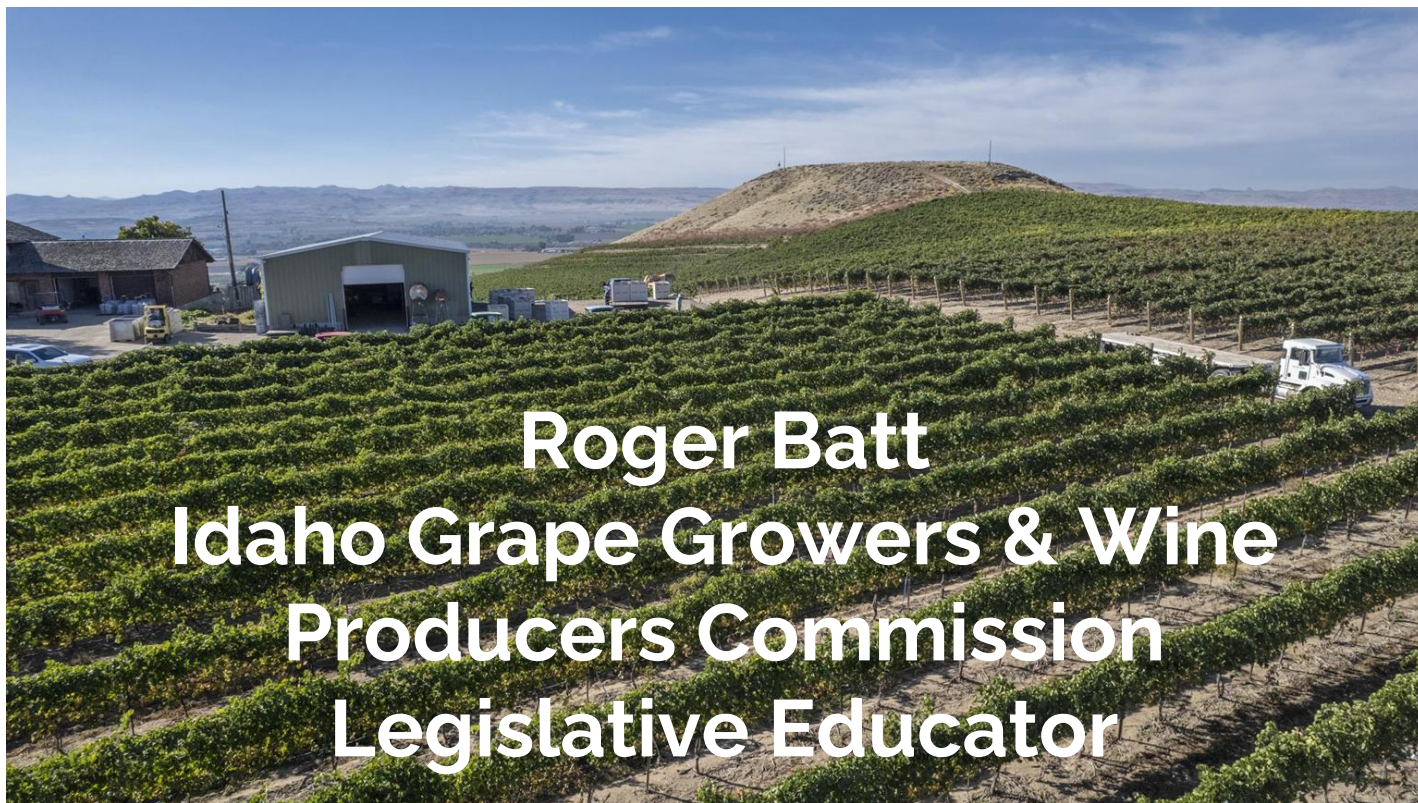


# Idaho Grape Growers & Wine Producers Commission





**Roger Batt**  
**Idaho Grape Growers & Wine**  
**Producers Commission**  
**Legislative Educator**



## History of Idaho Wine

- 1864: first grapes planted in Lewiston
- 1919 - 1933: Prohibition
- 1984: Idaho Wine Commission formed
- 2007: Snake River Valley AVA is approved
- 2015: Eagle Foothills AVA is approved
- 2016: Lewis-Clark Valley AVA is approved

# Challenges Facing the Idaho Wine Industry

**-WINERY LAND USE**

**-WATER SUPPLY**

**-LABOR**

# Idaho Grape Growers and Wine Producers Team



**Moya Dolsby**  
Executive Director  
18 years in 2026



**Ashlee Struble-**  
Industry Relations Manager  
9 years in 2026



**Julianne Germain**  
Legislative Affairs and Grant  
Manager - 3 years in 2026

# Idaho Grape Growers and Wine Producers Board of Directors



**Board Chair**  
**James Nederend**  
**Koenig Vineyards**  
**SCORIA**  
**Producer**



**Commissioner**  
**Martin Fujishin**  
**Fujishin Family Cellars**  
**Grower**



**Commissioner**  
**Mark Pasculli**  
**Rolling Hills Vineyard**  
**Grower**



**Commissioner**  
**Jay Hawkins**  
**Lanae Ridge**  
**Vineyard**  
**Grower**



**Commissioner**  
**Will Wetmore**  
**Veer Wine Project**  
**Producer**

To be the best, not the biggest,  
wine growing region in the Pacific Northwest.

