



Dairy West *Farmer Newsletter*

August 2024

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



'In Udder Words' Podcast

Employee Management for Dairy Farms with Bryce Chambers

In this episode, Bryce Chambers, Dairy West's director of industry relations, discusses his [efforts in employee management and training](#) — an emerging focus for dairy checkoff. Bryce is committed to helping dairy farmers achieve success, which he believes is only possible through the development of highly effective teams.

Scoop, Scoop Hooray! Local Ice Cream

Dairy West will be teaming up with local ice cream processors at the Utah State Fair for the Ice Cream Festival on Monday, September 9 from 3:00 pm to 7:00 pm. All entry fees paid by attendees will be donated directly to the Utah Food Bank. If you will be at the fair, please come and enjoy some ice cream! If you are interested in volunteering at the festival, please reach out to [Lacey Papageorge](#) by September 4. We can't wait to see you there!





Mental Health in Agriculture

Dairy West, Idaho Dairywomen's Association, Idaho State Department of Agriculture, Farm Bureau and University of Idaho hosted a half-day workshop focused on mental health for agricultural producers. Keynote speakers included Darla Tyler McSherry of Ask in Earnest and Linda Arrossa from the Jae Foundation.

Caily Woods, ISDA, said "Despite the difficult nature of this subject, the conversation among folks after each session was critical. The goal is not to force people to have these conversations about mental health, but to help folks realize that they are not alone in their struggles and realize that they can ask for help. The vision of this event is to equip farmers and ranchers with the tools to deal with the stressors of working in the ag industry. If just one person left our event feeling like they have the tools to help themselves or someone they love cope with stress and mental health challenges, then I consider it a success."

If you or someone you know needs support, please call the Suicide and Crisis Lifeline at 988. If you see the need for more events and training like QPR (Question, Persuade, Refer) training, please email [Marissa Watson](mailto:Marissa.Watson@idaho.gov).

Twin Fall Rotary's Ice Cream Funday

Since 2016, Dairy West has been a proud sponsor of the Twin Falls Rotary's Ice Cream Funday. The annual Ice Cream Funday is a community-focused event where local organizations create and serve unique ice cream flavors for the public to judge.

All participating organizations compete for best ice cream and booth. The ice cream flavors are designed by the businesses, and Cloverleaf Creamery of Buhl, Idaho, brings them to life. The public is invited to judge and report their top picks.



While Dairy West is a long-time sponsor, this was our first time competing with an ice cream flavor and booth. Our ice cream flavor was named Idaho Dream, and it featured a vanilla ice cream base with orange dreamsicle, coconut flakes and huckleberry swirl. With Unbottled branding, our booth had a 'cool' theme with icebergs, ice cubes and phone fans, as Idahoans are all dreaming of cooler weather, especially with the 108-degree temperatures that day.

Retail

Year-to-Date Retail Efforts

Marketing through a variety of outlets offers significant benefits, enhancing customer experience and driving business growth through a seamless shopping journey across various channels. Over six monthly campaigns and leveraging digital marketing efforts, Dairy West's successful implementation showcases these advantages with impressive YTD (6 months) results:

- \$865K in sales
- \$8.74 ROAS (Return On Ad Spend)
- 20% new-to-brand customers
- 247K incremental pounds of milk sold



This strategy not only boosts sales but also strengthens brand loyalty and customer engagement. As we head into the second half of the year, Dairy West is excited to continue omnichannel efforts with anticipation of even better results!

Health & Wellness

'Food is Medicine' Presentation

Dairy West's health promotions team recently hosted chef and registered dietitian Tessa Nguyen for an engaging 'Food is Medicine' presentation and unique food experience.



Over 30 registered dietitians attended to learn key principles, including:

- The importance of increased access to nutrient-rich dairy foods
- The benefit of incorporating nutrition education elements into their programming

Attendees had the opportunity to build their own dairy-based superfood bowls, beginning with Greek yogurt or cottage cheese. The health promotions team is thrilled with the positive feedback received and looks forward to continuing to host future learning and networking opportunities for our influential health professional partners. Interested in learning more? Contact [Gabby Elledge](#).

New Sports Milk



Coaches, athletes and parents are asking where they can buy the milk they get at high school tournaments. This fall, Dairy West is transitioning to providing a TruMoo whole chocolate milk at Idaho and Utah state tournaments and in the Dairy West 'Replenish with Chocolate Milk' program to athletic teams across our region.

