

Southern Idaho Fast Facts

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“The future of a state like Idaho will be very bright and we should be prepared and that will be a good thing...I hope to see more and more people coming to visit Idaho and building more plants here.”

- Hamdi Ulukaya,

CEO and founder, Chobani

Location

Located in south-central Idaho, the mighty Snake River and its magnificent canyon etch the boundary of the cities of Jerome and Twin Falls. Near-by communities Burley and Rupert are surrounded by the Snake River and beautiful Cache Peak. Boise, the state capital, is about a 1.5-hour drive northwest; Northern Nevada is less than 1 hour to the south and Salt Lake City Utah is approximately 3 hours southeast.

The topographic, geographic location, and seasonal variations make the region prime for all things food: agriculture, agri-business, food processing and related and supporting services like warehousing and transportation. Southern Idaho was designated a key U.S. Manufacturing Community – All Things Food in 2015.

Other key sectors in the region include food and beverage, plastics, and green energy – the region is one of the few in the U.S. to generate energy in all five renewable sectors: hydro, wind, solar, biomass, and geothermal.

Eight counties make up the “Magic Valley” region of Southern Idaho. Twin Falls is the hub of the region with a population of nearly 53,000. Twin Falls accounts for 48.4% of regional jobs.

Major Industries

Agriculture, Agri-Business, Food production, Food Processing, Food Science, Green Energy Production, Dairy Production (#3 in USA and #1 in Idaho), Dairy Processing (#1 in Idaho), Transportation/Logistics, Plastic Manufacturing, Advanced Manufacturing.

Largest Employers:

Chobani Largest yogurt plant in the world.



First commercial hempwool insulation manufacturing plant in the USA



RIVERENCE®

Largest commercial trout farm in the world.

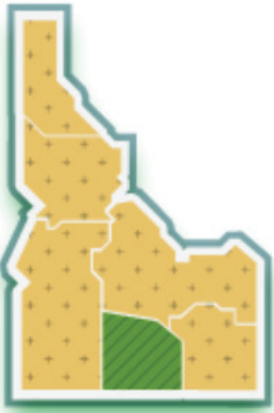


Newest state of the art meat processing plant in the USA.



Largest french fry producing plant in North America.





South Central Economic Overview (January 2024)

Civilian Labor Force
109,453

Unemployment Rate
3.1%

Population (2021)
213,919

Median Household Income (2021)
\$56,799

Per Capita Personal Income
\$68,672

Poverty Rate (2021)
13.3%

Taxes

Top State Corporate Income Tax
6%

Top State Corporate Capital Gains Tax
6%

Top State Personal Income Tax
5.8%

Top State Personal Capital Gains Tax
5.8%

State Sales Tax
6%

“This area is primed for growth. The pump is primed. Companies are going to continue to come here. I think we are just seeing the start of Jerome and the Magic Valley region becoming a manufacturing and economic powerhouse.”
- Mattie Mead,
CEO and founder, Hempitecture

Cost of Living Index (Source; bestplaces.net/cost_of_living/city/Idaho/twin_falls)

Cost of living	Twin Falls	Idaho	USA
Overall	91.1	105.5	100
Grocery	91.1	94.4	100
Health	109.1	104.5	100
Housing	98.3	136.8	100
Median Home Cost	\$339,200	\$445,000	\$338,100
Utilities	91.2	89.3	100
Transportation	67.5	81.6	100
Miscellaneous	75.3	79.5	100

Green Energy

Southern Idaho is one of the few regions in the country producing commercial energy in all five renewable energy sectors:

Hydroelectric	Wind	Solar	Geothermal and Biomass
36.8%	10%	5.4%	2.3%

College of Southern Idaho

The College of Southern Idaho is a critical component of successful workforce development regionally. It is viewed as a vanguard in Idaho, assembling a popular dual-credit program that allows high school students the opportunity to achieve post-secondary credits and credentials. The Idaho Launch grant program can provide students a one-time opportunity to have 80% of their tuition and fees paid up to a maximum of \$8000 for in demand skills in the state.

