

Idaho Wine Industry Contributes \$209.6 Million in State Economic Impact, New Study Shows

Results indicate thriving wine industry's tremendous growth has more opportunities ahead

Dec. 17, 2019, BOISE, Idaho – The Idaho Wine Commission recently completed an economic impact study to evaluate Idaho's grape growing and wine making industry. Results reveal tremendous growth and clearly indicate significant opportunities for the future.

The wine industry impacts 2,320 total jobs and contributes \$209.6 million in total economic impact to the state, according to the study. Every dollar of excise-tax based investment collected was associated with \$260 in business revenue across the state.

Industry growth was also reflected in the growing number of wineries, which has increased steadily year over year. Idaho's current 60 wineries is a 20 percent increase from the last economic impact study conducted in 2013 (50).

"The grape growing and wine making industry provides a huge agriculture and economic benefit for Idaho," said Moya Dolsby, executive director of the Idaho Wine Commission. "Our industry should be proud it has contributed to the development of new jobs, tourism spending and augmentation of Idaho's economy."

As Idaho's population continues to grow, the total amount of wine sold surged dramatically. From 2011 to 2017 the total wine sold in Idaho from all sources nearly doubled. Idaho wine sales within the state increased 51 percent from 2013 to 2017, faster than overall wine sales by volume. Currently, Idaho wines account for 10.5 percent of all wine sold within the state.

"The Idaho Wine Commission will use this study to evaluate how the industry is doing," said Dolsby. "We will use it to replicate successes while also identifying opportunities for improvement and growth."

The study identified several areas of opportunity the Idaho Wine Commission is actively pursuing to continue the growth momentum established during the past decade. Those prospects include ongoing efforts to increase the Idaho wine brand awareness and continuing to expand the number of support organizations. This includes offering financing, infrastructure, training and other services that will benefit Idaho's grape growers and winemakers.

This most recent study was conducted by Community Attributes Inc. and was funded by specialty crop grant funds. It pulled information from a variety of data sources, including the U.S. Census Bureau, Alcohol and Tobacco Tax Trade Bureau and Idaho State Tax Commission as well as stakeholder surveys and interviews. The [full economic impact study is available on the Idaho Wine Commission's website](#).

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The [Idaho Wine Commission](#) is the united voice to market, promote and champion all Idaho's grape growers and winemakers. There are 60 wineries with 1,300 vineyard acres planted. Visit www.idahowines.org for more information about wineries, vineyards, and events in Idaho.