



2024 Highlights

1,360+
Acres
planted

\$314.1
Million
2022 economic
impact

\$221,000
Speciality crop
block grant
received in 2024

64
Wineries
in Idaho

8
Cideries
In Idaho

Lifetime Achievement Award - Steve Robertson, Hells Canyon Winery
Industry Impact Award - Julie Weaver, Former Deputy Attorney General

740
Million
Earned Media
coverage

13.3k
Social Media
interactions

134,791
Visitors
to website

47
Meetings
with industry
members

27
Media placements
regional and
national coverage

720
New followers
social media

15,000
Tour brochures
printed
& **1,552** downloaded
from website

21%
Open rate
of all IWC emails

Idaho Wine and Cider Competition

Best of Show- Veer Wine Project 2022 Garnacha, Snake River Valley

Best Cider - Highpoint Cider Transplant New England-Style Cider

20
Education
Seminars
219 attended

13
Members
Educational travel
grant funding

\$16,995
Fund Balance
Educational
Scholarship fund

86
Attended
Industry Boot Camp

106
Attended
Annual Meeting, 19
Speakers, 7
Exhibitors and 3
sponsors

199
Wines Entered
In the Idaho Wine
Competition with 25
gold medal wines

18
Vineyard Visits
Tony Domingos,
Brooke Robertson &
Kade Casciato

Team

Moya Dolsby | Executive Director | 18 Years in September 2025

Ashlee Struble | Industry Relations Manager | 8 years in January 2025

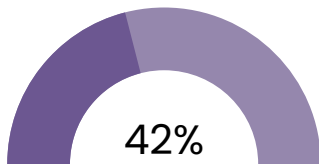
Juls Germain | Legislative Affairs & Grant Manager | 2 Year in May 2025

2024/2025 Budget

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

Brand Loyalty

\$454,010



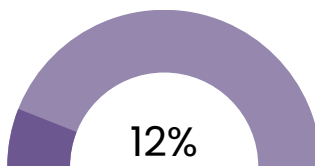
Total Budget

Marketing
Advertising
Media Relations
Website Maintenance
Tour Brochure
Savor Idaho

\$356,245 speciality crop block grant funding

Education

\$131,525



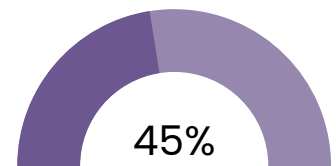
Total Budget

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

\$77,775 speciality crop block grant funding

Operational

\$480,412



Total Budget

Professional Services
Travel
Insurance
Office Space and Supplies
Staff salaries
Payroll Overhead
Benefits