MISSION

Be a united voice to market, promote and champion all Idaho’s grape growers and winemakers

VISION

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

GOALS

By 2029
- 2,000+ acres planted
- 100+ wineries
- 15% market share

VALUES

INCLUSIVE
Whole and undivided

KIND
Helpful, caring and uplifting

CLEAR
Easy to perceive and interpret

RESPECTFUL
See and show high regard for all

STRATEGIC PRIORITIES

- Build consumer awareness and brand loyalty
- Gain sustainable funding to promote Idaho wine over time
- Build education and resources for growers & producers
- Pursue effective legislation to ease path to market
- Statewide Executive Director Tour
- Quarterly Regional Grower/Producer Meetings
- List of Resources, Service Providers, Advocates
- Partner with Regional Wine Associations
- Grower Incentive Plan Ad Campaign
- Restaurant Support Program, Wine Road Show
- Events: Sippin’ in the City”, Savor Idaho, etc.
- Education: Boot Camp, Camp Vino, Collateral
- Media Missions, Media Outreach, Social Media
- Wine Tourism initiatives, Tour Brochure