

IDAHO WINE COMMISSION

Dear Winery and/or Vineyard,

The Idaho Grape Growers and Wine Producers Commission is the united voice to market, promote and champion all Idaho's grape growers and winemakers. We want to sustain a growing wine industry respected for its committed growers and producers, passionate consumers and distinctive wines. This can be done by building consumer awareness and brand loyalty, providing education and resources for growers and producers, gaining sustainable funding to promote Idaho wine over time, and pursue effective legislation to ease the path to market. Through those strategic priorities we will achieve our 2029 goals of 2,000+ acres, 100+ wineries and 15% market share.

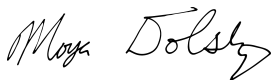
Idaho is steadily gaining a reputation as a producer of superb grapes and award-winning wines. Nationally and locally, people are taking note of Idaho's rich agricultural community, picturesque vineyards and quality wines. Idaho has a fast-growing population and is becoming a flourishing tourism destination—all of which provide Idaho's grape growing and winemaking industry a chance to expand and thrive. The success of this industry reflectively supports Idaho's agriculture, business community and overall economy.

The Idaho Grape Growers & Wine Producers Commission had a positive 2019 obtaining an USDA grant totaling \$314,640. These grant disbursements are being used to fund supplement marketing and educational projects in accordance with our general endeavors and direction from industry members. These supplemental projects help to advance research and resources for the industry as well as improve the perception of Idaho wine within the gem state.

Assessments help fund industry growth by aiding with marketing and promotions to reach consumers and trade at new levels. In addition, they assist in improving the quality and reputation of the Idaho wine industry through research and educational opportunities. Following the guidelines of the action plan, portions of the funding have gone towards hosting media tours, producing Savor Idaho, improving brand image, providing education and various other projects. These funds have and will continue to enable the industry to grow and effectively promote the industry.

If you have any questions, comments or concerns, please feel free to ask.

Sincerely,



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

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