

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
- Build education and resources for growers & producers
- Gain sustainable funding to promote Idaho wine over time
- Pursue effective legislation to ease path to market

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



GOALS

By 2029

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