

Note From Karianne Fallow, CEO

As often happens this time of year, I find myself reflecting on the past 12-months at Dairy West, specifically our success, our people and our growth as an organization. In this newsletter, you can see the impact we are having across our region. I'm proud of the work we've done in 2019 and looking forward to the many opportunities we face in 2020 and beyond. Thank you for your ongoing support and confidence!

In working toward our core mission of inspiring trust and building demand, we have developed a more targeted vision for Dairy West: To catalyze a world where the dairy community is a positive change-maker. With that vision top of mind, we aim to maintain our relevance and continue to rise up to meet the needs of the ever-changing consumer. Our ability to be a trusted resource in a time when people are making purchasing and consumption decisions much differently than they did

even five years ago will result in keeping consumers in or bringing them back to the dairy category. Our new Unbottled brand does just that—it allows us to be relevant, nimble, and grow trust, leading to increased sales, in a world that is volatile, uncertain, complex and ambiguous (VUCA).

So, let's embrace 2020 as the year to unbottle checkoff's success!

KF



Unbottled: Our New Consumer Outreach

As a promotion organization, our greatest asset and also a challenge is the opportunity to work with a variety of stakeholders. With one voice, it is difficult to articulate a clear purpose to groups with such diverse needs. Therefore, after extensive research and self-evaluation, we are adopting a two-brand strategy, one that will allow us to eliminate confusion about who we are and be more meaningful with our outreach.

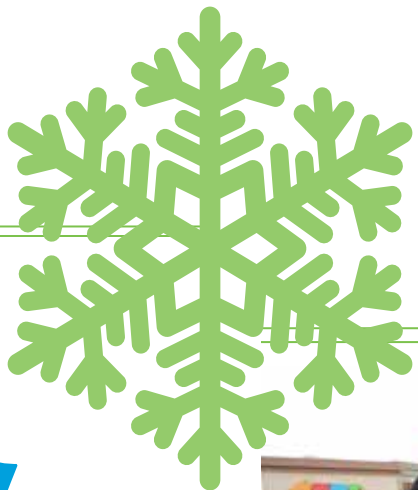
unbottled.

Dairy West, as a brand, will be more focused than ever seeking to connect a regional dairy community focused on progress and the future.

You will see videos that introduce the brand – both on regional networks and on PBS through a sponsorship with Idaho & Utah public television. Our website Unbottled.com is currently a landing page that is being built into a robust destination designed to tap into regional experts (including you!) to answer questions about dairy, nutrition, sustainability and farming practices.

Visit Unbottled.com to see our current videos and watch the website develop. On social media, follow Unbottled on Facebook, Instagram, and Twitter. You will continue to find Dairy West on Twitter and Instagram. We look forward to sharing progress as the brand continues to build. **Watch the brand launch from the Dairy West Annual Meeting:** <https://youtu.be/WNXHN3I6yDg>.

Are you reading this newsletter? Prove it! Email the secret password "Moo" to mwolfe@dairywest.com and we'll mail you a prize (Hint: we'll need your shirt size). Be sure to include your name, dairy name and shipping address.



CONGRATULATIONS!
Ambassador Class of 2019

- Kaleb Bateman (UT)
- Mitch Hancock (UT)
- Tyler Hyink (ID)
- Jarom Nelson (UT)
- Siska Reece (ID)
- Kallan Rex (ID)
- Alex Veenhouwer (ID)
- Nikelle Villalobos (ID)

SAVE THE DATE

JANUARY 30-31 FUSION 2020 ANNUAL CONFERENCE
ST. GEORGE, UT

IDAHO DAIRYMEN'S ASSOCIATION DISTRICT MEETINGS

JANUARY 7 MAGIC VALLEY (TWIN FALLS)
JANUARY 16 TREASURE VALLEY (BOISE)
JANUARY 22 BURLEY
FEBRUARY 11 EASTERN IDAHO (POCATELLO)

For more information, Megan@idahodairymens.org or 208-420-6795.

WWW.DAIRYWEST.COM

This newsletter is also available by email – with news and videos conveniently linked!
Sign up today: <https://www.dairywest.com/for-farmers/>
Send name & address corrections to: info@dairywest.com.



PRODUCER NEWSLETTER • FALL 2019

2019 Annual Dairy West Meeting

In November, more than 800 farmers, vendors, and guests converged on Boise to attend the 2019 Dairy West Annual Meeting. This family-friendly, two-day conference serves to inform, educate and entertain attendees from across Idaho and Utah. Attendees heard from economists, marketing specialists, NMPF, USDA, and more.

The meeting is also an opportunity to recognize producers for outstanding industry achievements.

Make plans to attend the FUSION 2020 Annual Conference, a Dairy West/ Utah Farm Bureau joint meeting, January 30-31 in St. George UT.