# Ambition



3

AVAs

Snake River Valley,  
Eagle Foothills,  
Lewis-Clark Valley



1,370+

ACRES  
planted



65+

WINERIES AND  
CIDERIES

in Idaho



6

WINE REGIONS



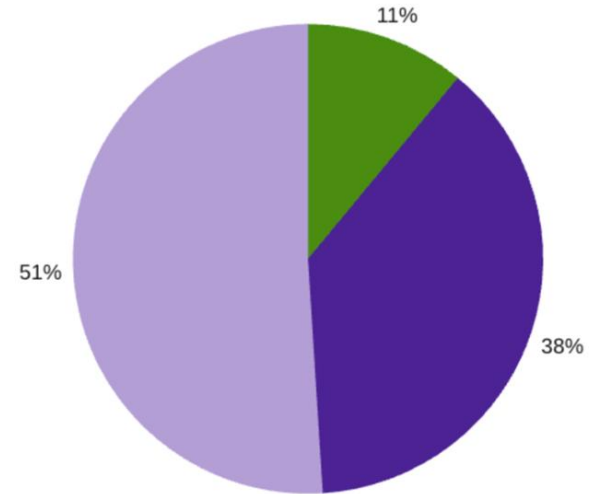
47%

OF WINERIES  
are woman owned

# Idaho Wine Commission Budget

## 2025/2026 BUDGET

- Operations
- Marketing
- Education



Projected Revenue = \$786k  
Projected Expenses=\$777k

# IWC FUNDING SOURCES

## WINE EXCISE TAX REVENUE SINCE 2023:

2023: \$343,440

2024: \$392,303

2025: \$241,238

## OPTIONAL INDUSTRY ASSESSMENTS REVENUE SINCE 2022

2022: \$51,483

2023: \$43,500

2024: \$40,573



## EDUCATION OVERVIEW



### *Yearly Educational Seminars*

- *Average of 12 seminars annually*
- *75% of educators are from out of state*



### *Annual Industry Meeting*

- *Average of 15 speakers presenting*
- *90% of speakers are from out of state*



*100% of the educators and experts who present educational seminars in the state of Idaho, are paid with Idaho State Department of Agriculture Specialty Crop Block Grant funding.*

*Cost to bring out of state educational speakers to Idaho:  
\$2,144 per person  
including speaker fee, travel fees and accommodations*



**2025  
Grant  
Award**

**\$125,000**

**Project Title:**

**Idaho Made Wine for an Idaho Made Lifestyle**

## Growth Overview

### Economic Impact

<b>2002</b> \$22 million	<b>2008</b> \$73 million	<b>2013</b> \$169.3 million	<b>2019</b> \$209.6 million	<b>2023</b> \$314.2 million
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### Jobs

<b>2002</b> 100+	<b>2008</b> 625	<b>2013</b> 1,226	<b>2019</b> 2,320	<b>2022</b> 3,100
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### Growing Acres

<b>2002</b> 1,000	<b>2013</b> 1,300	<b>2025</b> 1,364
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### Tons Harvested since 2020

<b>2002</b> 2,096	<b>2008</b> 2,101	<b>2013</b> 3,180	<b>2019</b> 2,767	<b>2022</b> 2,521
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### Wineries and Cideries

<b>2002</b> 11	<b>2008</b> 38	<b>2013</b> 51	<b>2019</b> 60	<b>2025</b> 65
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## IWC Top 2025 Projects

- Always-on Earned and Owned Outreach: IWC blog, consumer emails, social media content, media relations
- Year of Tempranillo – video, release, media outreach
- Hosted media visits to LC Valley, Eagle Foothills and Snake River Valley AVAs
- 2025 Harvest Release
- Tasting Room Field Trip to Walla Walla, WA
- 27 educational seminars grant funded by the ISDA Specialty Crop Block Grant
- \$125,000 grant funding awarded in 2025

**Jay Hawkins**  
**Commissioner**  
**IWC Board of Directors**  
**Lanae Ridge Vineyard**  
**Snake River Valley AVA**



**Making Wine and Growing Wine Grapes  
in the state of Idaho**





Thank You



February 26, 2026  
Attachment 1