Dairy West works with all of our processor partners to build trust and demand for dairy in the marketplace, based on our partners' priorities. In the case of the tournament milk, we offered this opportunity to several fluid milk partners and found alignment with DFA's business needs and distribution capabilities.

Excitingly, this new product provides opportunities for families to purchase in retail and for teams to purchase in bulk to fuel their athletes.

Important points to understand:

- Product is made locally
- TruMoo is a Meadow Gold brand that is well known by students and parents
- Product is shelf stable for added flexibility and convenience
- Unbottled and local dairy farm families remain the partner of IHSAA and UHSAA

Communications

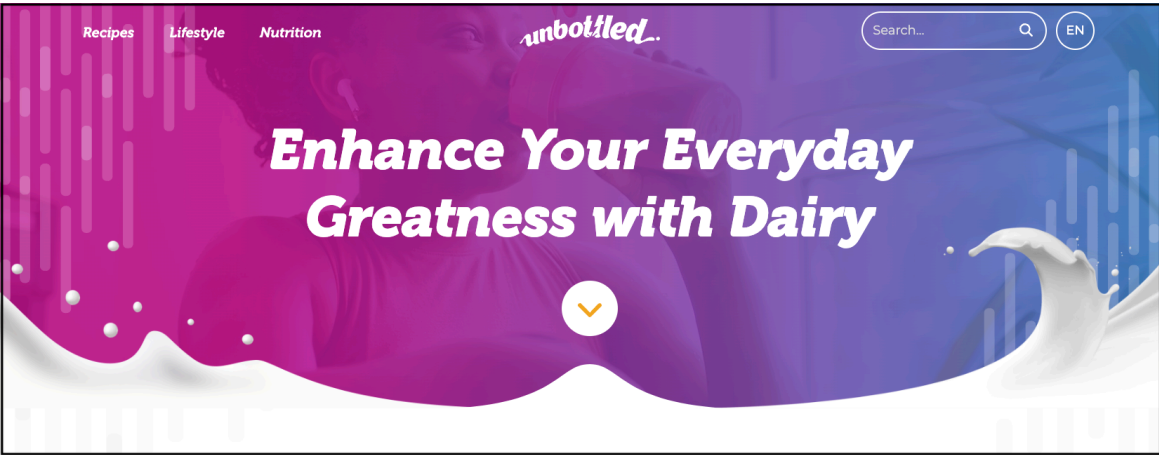
Unbottled Website Update

The Unbottled website has been revised! The purpose of the revision was to simplify the website while creating a space that is captivating for viewers. Here's a list of some of the changes made:

- Greater focus on visual intrigue with use of imagery as the focal point

- Addition of accessibility features, including a translation toggle for English and Spanish and color contrasting for visually impaired
- Inclusion of recipe page filters so viewers can sort by dish category and lactose-free
- Incorporation of a search feature so viewers can search the page for specific topics

Visit unbottled.com to check out these changes.



'Back to School' Campaign

Unbottled wants to help parents and caretakers gear up for another busy school year. Throughout the month of August, Unbottled social platforms are showing how dairy can serve as a quick and convenient option to fuel the entire family during busy moments.

Through paid and organic promotion of dairy-included recipes and tips and the use of social media influencers to further the reach, dairy will fuel students and parents from breakfast to dinner. Stay tuned with Unbottled social media campaigns by following along on [Facebook](#), [Instagram](#), [TikTok](#), [Pinterest](#), [YouTube](#), [Threads](#) and [X](#).



On Social



This summer, our staff welcomed [Megan Gray who interned with Dairy West](#) for six weeks. Megan is currently pursuing her master's degree in dietetics at the University of Idaho.



Listen to the sounds of a summertime lunch! There are so many [smiles, slurps and tastes with dairy](#). Keeping the kids strong and filled with nutritious meals is my summer goal



Dairy farmers are producing [more milk while using less resources](#), such as land, water and greenhouse gases. When comparing nutrition, dairy offers the body incredible benefits.

Mark Your Calendars

August | 'Back to School' Campaign on Unbottled Social Media & in Retail Marketing
September 9 | Ice Cream Festival at the Utah State Fair | 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

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

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

National Dairy Industry Resources

Podcasts for Farmers



Your Dairy Checkoff

Bonus 3: How does checkoff promote dairy through online retailers?

Listen as Scott Wallin, VP of farmer relations, chats with Beau Hayden, vice president of strategic intelligence, about his [work with online retailers](#) such as Instacart and Amazon. They discuss promotional partnerships with local checkoffs, U.S. Dairy Exports Council and retailer, Dollar General.



Dairy Farms, Stories &

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



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



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



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