

# IDAHO WINE COMMISSION

## MISSION

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

## VALUES

### INCLUSIVE

Whole and undivided

### KIND

Helpful, caring and uplifting

### CLEAR

Easy to perceive and interpret

### RESPECTFUL

See and show high regard for all

## VISION

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

## 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



## GOALS

**By 2029**

**2,000+ acres planted  
100+ wineries  
15% market share**

## ACTION PLANS

- 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