



COMMERCIAL

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 3.8%. 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

Chobani

Glanbia Nutritionals

St. Luke's Magic Valley Regional Medical Center

Clif Bar

Con Agra/Lamb-Weston

Amalgamated Sugar Co.

Independent Meat

Lineage Logistics

Jayco RV

Source Southern Idaho Economic Development



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

3.6%

Unemployment Rate:
Twin Falls MSA (Dec 2024)

3.8%

Unemployment Rate:
State of Idaho (Dec 2024)

104,417

No. of Employed:
Job Strength (Twin Falls MSA, 2024)

217,713

Magic Valley:
Population Base (2024)

1.3%

Twin Falls County:
Est. Ann. Pop. Growth (2024)

\$65,300

Twin Falls County:
Med. Household Income (2024)



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



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

1,432

Single Family:
Homes Sold

(Twin Falls & Jerome Counties, MLS 2024)

23

Single Family:
Condos Sold

(Twin Falls & Jerome Counties, MLS 2024)

\$365,000

Median:
Home Prices

(Twin Falls County, MLS 2024)

1.4M sf

Chobani
World's largest yogurt plant

(Southern Idaho Economic Development, 2025)

4 Plants

Glanbia
World's largest barrel cheese manufacturer

(Idaho Preferred, 2024)

190,000 sf

Suntado - New Milk Facility
Processing 800,000 to 1 million lb of milk daily

(Idaho Business Review, 2024)



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