



Dairy West *Farmer Newsletter*

April 2025

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

Farmer Updates

CEO Search Update

Dairy West continues to make progress in the search for a new CEO. Fred Pabst has been contracted to lead the recruitment process. With more than 20 years of experience in executive recruitment within the dairy industry, Fred has successfully placed leadership roles for several state and regional organizations.

As part of his work, Fred joined the March Dairy West board meetings and is now conducting conversations with board members and staff to gather input on the qualities and experience needed in the next CEO.

The organization is hopeful and excited about the path ahead and remains committed to finding a leader who will support Dairy West's mission and the region's dairy community.

Dairy West is Hiring – Help Us Find Great People!

Dairy West continues to grow its team, with new and backfilled positions opening throughout the year. Two key roles are currently open and play an important part in strengthening industry connections and supporting on-farm success:

- **Manager – Farmer Relations (Twin Falls, ID):** This role focuses on building and strengthening relationships with dairy producers and allied industry partners. Working closely alongside Lacey Papageorge, this individual will help share producer stories, communicate the value of checkoff and connect farmers to resources and opportunities that support the industry.
- **Coordinator – Dairy Safety & Training (Twin Falls or Meridian, ID):** This position delivers hands-on, bilingual training programs that improve workforce safety, productivity and compliance on farms. The coordinator works closely with producers, processors and partners to ensure a skilled and safety-minded workforce.

If you know someone who would be a great fit for either position, please help us spread the word!

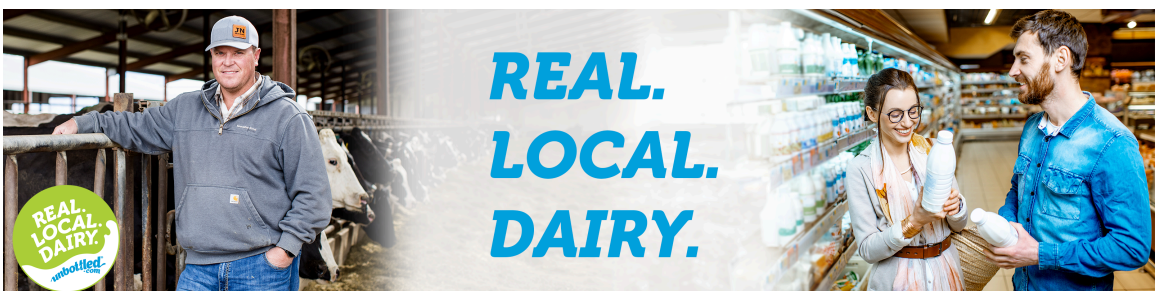
These job openings can be found on the [Dairy West careers page](#). Keep an eye out for upcoming openings.

See Dairy Promotion in Action

From health and wellness messaging to sustainability storytelling, the work to grow trust in dairy continued in 2024—both nationally and locally. This [short year-end video](#) highlights how marketing, communications and industry teams worked together to protect and promote dairy across key audiences and channels.



Retail



2024 Retail Digital Marketing Recap: Farmer Investment at Work

In 2024, Dairy West ran 12 retail digital marketing campaigns to increase dairy sales and show consumers how dairy makes life better. These campaigns were part of ongoing efforts to move more dairy into households and support the work of local dairy farmers.

Highlights from the year’s efforts include:

- More than \$2.1 million in retail dairy sales generated
- A strong return on investment—\$11 in sales for every \$1 spent
- Campaigns launched with key retail partners:
 - Associated Food Stores
 - Kroger Stores
 - Albertsons Stores
 - Costco Stores

Importantly, 19% of total sales came from new-to-brand customers, meaning these campaigns helped introduce regional dairy products to new households—building future loyalty and expanding market reach.

In total, over 3 million pounds of milk were sold through these efforts. The campaigns also helped raise awareness of dairy’s value and contributed to long-term consumer trust in dairy products.

Dairy West is grateful for the continued support of dairy farm families. Plans are already in place to build on this momentum in 2025 and keep dairy moving off shelves and into homes.

Insights Corner

Milk Consumption on the Rise: Insights from MilkPEP

MilkPEP recently released findings from their 2024 Milk Sentiment & Consumption Tracker. The report showed that milk consumption increased in 2024 compared to 2023, outpacing growth seen in key competitors like water, soft drinks, juice and milk alternatives.



The report also shared key consumer insights that can help Dairy West refine target audiences, select campaign topics and craft resonant messaging aimed at increasing milk sentiment and consumption.

Key findings:

- **Target Parents**—While overall milk consumption rose, consumption by kids declined in 2024, warranting more marketing efforts targeting parents.
- **Snacking Opportunity**—As snacking occasions continue to rise, milk is often left out. Showcasing how milk can be paired with popular snacks is a key growth area.
- **Breakfast Reigns**—Over half of milk volume is consumed at breakfast. There's room to reinforce milk's role as a beverage and ingredient that makes all meals better.

