



COMMERCIAL

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The Magic Valley  
**Difference**





Magic Valley  
**Agricultural giants  
and manufacturing  
powerhouses fuel solid  
growth.**

**Magic Valley Idaho** - The Magic Valley is home to the thriving communities of Twin Falls, Jerome, and Sun Valley and includes Blaine, Camas, Cassia, Twin Falls, Jerome, Gooding, Minidoka and Lincoln counties. Located about 120 miles southeast of Boise and 200 miles northwest of Salt Lake City in the high desert, the Magic Valley boasts vibrant outdoor lifestyle opportunities, an exceptional quality of life and strong business growth. The area offers boating, fishing, skiing, snowmobiling, hiking, base jumping and more, at locations across the Snake River Valley, the rugged Sawtooth Mountains, and picturesque Sun Valley.

Corporate growth has dramatically increased over the past few years. Led by innovative, national brands such as Chobani, Clif Bar, and Jayco, Idaho's unemployment rate remains at a low level of 3%. One of the main drivers in business expansion is found in the food manufacturing sector. The Magic Valley ranks #3 in the nation for food processing and is home to the world's largest yogurt factory, Chobani who has invested \$750 million in Twin Falls, creating over 1,000 jobs. Southern Idaho also accounts for 80% of the state's dairy processing, allowing Idaho to rank 3rd for milk and cheese production in the United States. The region produces more than 29 million pounds of milk per day. In addition, True West Beef just invested \$20 million in Jerome for it's new state-of-the-art cattle processing facility.

Source Southern Idaho Economic Development

## Top Public & Private **Employers**

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Chobani

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Glanbia

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Idaho Milk Products

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Clif Bar

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Con Agra/Lamb-Weston

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Amalgamated Sugar Co.

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McCain Foods

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DOW/Dupont

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Hilex Poly/Novolex

Source Southern Idaho Economic Development





Magic Valley  
**Community  
partnerships help drive  
unemployment rates  
that are lower than  
national metrics.**

**2.3%**

Unemployment Rate:  
**Twin Falls MSA** (Dec 2022)

**2.6%**

Unemployment Rate:  
**State of Idaho** (Feb 2023)

**108,175**

No. of Employed:  
**Job Strength** (Twin Falls MSA, 2022)



# 213,465

Magic Valley:  
**Population Base** (2022)

# 1.1%

Twin Falls County:  
**Est. Ann. Pop. Growth** (2022)

# \$59,100

Twin Falls County:  
**Med. Household Income** (2022)



The Magic Valley  
**Drawing on a consumer  
base of ±200,000 ...  
Twin Falls is the  
most urban of the  
region's counties.**





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Magic Valley  
**Demographics growth  
continues to drive  
home values up year  
over year.**

# 1,513

Single Family:  
**Homes Sold**

(Twin Falls & Jerome Counties, MLS 2022)

# 37

Single Family:  
**Condos Sold**

(Twin Falls & Jerome Counties, MLS 2022)

# \$356,000

Median:  
**Home Prices**

(Twin Falls County, MLS 2022)



# 1.4M sf

Chobani  
**World's largest yogurt  
plant**  
(2023)

# 4 Plants

Glanbia  
**World's largest barrel  
cheese manufacturer**  
(Idaho Preferred, 2019)

# \$7 Billion

Magic Valley  
**Agricultural Goods &  
Services Generated**  
(Southern Idaho Economic Development, 2021)



The Magic Valley  
**Home to a large base of  
notable and growing  
manufacturing  
and agricultural  
corporations.**