

Dairy West **August 2026** Farmer Newsletter

Across the Dairy West region, farm families are finding new ways to strengthen their operations for the future. From value-added products to new business ventures, diversification is helping dairy farms build resilience, create opportunity for the next generation and stay rooted in their communities. This issue, we're featuring four farm families across Idaho, Oregon, Utah and Washington who are each taking a different approach to diversification—but sharing the same goal: a strong, sustainable future for their farm.

WASHINGTON



Jim Werkhoven — Werkhoven Dairy, Monroe, Washington

In 2008, Werkhoven Dairy partnered with the Tulalip Tribes to build an anaerobic digester, a project that's grown into one of the farm's most valuable diversification efforts. What began as a way to treat manure safely for use as fertilizer has become a multi-pronged business: the digester, run through the

farm's nonprofit Qualco Energy, now generates renewable electricity for roughly 675 homes and takes in food waste from surrounding companies. Jim and co-owner Jon Van Nieuwenhuyzen believe the partnership has paid off well beyond sustainability, strengthening the farm's bottom line while building lasting relationships with the tribe and surrounding community. "I want this farm to be here for generations to come," Jim said.

OREGON



Pete Meenderinck — Meenderinck Dairy, Hermiston, Oregon

For the Meenderinck family, dairy wasn't the starting point, feed was. Pete's great-grandfather began selling mixed feed in Lynden, Washington, and the business grew across Oregon, Washington and Idaho for generations before dairy entered the picture. Because the dairy grew out of an already-established feed company, Pioneer Feed, the Meenderincks have a built-in customer and reliable feed supply. "It all comes down to the people and partners you work with," Pete said.

IDAHO



The Webb Family — Heglar Creek Dairy, Declo, Idaho

Carrying on the legacy of Heglar Creek Dairy as fifth-generation dairy farmers, Josh, Eric and Justin Webb embrace diversification as a way to preserve their

family's agricultural heritage. While dairy remains at the heart of the operation, the Webbs have expanded into home construction and sod farming, and host Sod Fest, a free annual community event on the farm that welcomes families to experience agriculture firsthand while creating a new revenue opportunity. By combining innovation, entrepreneurship and each family member's unique talents, the Webbs have built a resilient operation that balances tradition with opportunity.

UTAH



Landon Wiser — T&W Farms, Lewiston, Utah

One way that T&W Farms has diversified their operation is by selling colostrum to a private company, adding a new revenue stream beyond the milk check. Colostrum, long used to feed newborn calves, is now in growing demand for its potential health benefits for humans. "Every little bit helps in this great industry," Landon said. It's meant an added check and a reminder that value can be found in places beyond the parlor.

A MESSAGE FROM THE CEO

As we move into the second half of the year, Dairy West is entering a season of strategy and planning. This is a time for us to step back and reflect on what's creating the greatest value for dairy farmers, where we should focus our efforts and where we can improve. That reflection is happening alongside our budget planning for 2027, guided by the priorities established by our board.

At our July board meeting in Richland, Washington, board members took part in a strategic priority exercise, weighing in on where they see the greatest opportunities for Dairy West's future investments. The exercise reinforced something we already believed: every one of our program areas delivers value

for farmers. The conversation wasn't about pulling back from any one area, but about helping us prioritize where to lean in further as we head into 2027. Their input will directly shape our planning and budgeting process in the months ahead.

During the meeting, we also introduced our new brand identity, which was approved by the board and is now being refined ahead of its public debut. The new brand carries the tagline "Real Good," reflecting the honesty, authenticity, quality and care that define our farmers and the dairy products they produce. You'll be hearing more about this as it rolls out alongside our stewardship campaign this fall.

Throughout this newsletter, you'll find examples of how Dairy West is creating value for dairy farmers. Be sure to read about the exciting changes coming to our high school athletics partnerships and this issue's farmer features, which highlight the creative ways farm families across our region are diversifying their operations. It's a testament to their innovation and stewardship that they continue building farms strong and resilient enough to pass on to the next generation.

Thank you for your continued trust and support. We appreciate the opportunity to represent you and remain committed to creating meaningful value for the dairy farmers we serve.




Steve Seppi, CEO

FARMER UPDATES



New Grant Available: On-Farm Tour and Ag Tourism Grant

Dairy West is excited to offer a new grant supporting farmers who host farm tours or events. The On-Farm Tour and Ag Tourism Grant is designed to help

farm families create engaging, educational experiences for the visitors who come to see dairy farming firsthand.

How it works:

- Farmers hosting consumer-facing tours or events may receive up to \$3,000 per calendar year toward eligible expenses.
- Requests must be submitted before the event and are funded first-come, first-served. Full requested amounts are not guaranteed.
- Awardees will be asked to submit a short summary and photos showing how the grant was used.

