IDAHO’S WINE INDUSTRY:

Ripe for Growth
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.
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.