

IDAHO'S WINE INDUSTRY:

# Ripe for Growth



IDAHO WINE  
COMMISSION



*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.



**59 VINEYARDS**  
AS OF 2018



**TWO NEWLY ADDED**  
AMERICAN VITICULTURE AREAS

**3,000 AVERAGE TONS**  
HARVESTED ANNUALLY



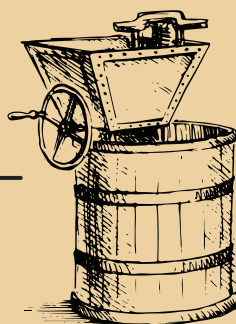
**60 WINERIES**  
AS OF 2019

An increase of

2013 2008

**20%**

**58%**



Wine production supports business revenue through wholesale, direct-to-consumer, and self-distribution.

**2,320 TOTAL JOBS IMPACTED**



**WINERY WORKFORCE INCREASED**



**WINE VISITORS**  
SPENT AN ESTIMATE OF \$108.9 MILLION



An average of \$347 PER VISITOR

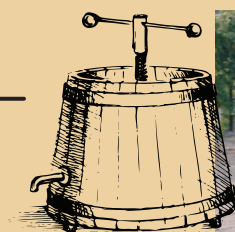
**744,000 PEOPLE VISITED**  
IN 2017

**IDAHO WINES**  
ACCOUNTED FOR 10.5% OF WINE SOLD IN IDAHO IN 2018

**10.5%** Idaho Wines

**89.5%** Other Wines

**WINE SOLD**  
FROM ALL SOURCES NEARLY DOUBLED TO 1.9 MILLION CASES FROM 2011 TO 2017



**225,700 CASES**  
PRODUCED IN 2017

**X2**

**WINE SALES**  
WITHIN THE STATE INCREASED FROM 2013 TO 2017

Faster than overall wine sales by volume from all sources, including domestic international imports for the same period.

**12%** Substance Abuse Awareness

**83%** General Fund

**\$5,800,825**  
WINE EXCISE TAX COLLECTED IN 2017

**5%** IWC Awareness and Sales of Idaho Wine

**\$209.6 MILLION**  
TOTAL ECONOMIC IMPACT OF WINE INDUSTRY TO THE STATE

Every \$1 of excise-tax based investment was associated with \$260 in business revenues across the state.



Idaho Wines **51%**  
Other Sources **33%**





## A New Frontier for Viticulture

As Idaho's viticulture community expands, there are challenges alongside that growth. Some industry limitations to key infrastructure and economic development assets will need to be addressed to keep pace. Through the strategic support of the Idaho Grape Growers and Wine Producers Commission, many of these obstacles will become opportunities.

Reputation and brand awareness remain the two largest constraints to growth. The Idaho Wine Commission's focus on building awareness and promoting sales of Idaho Wines are essential.

IDAHO WINE  
COMMISSION

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## CHALLENGES & OPPORTUNITIES

*Idaho's Viticulture Industry can grow through:*

- Expansion of existing wineries
- Opening new wineries
- Planting more grapevines

*Economic Opportunities for growth are tied to increasing:*

- Overall consumer demand for wine
- In-state market share for Idaho wineries
- Out-of-state sales

Supporting organizations for financing, infrastructure, institution, service providers, and training programs are not available or at scale.