Eligible expenses include:

- Pre-designed signage from Dairy West's farm signage catalog
- Event equipment such as tents, tables, chairs, hand-washing stations and shoe-wash stations
- Custom signage or banners
- Website or logo design
- Liability waivers or other event materials

For pre-designed signage, farmers can choose from a full catalog of ready-made options, and Dairy West will apply the grant toward printing and shipping. For other approved expenses, farmers pay upfront and submit receipts for reimbursement up to the approved amount.

Have a different idea in mind? Farmers are welcome to submit it. All proposals will be considered during the review process.

Visit the [Dairy West Farmer Portal](#) to learn more and submit a request.

Grant Writing Support Update: Now Covering More Projects

Following a strong response to the initial pilot, Dairy West's grant-writing partnership with Lasso has expanded. Lasso continues to act as a grant writer in a box, identifying, applying for and managing grant opportunities on the farmers' behalf, at no cost if the project is approved for the program.

What's new is the scope. While the pilot initially focused on water quantity and quality projects, funding support is now available for a much wider range of on-farm improvements, including:

- Facility and equipment upgrades
- Manure handling and treatment
- Efficiency and cost-saving projects
- Value-added production, such as on-farm processing or new product lines

To participate, farmers should have a project idea in mind, be open to pursuing government grant opportunities and be responsive throughout the application process.

Visit the [Farmer Portal](#) to learn more or contact Lasso directly to get started at contact@joinlasso.com or 276-388-9615.



Washington Emerging Leaders Attend State Promotion and Dairy West Board Meetings

Nine Washington dairy farmers recently took part in Dairy West's Emerging Leaders Program, joining a three-day session that included the Washington Dairy Products Commission and Dairy West board meetings. Thank you to these farmers for making time in their busy schedules for this learning and development opportunity:

- Nilaya Coronado, Coulee Flats Dairy, Mesa
- Mark DeRuyter, Five D Farms, Pasco
- Natalie Doelman, Elma Dairy, Elma
- Anna Groeneveld, Groeneveld Farms, Sultan
- Jack Mallonee, Mallonee Family Farms, Curtis
- Mitch Moorlag, Edaleen Dairy, Lynden
- Brad Smith, Coldstream Farms, Deming
- Bouwe VanderMeulen, Coulee Flats Dairy, Mesa
- Ruurd Veldhuis, Veldhuis Dairy, Yakima

Over the three days, participants learned how the dairy checkoff works on both a local and national level and heard about innovation and policy efforts shaping the industry. They then joined board meetings firsthand, gaining a front-row seat to how those boards operate and make decisions on farmers' behalf.

These emerging leaders represent the future of our industry, and Dairy West is proud to invest in their growth.

Fifth Annual Whatcom This Whey Draws Crowds

Whatcom This Whey returned for its 5th year on Saturday, June 20, bringing the public onto seven participating dairy farms and creameries across Whatcom County for a firsthand look at dairy farming. The free, self-guided event continues to be an effective tool for building trust between consumers and farm families.

This year's results:

- Approximately 250 visitors per farm across the seven tour stops
- Earned media coverage, including a [KIRO 7 interview](#) with the Steensma family and an in-studio radio segment with Nidia Wavrin on KGMI
- Facebook and Instagram ads reached more than 38,000 people
- Audio ads reached nearly 69,000 listeners

Whatcom This Whey continues to give consumers a real, unfiltered look at the care behind their food and gives Washington dairy farmers a direct line to the people buying their products.



BUSINESS DEVELOPMENT

Exciting Retail Activations Coming This Fall

Dairy West has a lineup of retail promotions running this fall, positioning local dairy in front of shoppers at hundreds of stores across the region.



Jacksons Cheese & Meat Promotion (August): A partnership with Tillamook, hitting 290 Jacksons stores.



Maverik Milk & Donut Promotion (September): Spotlighting local fluid milk in partnership with Hostess, reaching 800 Maverik stores.



Tailgating Campaign (September/October): A collaborative effort with Dairy MAX, Midwest Dairy, Dairy Management West and ADANE, reaching shoppers through Albertsons, Instacart and Chicory.



Local Dairy Campaigns (September): Idaho's Real. Local. Dairy. and Utah's Taste Local Utah campaigns will partner with respective state departments of agriculture and Walmart, featuring in-store signage to promote local dairy products.

Keep an eye out at your local stores to see these promotions in action and stay tuned for the results in the months ahead.

NUTRITION PARTNERSHIPS



Big News: Dairy West Announces Enhanced High School Athletics Partnerships for 2026–2027

Following a comprehensive evaluation of current activations and negotiations with our state high school association partners, the Dairy West Board has approved an updated high school athletics strategy for the upcoming 2026–2027 school year.

