



**Full Economic Impact of Idaho Grapes and Wine
in Idaho: 2008**
 625¹ Full Time Jobs
 \$19 Million in Earnings
 \$73 Million Total Economic Impact

| Idaho Wine and Grapes | 2002 Economic Impact ² | 2008 Economic Impact | 2015 Economic Impact |
|---|---|----------------------------|----------------------------|
| Number of Wineries | 11 | 38 | 78 |
| Idaho Winery Revenues | \$15 million | \$52 million | \$79 million |
| Number of Farm Entities | 38 | 57 | 95 |
| Grape Bearing Acres | 1,000 | 1,500 | 2,500 |
| Farm Gate Value of Grapes | \$3.6 million | \$5.8 million | \$10.3 million |
| Employment from Wine and Grape Industry | 225 | 625 | 990 |
| Direct Employment | 113 | 313 | 445 |
| Indirect Employment | 112 | 312 | 445 |
| Wages Paid | N/A | \$19 million | \$33.7 million |
| Direct Wages Paid | | \$9 million | \$16.8 million |
| Indirect Wages Paid | | \$9 million | \$16.8 million |
| Taxes Paid in Idaho not including property taxes | N/A | \$1.1 million | \$2.0 million |
| Idaho Wine Tax Revenue | \$2.3 million | \$3.1 million | \$5 million |

¹ Designates Full Time Equivalent Employees

² All 2002 data comes from the 2002 Taylor, Woodall, and Foltz report

³ All values are estimates; they are NOT exact values

EXECUTIVE SUMMARY

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.

Canyon County is the home to the majority of Idaho wineries and vineyards in Idaho. The centralized nature of production in these industries generates significant benefits to the Canyon County economy, particularly in the Agriculture, Manufacturing, Accommodation and Food Service, and Retail Trade sectors. In 2008 Canyon County had 11 wineries and vineyards that generate 245 employees for the region.

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 has 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.