[MilkPep's Resource Hub](#) is an actionable resource we lean into for a variety of consumer trend reports focused solely on helping our team identify opportunities to increase fluid milk consumption.

Business Development & Health Promotions



Dairy West Hosts Sustainable Nutrition Webinar

Insights gathered by Dairy West have shown that while health professionals believe they should play a role in advancing sustainable food systems, many lack the tools and resources to do so effectively.

To help address this gap, Dairy West's health promotions team recently hosted a continuing education webinar titled *From Insights to Action: Embracing Sustainable Nutrition in Your Practice*. The session explored consumer understanding of sustainable foods and outlined practical strategies for nutrition professionals to support sustainability in their work.

Dairy West partnered with Kris Sollid from the [International Food Information Council](#) and Heather Lieber, a [private practice](#) dietitian, to deliver the content. The webinar attracted 56 live attendees from a variety of practice areas.

Following the session:

- Attendees' confidence in integrating sustainable nutrition into their practice increased by 32%
- Likelihood to recommend dairy foods when considering sustainability rose by 19%
- The number of attendees who look to Dairy West for sustainable nutrition resources increased by 26%

A recording of the webinar is available on the [Dairy West website](#), expanding the reach of this important message to more health professional partners.

For more information about Dairy West's health promotions initiatives, contact [Jaclyn St. John](#), director - health promotions.



Help Connect Classrooms to Dairy

Dairy West is hosting another virtual farm trip—a fun and educational way for students to experience life on a working dairy farm without leaving the classroom.

Farmers are encouraged to share this opportunity with any teachers or school staff. It's a great way to build understanding and trust in dairy among the next generation.

Cows, Careers and Classrooms: A Virtual Journey into Veterinary Science on the Farm

- Date: Wednesday, April 16, 2025

- Time: 9:30 AM Mountain Time
- Audience: Middle and high school students (Grades 6–12)

Students will take a virtual tour of a local dairy farm and hear directly from a veterinarian about how they work alongside farmers to keep cows healthy and comfortable.

Educators who [register](#) will receive free classroom resources to complement the experience. Each teacher must register individually and use their unique link to join the live event. A full recording and all materials will also be provided afterward, so the trip can be viewed at any time that fits their schedule.

For questions, contact [Kaylee Schoefer](#), Dairy West's program coordinator.

Communications

Fueling Everyday Adventures with Dairy

Unbottled's April–May campaign, *Unbottle Your Next Adventure*, is underway—and it's all about showing how dairy fuels life's everyday adventures. From morning dog walks to weekend hikes, the campaign celebrates the little wins and the big energy dairy brings to the table (or trail).



Campaign highlights:

- Positions dairy as the ultimate grab-and-go fuel for active lifestyles
- Encourages consumers to see adventure in the everyday—not just the extreme
- Includes two new website posts: [Adventure Awaits: A Guide to Everyday Greatness](#) and [Top 20 Adventures Across Idaho and Utah](#)
- Supported by social media, influencer partnerships and plenty of snack-worthy inspiration
- Spotlights single-serve favorites like string cheese, drinkable yogurts and cottage cheese cups
- Reinforces that local dairy is not just nutritious—it's ready for wherever the day leads

This campaign keeps things light, local and full of momentum—just like the products behind it.

On Social



Happy International Women's Day! [Women are the backbone of dairy](#) farming and today we celebrate them and their vital role in agriculture.



Big news for the Magic Valley: [Chobani has broken ground](#) on a \$500 million expansion at its Twin Falls facility—already the largest yogurt plant in the world.



Besides being high in protein, do you know what else these dishes have in common? [They're all made with cottage cheese.](#) Delicious and nutritious!

Mark Your Calendars

Dairy West Farmer Resources

Farm Tour Materials

Visit the Dairy West website to [request educational material and swag](#) to give during a farm tour. To guarantee you will receive materials in time, please request at least two weeks prior to the event.

Farm Tour Materials

Product Reimbursement

This program supports the community engagement efforts of Idaho and Utah dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 reimbursement per permit for dairy products purchased for community events. Dairy West reimburses dairy farmers in full for dairy products given during on-farm tours.

To be reimbursed, [please submit itemized receipts](#) through the Dairy West website within 30 days of purchase. Be sure to only include reimbursable dairy products on your receipts.

Farmer Portal

Learn more about Dairy West's resources and offerings by visiting the [farmer portal](#) on the Dairy West website.

Farmer Portal

If you have any questions about Dairy West's product reimbursements, please contact [Lacey Papageorge](#).

Product Reimbursement

National Dairy Industry Resources



DMI Website



Podcast Episodes



NMPF Website



IDFA
International Dairy Foods Association

IDFA Website



MilkPEP Website



USDEC Website

