

**Idaho  
Wine  
Commission**

**2023  
Year In Review**

Dear Idaho Wine and Cider Industry,

This past year has been a testament to dedication and hard work for the Idaho Wine Commission team and the Idaho wine industry. IWC had a record of thirteen educational opportunities throughout the year with a combined number of over 170 in attendance. The Annual Meeting has shown great momentum in a hybrid format and the industry reception is always a great time to get everyone together. Each day saw over 100 people in attendance.

The IWC Team and Board traveled to North Idaho in April 2023 to hold industry meetings, an industry roundtable with Kade Casciato hosted by Clearwater Canyon Cellars and a board meeting hosted by Lindsay Creek Vineyard. The IWC then geared up for a successful Virtual Media Mission along with two in-person media missions in Seattle and Los Angeles. It was time for a new look this year, which included hours of reviewing creative and logistics for a brand new website and logo.

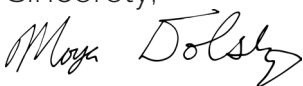
IWC kicked off Idaho Wine and Cider Month with the Idaho Wine and Cider Competition hosted by Koenig Vineyards. There was a record number of 214 entries this year. Of those entries, 37 wines and five ciders were awarded gold medals or higher. IWC also worked in collaboration with Northwest Cider Association on a grant to expand awareness of our State's top-notch cider industry.

Savor Idaho was held on June 11th, 2023 at the Idaho Botanical Garden. There was live music all day by Red Light Challenge, two Wine and Design painting sessions and 225 charcuterie boards sold, which highlighted local food items. There were 1,308 tickets sold, 28 wineries/cideries who participated, 24 sponsors, 5 food trucks and 33 exhibitors. New this year was VIP Tables, which 23 out of 24 were sold. Idaho Wine and Cider Month banners were proudly displayed in Boise, Caldwell, Lewiston and Eagle and there was over 100 events throughout the month of June hosted by wineries & cideries.

The IWC received two 2023 USDA Specialty Crop Block Grants totaling \$300,000. The grants hold many new and exciting projects including a brand evolution, media missions, winter wine campaign, education opportunities and much more. Yearly assessments contribute to our Legislative Educator and Winery/Vineyard education throughout the year.

We are always here to support you in any way we can. We look forward to 2024! If you have any questions, comments or concerns, please reach out to us.

Sincerely,



Moya Dolsby | Executive Director | Idaho Grape Growers & Wine Producers Commission



Mark Pasculli | Chairman of the IGGWPC Board | Rolling Hills Vineyard



# 2023 Highlights

**1,300**  
**ACRES**  
planted

**\$314.1**  
**MILLION**  
2022 economic impact

**\$300,000**  
**SPECIALTY CROP  
BLOCK GRANT**  
received in 2023

**64**  
**WINERIES**  
in Idaho

**8**  
**CIDERIES**  
in Idaho

**Lifetime Achievement Award** | Dale Jeffers, Skyline Vineyards  
**Industry Impact Award** | Roger Batt, Legislative Educator

**50,557**  
**VISITORS**  
to website

**71**  
**MILLION**  
earned media  
coverage

**44**  
**MEDIA PLACEMENTS**  
regional & national  
coverage

**24%**  
**OPEN RATE**  
of all IWC emails

**14,000**  
**SOCIAL MEDIA**  
interactions

**1,788**  
**NEW FOLLOWERS**  
social media

**15,000**  
**TOUR BROCHURES**  
printed & 1,300  
downloaded from  
website

**60**  
**MEETINGS**  
with Industry  
Members

## Idaho Wine & Cider Competition

Best of Show: Koenig Vineyards NV Riesling Ice Wine  
Best of Show: Highpoint Cider Cellar Series No. 4 Alpen Glow