2019 Milk Quality Award: Whitesides Dairy



2019 Telling Your Story Award: Debra Easterday-Reeves, White Harvest Farms, Buhl, ID



2019 Friend of the Industry Award: Heather Plain, Child Nutrition Director, Bonneville Joint School District 93



2019 Dairy Hall of Fame: Blair Parker, Parker Registered Holsteins, St. Anthony, ID (awarded posthumously)

OUR MISSION

Inspire trust in dairy farming and dairy products and build demand for dairy products around the world.

OUR VISION

To catalyze a world where the dairy community is a positive change-maker.

DAIRY WEST
BOARD MEMBERS

- Winfield Anderson – Blackfoot, ID
- Steve Ballard – Gooding, ID
- John Brubaker – Buhl, ID
- Chace Fullmer – Sigurd, UT
- Dan Gilbert – Blackfoot, ID
- Jeff Hardy – Brigham City, UT
- Tom Kasper – Melba, ID
- Matt Leak – Cornish, UT
- Mike Siegersma – Nampa, ID
- Josh Webb – Declo, ID
- Pete Wiersma – Buhl, ID

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[WWW.DAIRYWEST.COM/FOR-FARMERS](https://www.dairywest.com/for-farmers)



Dairy Optimization in Schools Symposium

Dairy West hosted the first annual Dairy Optimization in Schools Symposium October 8-10. Promotion organizations from across the country gathered to learn, experience and share with the ultimate goal of working smarter to increase dairy's impact in schools.

For more information, contact Deena Benson, dbenson@dairywest.com.



“This was hands down on of the best trainings I have ever been to since I started in this industry almost 10 years ago. The educational sessions were informative and engaging, and the sharing was incredibly helpful.”

Working with Health Professionals

Our events for health professionals are building on Dairy West's reputation as a credible and engaging source for health and wellness information. **For more information, contact Ann Lokuta, alokuta@dairywest.com.**



Utah Dairy Commission Redistricting

Given the rapidly changing landscape of dairy farming in Utah, the Utah Dairy Commission has voted to pursue a redistricting effort. The goal of this process is to align the make-up of the Commission with dairies and dairy production in Utah to meet today's needs and prepare for a continuously changing future. It will provide flexibility and sensible representation. The proposal to redistrict will include three distinct districts, with a total of nine voting members, as follows:

- Two Members from District 1:** Cache and Rich Counties.
- Four Members from District 2:** Box Elder, Weber, Morgan, Salt Lake, Davis, Utah, Tooele, Wasatch, Summit, Duchesne, Uintah and Daggett Counties.
- Three Members from District 3:** Millard, Beaver, Iron, Washington, Sanpete, Carbon, Emery, Grand, Juab, San Juan, Piute, Wayne, Kane, Garfield and Sevier Counties.

In addition, the Commission will continue to have two Ex-Officio, non-voting members: the Commissioner of Agriculture and Food and the Dean of the College of Agriculture at Utah State University.

The Commission plans to submit these changes, along with other amendments to the Commission's enabling statute, to the Utah legislature for approval at its upcoming general session. If passed, this legislation would provide the Commission the flexibility to revise the districts in the future (without additional legislation) as needed to maintain equitable representation of active dairy producers on the Commission.

If you have questions about this effort or are interested in running for a seat on the Commission, please contact Karianne Fallow (208/280-2444) or Jeff Hardy (435/230-1042).



Programs for Farmers

Did you know there's a page on dairywest.com dedicated specifically to farmers and farmer resources? Visit www.dairywest.com/for-farmers.

For more information about producer resources, contact Melinda Wolfe (mwolfe@dairywest.com) or Lacey Papageorge (lpapageorge@dairywest.com).

Lee's Milk Drive

In its sixth year, the 2019 Lee's Milk Drive proved to be the best yet!

- » 6,490 gallons donated by store patrons
- » 300 gallons matched by Gossner Foods
- » 842 equivalent gallons contributed by DFA

Lee's Marketplace is an independent Associated Foods retail grocery chain. The donated gallons of milk will benefit food pantries in the vicinity of each store.

6490 gallons of milk donated!

Dairy Farm Family Scholarship

Is someone you know planning to enroll in college or trade school next year? Applications for the 2020-21 school year are now being accepted for the Dairy Farm Family Scholarships! Immediate family members of current dairy producers in Idaho and Utah are eligible to apply. Recipients are selected by a committee of Idaho and Utah dairy producers.

For complete guidelines and online application, visit dairywest.com/for-farmers. **Questions? Melinda Wolfe, mwolfe@dairywest.com.**



New Staff Working for You

Meet Lacey Papageorge.

Lacey recently joined the Dairy West team as a Producer Relations Manager based in the Draper office. She is very excited to be working for dairy farmers and looks forward to meeting all of you!



