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

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

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