



New Decade, Continued Success – Why Southern Idaho is Seeing Unprecedented Growth

By Madeleine Bumstead, Marketing Manager at Southern Idaho Economic Development

The secret is out about Southern Idaho. It's not just a hidden gem with breathtaking canyons, mighty rivers, big mountains and untouched desert – but a region with a booming economy, unprecedented population growth and a center for food, dairy and manufacturing innovation. It's why for several years, Idaho has been #1 in the nation for population growth. And the region is no stranger to economic growth either.

The businesses who have put roots down in Southern Idaho benefit from sustainable growth. The region boasts a pro-business culture, a strong workforce, competitive incentives, and easily accessible logistics and transportation. However, in business, it's about more than just the bottom line (although the low land and utility costs are something to brag about). It's sustainable growth, a talent market that continually pushes your business forward and a community that allows for change. All of these factors have contributed to the notable new businesses and expansions over the past decade.

Bringing in companies like Chobani (who built the largest yogurt factory in the world in Twin Falls, Idaho) and Dutch cold-storage company NewCold (who built one of the nation's largest fully automated frozen storage facilities in Burley, Idaho) is a clear indication of the innovation and pro-business culture in Southern Idaho. Other notable companies who set up shop or expanded in Southern Idaho include Clif Bar, McCain Foods (the world's largest manufacturer of frozen

potato products), Jayco, Inc. (a leader in recreational vehicle manufacturing), Fabri-Kal (leading packaging manufacturer) and Idaho Milk Products—to name just a few.



As the “Silicon Valley of Food,” the largest sector of Southern Idaho's agriculture industry is dairy. Seventy-two percent of Idaho dairy cows and over 80 percent of its milk processing capacity is located in this region alone. With a wide range of dairy processors, including Chobani, Glanbia Foods, Commercial Creamery and more, Idaho still has an oversupply of 2 million pounds per day, which means the state could welcome a new Chobani-scale dairy business every four years.

Southern Idaho has some of the most affordable and one of the fastest growing milk supplies in the country; it's why more than half of dairy processors in Idaho are located in the Magic Valley and why it's become a hub for dairy innovation. In fact, the largest and most advanced research dairy in the United States will break ground in Southern Idaho in 2021. The Center for Agriculture, Food and the Environment (CAFE) will

focus on sustainable solutions for dairy production and developing strategies to address issues facing the dairy and food processing industries. The project will include a demonstration farm, agrotourism center, 2,000-cow dairy and dorm rooms, and assist with educating and training the future workforce and improving the industry's productivity.

STRONG PARTNERSHIPS

In addition to the companies and industries who make up Southern Idaho, having partners to help move industry and the region forward play a key role in its success.

Energy is affordable in Southern Idaho, but it's also sustainable, thanks to partners like Idaho Power. The region is one of the only locations in the United States producing commercial power in four of the five renewable energy sectors, with 58 percent of electricity coming from renewable energy sources, including hydroelectric, geothermal, biomass and wind power. And the sustainable leadership doesn't stop there – in 2019, Idaho Power pledged to provide customers 100 percent clean energy by the year 2045.

Businesses in the region also have access to the College of Southern Idaho's Workforce Development & Training. This program provides a full range of apprentice, industry specific and custom training programs to sustain and grow the regional talent infrastructure. The program ensures current and prospective employers have the workforce they need at every stage.

THRIVING DOWNTOWNS

With population growth and a strong economy, Southern Idaho downtowns have flourished—attracting talent and boosting retention. Twin Falls, a hub city of Southern Idaho, underwent a \$20 million revamp to its historic downtown, which has brought increased traffic to locally owned restaurants, breweries, clothing stores, bike shops, and other small businesses. In 2018, it celebrated the grand opening of its Downtown Commons, a 16,000-square-foot plaza in the heart of downtown Twin Falls, complete with a performance stage, at-grade fountain and event space. The Historic Town Square in Rupert, Idaho also underwent renovations to create a beautiful park in the heart of the city, making it a center for events, increased downtown business traffic and community engagement.



account so you can stop searching and start building.

Southern Idaho is one of the best places to build or grow your business and our economic development team is at the ready to show you around. Ready to get started? Call us today at 208-732-6459 or email Connie at connies@southernidaho.org. 🏢



While the past decade in Southern Idaho has seen unprecedented growth, the future is looking bright for continued economic success and we want you to be a part of it.

STOP SEARCHING, START BUILDING

We know how overwhelming it can be to find the right place to grow or expand your business. The process to capture all of the necessary information is often frustrating and can move slowly. That's why we've made it our mission to move at the speed of business (or quicker) to ensure your questions, needs, and desires are taken into



- 
Pro-business culture
- 
Competitive incentives
- 
Strong workforce
- 
Accessible logistics

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**Schedule a visit today:
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