



Farmer Ambassador Program



The Dairy West Farmer Ambassador program invites a small group of farmers to take a deeper dive into dairy promotion.

PURPOSE

The Farmer Ambassador Program prepares farmers to become leaders in the industry through training and involvement with board functions and industry meetings and events. This program is designed to develop dairy leaders to ensure the role of dairy foods and dairy farming in the future of sustaining our people, planet and communities.

ELIGIBILITY

Idaho and Utah dairy farmers who are actively involved in a dairy operation or those taking leadership/management roles on a dairy. Individuals should aspire to serve in leadership roles such as board service.

BENEFITS

- » Communication training (includes traditional & social media)
- » Networking
- » Crisis preparedness
- » Understanding how the dairy checkoff works
- » Awareness of programs and resources (local & national)
- » Compensated time and travel

CONTINUED EDUCATION

Dairy West may sponsor ambassador alumni who have completed the program within the past five years to participate in a leadership program, for example Leadership Idaho Agriculture (LIA) and the Young Dairy Leaders Institute (YDLI).

TIME COMMITMENT

March to December

There are five required in-region meetings that include both ambassador training and board meetings. Additionally, there are three optional national meetings. Dairy West will reimburse for associated travel and offer a per diem.

RECENT PARTICIPANTS

Class of 2020

Collin Bateman
Brant Bosma
Joseph Cann
Bennett Gibson
Chad J. Hardy
Joell Hill
Daniel McKee
Hendrik Van Es

Class of 2019

Kaleb Bateman
Mitchell Hancock
Tyler Hyink
Jarom Nelson
Siska Reece
Kallan Rex
Alex Veenhouwer
Nikelle Villalobos

Class of 2018

Joel Boschma
Trent Bown
Durk Deelstra
Debra Easterday Reeves
Gerry Fitzgerald
Heath Lewis
Fabian Medrano
Trevor Munk

Class of 2017

Devin Boehme
Alan Branch
Ernest DeGroot
Richard Little
Matt Nelsen
Tyler Reynolds

CALENDAR

Mid-March	Ambassador Training (1 day) and Board Meetings (2 days) Meridian, ID
March	Idaho Legislative Banquet – Boise, ID
April	National Dairy Planning Forum (2 days) – Location TBD
Mid-May	Ambassador Training (1 day) and Board Meetings (2 days) Twin Falls, ID
Late July	Ambassador Training (1 day) and Board Meetings (2 days) Salt Lake City, UT
Early August	Idaho Milk Processors Association Conference – Sun Valley, ID
Late October	DMI-NMPF Joint Annual Meeting (3 days) – Location TBD
Mid-November	Board Meetings (1 day) and Dairy West Annual Meeting Boise, ID
December	Joint Ambassador/Board Training and Christmas Party

“I enjoyed learning from Dairy West staff and industry leaders as they taught us how to be AGvocates for the Dairy Industry. Attending the board meetings and conventions allowed me to learn about the behind the scenes work that takes place on our behalf.”

*– Jarom Nelson,
Tripple Peaks Jerseys, UT*

“Being a Dairy West Ambassador gave me the opportunity to share my story while connecting with consumers. This opportunity also allowed me to form great relationships with my peers and also allowed me to network with other industry professionals”

*– Nikelle Villalobos,
Lehman Farms, ID*



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