



Dear Idaho Wine and Cider Industry,

This past year has been a testament to dedication and hard work for the Idaho Wine Commission (IWC) team and the Idaho wine industry. The IWC remains steadfast in their commitment to promoting and championing the industry and continues to come up with inventive and collaborative ways to highlight Idaho wines.

IWC had a record of 20 educational opportunities throughout the year with a combined number of over 219 industry members in attendance, an increase of 28% from 2023. The Annual Meeting was presented in a two-day hybrid format and had an overwhelming number of attendees. The speakers for the Annual Meeting and educational seminars presented expert information on various vineyard and winery topics.

The IWC Team and Board traveled to North Idaho in April 2024 to hold industry meetings, an industry roundtable with Kade Casciato hosted by Clearwater Canyon Cellars and a board meeting hosted by Rivaura Estate Vineyard and Winery. Also in April 2024, the IWC team organized a vineyard field trip for 30 industry members to the Tri-Cities region in Washington. This field trip was funded by the Idaho State Department of Agriculture (ISDA) Specialty Crop Block Grant and was a huge success. Over the two-day trip, four vineyard/winery sites and Washington State University's Irrigated Agriculture Research and Extension Center were visited. Two industry receptions were held, and members of the Washington Wine Commission were present.

IWC kicked off Idaho Wine and Cider Month with the Idaho Wine and Cider Competition hosted by Koenig Vineyards. There were 199 wine and cider entries this year. Of those entries, 25 wines and two ciders were awarded gold medals, and 12 wines and 1 cider were awarded a double gold medal. Throughout June, wineries and cideries held numerous events dedicated to celebrating Idaho Wine and Cider Month. Savor Idaho was held on June 9th, 2024, at the Idaho Botanical Garden. There were 1,149 tickets sold, 32 wineries/cideries who participated, 22 sponsors, six food trucks and 32 exhibitors. In addition, 16 VIP tables and 276 charcuterie boards were sold. Our continued relationship with the Idaho Candle Company resulted in the creation of a signature candle for the annual event.

The IWC was awarded a marketing ISDA Specialty Crop Block Grant totaling \$221,850. The grants hold many new and exciting projects, including multiple media and social media campaigns.

The IWC allocates funds received from assessments to vineyard and winery education programs, and local advertising and marketing. The IWC team and Board of Directors are always here to support the Idaho Wine and Cider Industry and we look forward to all of the new and exciting things 2025 has to offer!

Sincerely,

A handwritten signature in black ink that reads "Moya Dolsby".

Moya Dolsby
Executive Director
Idaho Grape Growers & Wine Producers Commission

A handwritten signature in black ink that reads "James Nederend".

James Nederend
Chairman of the IGGWPC Board
Koenig Vineyards

If you have any questions, comments or concerns, please reach out to us.