



# **Dairy West *Farmer Newsletter***

## **April 2024**

*This newsletter's primary audience is current Idaho and Utah dairy farmers. Please share with family members and farm employees. [Sign up](#) to receive this directly to your inbox.*

## **Farmer Updates**



### **'In Udder Words' Podcast** **BUILD Dairy with Rachel Lindstrom**

Join Dairy West's manager of producer and community relations, Lacey Papageorge, as she speaks with BUILD Dairy student Rachel Lindstrom.

In this episode, [learn how BUILD Dairy is connecting students to real-world projects](#) and catalyzing their careers. Be sure to let Lacey know if there is a dairy topic you'd like to hear more about or a guest you'd like to hear from.

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## **Commission Elections**

It is that time of year when we kick off Dairy Promotion Board Elections. We need your help to identify candidates who are interested and qualified to serve on behalf of the farmers in their districts. The following seats are up for re-election (or vacant).

**Idaho:** In Idaho, board members who have agreed to re-run for their seat will be automatically included on the ballot. Any additional names should be sent to (kfallow@dairywest.com) by April 15. These are three-year seats, commencing in July 2024.

- District 1 - Pete Doornenbal (has agreed to run for re-election)
- District 2 - Don Gaalswyk (has agreed to run for re-election)
- District 3 - Devin Boehme (has agreed to run for re-election)

**Utah:** Farmers have already received nomination forms and must submit those to the Utah Department of Ag and Food, postmarked no later than April 15. Terms are four years and commence July 2024.

- District 1 - Vacancy
- District 2 - Trevor Wayment (has agreed to run for re-election)
- District 3 - David Roberts (has agreed to run for re-election)

## Retail

### Front-End Milk Initiative

Retail outreach manager Rob Peterson and supporting staff have been actively implementing the 'front-end milk' initiative in retail. This effort is to encourage retailers to display single-serve dairy toward store entrances near other quick food options. The goal is to increase sales and demand for dairy by tapping into the grab-and-go marketshare and offer consumers healthy and nutritious options by having fluid milk.



The initiative has launched in seven stores in Idaho and two in Utah. The displays contain "Sip. Smile. Enjoy." signage and *Real. Local. Dairy.* branding. Utah residents can find the initiative in Walmarts in America Fork and Cedar Hills. Those in Idaho can find it in Walmarts in the Boise Valley.

## Health & Wellness

### Dairy West Helped School Earn National Recognition



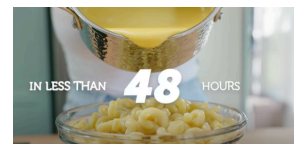
West Ada School District in Idaho received the 'Turnip the Beet' Award from the USDA after participating in last year's pilot of Dairy West's cultural summer meals grant program. Kristen Homer, the assistant supervisor of school nutrition, said "The cultural summer meals gave us greater interest in our summer foods program."

These Power Up Pack grants, offered to school districts by Dairy West, provide schools with equipment and marketing resources to feature a variety of dairy products in their programs, such as hot chocolate milk, smoothies, lattes, pizza and more! All six participating schools in the summer meals program last year experienced similar results and saw a higher number of meals served, which equals more dairy for all! [Read more here.](#)

## Communications

### April Earth Month Campaign

April is Earth Month! Unbottled's digital advertising initiatives are informing consumers about dairy's sustainability efforts.



Across Facebook, Instagram, Tiktok and X (formerly Twitter), Unbottled is sharing the following key messages:

- Producing half a gallon of milk uses 65% less water than it did nearly a century ago.
- Dairy farmers work hard to fuel us with nutritious dairy products while maintaining sustainable efforts needed to protect our planet.
- Milk travels from the farm to the fridge in about 48 hours.



## Sounds of Greatness Campaign

In mid-April, Unbottled will launch its next heavy-hitter campaign. The six-month campaign is titled 'Sounds of Greatness' and gives consumers the full, sensory experience of fueling with and enjoying dairy through ear tingling audio and visual content. Campaign elements will stream on Facebook, Instagram, X (formerly Twitter), Prime Video, Spotify, Google, TikTok, YouTube and will leverage influencer partnerships.

A key component of the campaign will be the 30-second video with an audio montage of sounds that derive from cooking with and consuming dairy. The characters in the video will show the satisfaction and enjoyment that comes from every great bite of dairy. Video production is nearly complete. Stay tuned to see the finished product.