As a fourth-generation member of Pappys Farm in Ogden Utah, Lacey has been active in the dairy community, 4-H, and FFA her entire life. In 2013 she served as a Utah Dairy Ambassador. Lacey earned her bachelor's in animal science from Utah State University. While at USU she was active in the Dairy Science Club and on the Dairy Challenge team. Lacey worked at Gossner Foods throughout college and completed internships with Utah's State 4-H Office and Cargill Animal Nutrition. Prior to coming to Dairy West, she worked for Holstein Association USA. Lacey currently lives on the family farm where she helps out however she can, including feeding calves and working with show animals.



Dairy West Supports Food Innovation

During Trailhead's Boise Startup Week, an event and competition designed to showcase regional innovative food products, Dairy West supported the judging panel during the competition. We also arranged for Jacqi Coleman, VP Global Innovation Partnerships at DMI, to present on the dairy industry's success working with partners such as McDonald's and Kroger to launch new products in the marketplace. **For more information, contact Jenn Nelson, jnelson@dairywest.com.**



GROWING Sales

Over the Short- and Long-Term



TOTAL U.S. DAIRY SALES

0.5% GROWTH
TOTAL COMMERCIAL USE
OF ALL DAIRY EXCEEDS
TOTAL MILK PRODUCTION.

(Compared to 2018)

Projected through September 2019.

Source: USDA, total dairy reported on milk equivalent, milkfat basis

FLUID MILK

94% OF U.S. HOUSEHOLDS
PURCHASE FLUID MILK

Fluid milk revitalization partners have contributed:

1.3B cumulative new product sales.

\$1B+ in infrastructure/plant and equipment investments.

\$250M+ in incremental consumer marketing and advertising spend.

1.4 BILLION POUNDS OF
ADDITIONAL SALES

from checkoff investment in nutrition science (whole milk, chocolate milk as recovery beverage, lactose-free).

PARTNERS



33% MORE USE OF U.S. CHEESE

by Domino's in Japan in the first half of 2019.

ABOUT 2.2 POUNDS

of U.S. cheese per large New Yorker Pizza from Domino's Japan.



120% GROWTH OF U.S. CHEESE

by Pizza Hut Asia-Pacific in 2019, to date. Pizza Hut's "Cheeses of the World" Pizza, offered in Indonesia, uses 100% U.S. string and mozzarella cheese.

5.2M VIDEO VIEWS

in Korea of Pizza Hut's "More Cheese, More Love" featuring U.S. dairy farmers.



KFC CHICKEN AND CHEESE POPS

bring together friend chicken and fried U.S.-sourced cheese curds in KFC Latin America & Caribbean.

DAIRY EXPORTS



U.S. Dairy Export Council.

U.S. dairy's sustainability story remains a marketing asset to
GROWING EXPORTS IN KEY MARKETS.

U.S.-SOURCED CHEESE

showcased at opening of Costco in Shanghai, with plans to expand to South Korea, Taiwan and Mexico.

BUILDING *Trust in Dairy*



The Innovation Center brings the industry together to advance dairy farmer, and U.S. dairy's, priorities to grow trust and sales over the long term.

The Dairy Sustainability Alliance includes:

40 farmer representatives from across the country.

370+ professionals from more than 100 cooperatives.

PLUS processor, industry suppliers, retailers, academia, government and advocacy organization reps.

750M POUNDS ADDITIONAL milk and dairy products distributed to **200** food banks between 2016 - 2018.



UNDENIABLY DAIRY

Since Undeniably Dairy's inception,

300+ DAIRY AND FOOD COMPANIES

have helped advance public trust in dairy through participation in the campaign.

SIGNIFICANT INCREASES IN TRUST

on key consumer perceptions related to trust in farmers and farmers taking care of their land and animals

(June 2019 DMI Equity Tracker that measures consumer perceptions on dairy/dairy farming)

+6 point increase in trust in farmers and farmers taking care of the land.

+8 point increase in trust in farmers treating cows humanely.

+5 point increase in consumers trusting dairy as superior to plant-based proteins.

milk life®



19 RESEARCH PROJECTS

to grow sales for cheese, powder and other dairy products globally.

20 PRESENTATIONS

featuring research findings and outcomes given to thought leaders worldwide.

30+ SCIENTIFIC PAPERS

published to reinforce/strengthen dairy's role in nutrition, health and environmental research that reached thousands of health professionals and other thought leaders.

YOUTH WELLNESS

Fuel Up to Play 60 helped increase milk use by

1.2B POUNDS SINCE 2010.

This year, Fuel Up to Play 60 will reach

1+ BILLION TOTAL IMPRESSIONS

of milk containers, exposing millions of students to the program multiple times since its inception.

NEARLY 3 MILLION ADDITIONAL STUDENTS PARTICIPATE

in school breakfast programs since 2010.

