thousands of employees to recognize the signs of human trafficking on their daily routes, strengthening the forces working relentlessly against this criminal industry—including Idaho.”

The IBWDA hopes to see this initiative grow and is committed to serving as a valuable partner to NBWA and our fellow distributors across the country in this campaign.

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The [Idaho Beer & Wine Distributors Association](#) (IBWDA) is a non-profit trade association comprised of independent beer and wine distribution companies throughout every region of the state of Idaho. Licensed at the federal and state levels, beer and wine distributors get bottles, cans, cases and kegs from a brewer, winery or importer to stores, restaurants and other licensed retail accounts through a transparent and accountable regulatory system. Distributors provide consumer choice while supporting more than 2,300 good paying jobs in Idaho. Beer and wine distributors work locally to keep communities safe by sponsoring programs to promote responsible consumption, combat drunk driving and reduce underage drinking.

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The [National Beer Wholesalers Association](#) (NBWA) represents America's [3,000 independent beer distributors](#) who service every state, congressional district and media market across the country. Distributors build brands of all sizes – from familiar domestic beers to new startup labels and imports from around the world – and generate enormous consumer choice while supporting more than [140,000 quality jobs](#) in their home communities.