## On Social



Life is busy and making time to eat while on the go can be tough. Even so, it's important to [stay energized with healthy foods](#). Carrying cheese sticks or trail mix is a convenient way to get the boost you need!



Dairy is the ultimate option when it comes to workout recovery, and we love proving that to athletes. The 340+ student-athletes at Idaho State will soon [learn dairy's power](#) with their new fueling station



Happy National Women in Agriculture Day! [Women in Agriculture Day](#) celebrates the 1.2 million female farmers and producers in the United States who are essential to feeding our world.

## Farmer Photo Feature



Submission by Johanna Hyink of Twin Falls, Idaho.

Johanna used her dairy product reimbursement allotment to buy products for a school-wide dairy education day during FFA Week. Ice cream bars and cheese quesadillas were provided to students and staff. The education demonstration included a live cow for kids to pet and feed and the Idaho Farm Bureau's life-size, model cow.

Learn more about the dairy product reimbursement on the [Dairy West website](#). Farmers are allotted \$400 for the first permit they hold. For additional permits, you will be allotted an extra \$200 for your second and third permits. For farmers with multiple permits, a \$800 per year maximum applies.

How are you using your dairy reimbursement? Share your photos with [Lacey Papageorge](#).

## Mark Your Calendars

April-May | Earth Month & Farm-To-Table Campaign in Digital Advertising

May | 'Melly, Goey Cheese' Initiative in Retail

May 7 | Ambassador Training | Twin Falls, Idaho

May 8 | Promotion & Policy Board Meetings | Twin Falls, Idaho

May 14-17 | Western Spring National Holstein Show | Richmond, Utah

June 24-27 | [National Holstein Convention](#) | Salt Lake City, Utah

## Dairy West Farmer Resources

### Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students attending your tour.

To guarantee you will receive materials in time please make requests two weeks prior to your event.

Farm Tour Materials

### Dairy West Initiative Map

The Dairy West website has [interactive map](#) of our region divides Idaho and Utah into districts. You can view a list of the events that have already taken place in each district. The map will be updated at the end of each quarter.

Interactive Map

### Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 per permit reimbursement for dairy products purchased for community events. As a dairy farmer we will also reimburse you in full for dairy products given out during on-farm tours. To be reimbursed please do the following:

- Submit your receipts on our [website](#) within 30 days of your purchase
- Submit itemized receipts
- Only include reimbursable dairy products on your receipts

Product Reimbursement

## National Dairy Industry Resources

### Podcasts for Farmers

## Your Dairy Checkoff

### Episode 29: Farmer Questions On Exports



What trends are we seeing with dairy products developed for exports? Does unique branding and logos for dairy products make a difference in the exports market? Can you tell us more about the new Singapore Dairy Center of Excellence?

These were a few of the questions dairy farmers asked during the 2023 Joint Annual Meeting. On this podcast, William Loux, Vice President, Global Economics Affairs at U.S. Dairy Export Council, and Vikki Nicholson-West, Senior Vice President Global Ingredients Marketing and Executive Director USDEC Singapore Ltd at US Dairy Export Council answered these questions and more.

[Tune in to find out!](#)



## Dairy Farms, Stories & Benefits | U.S. Dairy

The dairy checkoff was created by farmers to build trust in and sales of dairy, funded by the nation's 37,500-plus dairy farm families and those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](#)

[www.usdairy.com](http://www.usdairy.com)



## The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC members and the broader U.S. dairy industry interested in exports.

[Read more](#)

[blog.usdec.org](http://blog.usdec.org)



## The National Milk Producers Federation | The Voice of...

Farmer Focus: Meet father and daughter team, Dante and Elise Carpenter, owners and operators of fourth-generation KC Farm. They, along with their two employees, milk 90 Jersey cows and farm 1,100 acres in southern Kentucky. Dante's favorite...

[Read more](#)

[www.nmpf.org](http://www.nmpf.org)



## MilkPEP.org: The Central Hub For Milk Brands and...

MilkPEP.org is the central hub for our Milk Brands. Here you will find the latest Social Media Content, Point of Sale Materials, Webinar Calendar and Registration, Research Documents and much much more. If you have not found what you are looking...

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