**13**  
**EDUCATION SEMINARS**  
175 attended

**5**  
**MEMBERS**  
educational travel  
grant funding totaling  
\$4,200

**\$17,664**  
**FUND BALANCE**  
educational  
scholarship fund

**175**  
**ATTENDED**  
Annual Meeting, 18  
speakers, 9 exhibitors  
& 8 sponsors

**16**  
**VINEYARD VISITS**  
Tony Domingos &  
Kade Casciato

**214**  
**WINES ENTERED**  
in the Idaho Wine  
Competition with 37  
gold medal wines

**91**  
**ATTENDED**  
Industry Boot Camp



# Funding Breakdown

## Excise Tax Structure Stairstep | House Bill 232

### 2021/2022

- 5% of Wine Only Excise Tax
- 3.5% of Beer Only Excise Tax
- 26% of Idaho Only Wine Excise Tax

### 2022/2023

- 5% of Wine Only Excise Tax
- 1.5% of Beer Only Excise Tax
- 62% of Idaho Only Wine Excise Tax

### 2023/2024

- 5% of Wine Only Excise Tax
- 0% of Beer Only Excise Tax
- 88% of Idaho Only Wine Excise Tax

WITH THIS APPROACH THERE IS A GRADUAL CHANGE FOR BOTH THE IDAHO WINE COMMISSION AND THE IDAHO HOPS COMMISSION

FOR EVERY \$1 OF EXCISE TAX-BASED INVESTMENT WAS ASSOCIATED WITH \$274 IN BUSINESS REVENUES RELATED TO WINE PRODUCTION ACROSS THE STATE OF IDAHO.

## 2023/2024 Budget

### Marketing / PR

\$636,025\*

45% TOTAL BUDGET

Marketing  
Advertising  
Media Relations  
Website Maintenance  
Tour Brochure  
Savor Idaho

\*\$507,660 SPECIALTY CROP  
BLOCK GRANT FUNDING

### Education

\$324,405\*

23% TOTAL BUDGET

Educational Seminars  
Industry Travel Funds  
Annual Meeting  
Idaho Wine Competition  
David Wilkins Weather  
Station Project  
U of I Soil Grant

\*\$261,257 SPECIALTY CROP  
BLOCK GRANT FUNDING

### Operational

\$460,239

32% TOTAL BUDGET

Professional Services  
Travel  
Insurance  
Office Space & Supplies  
Staff Salaries  
Payroll Overhead  
Benefits



# 2024 Priorities

**Marketing / PR**  
Awareness

**Education**  
Industry  
Participation

**Legislative**  
Engagement  
& education

## Values

Inclusive - whole & undivided  
Kind - helpful, caring & uplifting  
Clear - easy to perceive & interpret  
Respectful - see & show high regard for all

## Mission

Be the united voice to market, promote and champion all Idaho's winegrowers and winemakers

## Vision

Sustain a growing wine industry respected for its committed growers and producers, passionate consumers, and distinctive wines

## Team

**Moya Dolsby** | Executive Director | 17 Years in September 2024

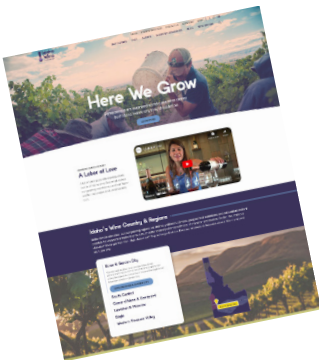
**Brenna Smith** | Operations & Finance Manager | 11 Years in July 2024

**Ashlee Struble** | Industry Relations Manager | 7 Years in January 2024

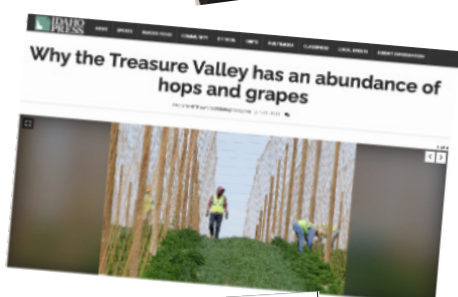
**Juls Germain** | Project Manager | 1 Year in May 2024

**Chase Catalano** | BSU Work-U Intern





Wine got the classics covered. And the new stuff, too. With over 20 wineries and a cooling and more to grow, Idaho—yes, Idaho—is the new frontier of wine.



Thanksgiving wine pairings and 15 American wines to try

