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FOR IMMEDIATE RELEASE

Idaho Wine Industry contributed \$73 million to the State's Economy in 2008

What sort of an impact do Idaho Wines actually have on the economy? After a recent study conducted by Boise State University, the Idaho Grape Growers and Wine Producers Commission is able to show how much they are impacting Idaho State.

In 2008, Idaho's wine and grape products and related industries contributed nearly \$73 million of total economic value to the State of Idaho. Idaho's wine and grape products and related industries account for 625 full time equivalent jobs across the state and for \$19 million in employee wages.

The Idaho wine industry has seen tremendous growth in the number of wineries over the past decade, increasing from 11 in 2002 to 38 in 2008. Winery revenues have increased from \$15 million in 2002 to \$52 million in 2008. This growth has led to increased visibility of Idaho wines and increased tourism to grape growing areas in Idaho. As Idaho's reputation grows, there is a tremendous opportunity for growth for the industry.

Future growth of the wine industry will continue as a result of increases in national wine consumption as well as Idaho's grape-growing potential. Wine consumption continues to rise both as a nation and in Idaho. In 2008, Idaho wine sales grew by 3.3%, and wine tax revenue had increased by \$824,000 since 2002. Second, Idaho's climate and soil have proven to be well suited for wine production, evidenced by the recent designation of the Snake River Valley American Viticulture Area. Idaho's wine industry is poised for substantial growth.

Although California dominates wine production in the United States, small regional grape growing areas show much higher levels of growth. These areas include: Yakima Valley, Tri-cities Washington, Walla-Walla, and

Willamette Valley. Between 2002 and 2008 California had a 10% increase in tons of grapes harvested. Comparatively, Washington showed a 23% increase, and Oregon had a 68% increase in the same time frame. Southwest Idaho has the same potential, supported by the proximity to Boise's population center and Idaho's unique grape growing environment.

The Idaho Grape Growers & Wine Producers Commission and the Canyon County Economic Development Group commissioned the survey through Boise State University.