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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 93,000, Twin Falls accounts for 38.7% of regional jobs.

## Economic Overview

Civilian Labor Force (Dec. 2022)  
**108,175**

Unemployment Rate (Dec. 2022)  
**2.3%**

Population (2021)  
**210,983**

Median Household Income (2021)  
**\$56,799**

Per Capita Personal Income (2020)  
**\$58,698**

Poverty Rate (2021)  
**13.3%**

## 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.

**McCain** Largest french fry producing plant in North America.

**TRUE WEST BEEF** Newest state of the art meat processing plant in the USA.

**hempitecture** First commercial hempwool insulation manufacturing plant in the USA

**RIVERENCE** Largest commercial trout farm in the world.



## Green Energy

Southern Idaho is one of the few regions in the country producing commercial energy in all five renewable energy sectors: hydroelectric (31.1%), wind (10%), solar (3.8%), and geothermal and biomass (2.3%).

## Cost of Living Index

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

*“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

## 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%**

## TC CO Labor Force & Economic Profile

### Twin Falls County

Civilian Labor Force (Dec. 2022)  
**44,246**

Unemployment Rate (Dec.2022)  
**2.4%**

Population (2021)  
**92,243**

Median Household Income (2021)  
**\$57,430**

Per Capita Personal Income (2020)  
**\$44,122**

### Jerome County

Civilian Labor Force (Dec. 2022)  
**13,016**

Unemployment Rate (Dec.2022)  
**2.3%**

Population (2021)  
**24,662**

Median Household Income (2021)  
**\$61,280**

Per Capita Personal Income (2020)  
**\$42,332**

Poverty Rate (2021)  
**15.8%**

## TC CO Labor Force & Economic Profile (continued)

### Burley & Heyburn County

Civilian Labor Force (Dec. 2022)  
**12,320**

Unemployment Rate (Dec.2022)  
**2.1%**

Population (2021)  
**21,955**

Median Household Income (2021)  
**\$56,140**

Per Capita Personal Income (2020)  
**\$46,743**

Poverty Rate (2021)  
**18%**

### Cassia County

Civilian Labor Force (Dec. 2022)  
**13,095**

Unemployment Rate (Dec.2022)  
**1.9%**

Population (2021)  
**25,164**

Median Household Income (2021)  
**\$57,547**

Per Capita Personal Income (2020)  
**\$51,149**

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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. Southern Idaho Economic Development attracts business and talent to the region highlighting the area's business-friendly policies along with its recreational amenities. Its eight counties are known for collaboration in regional goals.