Dairy Becomes the "Official Fuel"

As part of this new approach, dairy will become the "Official Fuel of" each of our four state high school associations. The term "fuel" was intentional, representing the entire dairy category rather than a single product.

Dairy marketing will be evident at all championship events throughout the region, increasing dairy's visibility and connection to fans and student-athletes.

Expanded Replenish with Chocolate Milk Program

Dairy West will expand the [Replenish with Chocolate Milk Program](#) — which provides chocolate milk to high school athletes as an effective post-workout recovery beverage — by supplying a pallet of shelf-stable whole chocolate milk (2,856 8-oz. units) to participating high schools across the region:

- TruMoo in Idaho and Utah
- Darigold in Washington and Oregon



This expansion reflects a strategic shift from tournament-based milk distributions to year-round athlete engagement, allowing Dairy West to provide more milk to more student-athletes across all four states.

Sports Nutrition Education & Resources

All high school athletic programs in the region will have access to:

- Free 15-minute virtual team talks with a sports dietitian
- Greatness Guide athlete booklets
- Sports Nutrition Toolkits
- Posters, banners and more

*Idaho note: state tournament athletes will continue to receive sweatshirts

Championship Event Tickets

Championship event tickets will be available to dairy farm families in all four states. Additional details on the ticketing process will be shared in the coming months.

Fueling Summer Fun and Nutrition Across the Region

When school lets out, many children lose access to the nutritious meals they receive during the school year. Many schools offer summer meal programs to help fill that gap. Dairy West is proud to partner with school districts across Idaho, Oregon, Utah and Washington this summer, amplifying the work these programs do and making them even more engaging for children and families.

Check out our activations across the region:



Idaho: Joined Chobani's Dairy Day celebration to help launch the summer meals program through a community-wide event that brought together families and local organizations.



Oregon: Supported Scappoose School District's kickoff with interactive activities and giveaways that encouraged families to return for free meals throughout the summer.



Utah: Partnered with Jordan School District to pair nutritious meals with hands-on agricultural education and family-friendly activities.



Washington: Joined Edmonds School District at the Lynnwood Library to create a fun, welcoming experience for children and families attending a summer meal site.

Excitement was high across the region, with kids engaging through frisbees, smoothie bikes, a farm-to-fork puzzle and other dairy-themed swag, and even a calf visit at one event. Through these partnerships, Dairy West helped nearly 13,000 children.



MARKETING & COMMUNICATIONS

Dairy West Launches New Influencer Strategy

Dairy West recently reshaped its influencer program, building new relationships with content creators across the entire four-state region and having them curate authentic content that shows how real dairy fits into everyday life. Moving forward, Dairy West will lean into these continued partnerships to keep dairy relevant, relatable and top of mind with consumers.

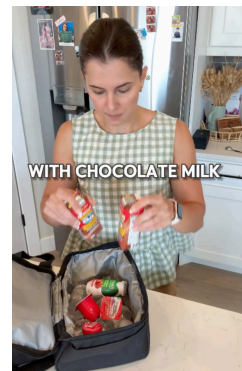
The strategy centers on three planned campaigns this year:

- **Summer Adventures:** Highlighting how dairy fuels family fun, from road trips to park days, with a focus on moms and kids looking for convenient, on-the-go options.
- **Fitness & Protein+:** Positioning dairy as a real-food source of protein and other nutrients, woven into everyday routines like meal prep, recovery and outdoor recreation, without leaning on fitness trends or supplements.
- **Back-to-School:** Centering on the everyday routines of busy families, from packed lunches to after-school snacks, reinforcing dairy as a trusted,

convenient choice.

Beyond these campaigns, Dairy West will continue partnering with creators throughout the year on timely moments, including National Ice Cream Month, recipes, regional dairy products and other seasonal conversations. Where appropriate, content will include direct calls-to-action to e-commerce partners like Instacart, helping turn inspiration into a purchase.

Below are four recent examples of influencer partnerships. Click each photo to watch the video.



UPCOMING EVENTS

- November 10: Dairy West & State Promotion Board Meetings | Boise, ID
- December 1–2: Washington Dairy Conference | Centralia, WA

DAIRY WEST RESOURCES

Need support? We're here to help.

Dairy West's farmer relations team is available to answer questions, connect you with resources and help you make the most of your dairy checkoff investment.

Farmer Relations Team

- **Bryce Chambers**, Director of Industry Relations
bchambers@dairywest.com | 435-992-4201
- **Celina Matuk Sarinana**, Manager – Farmer Relations & Training (Idaho)
cmatuk@dairywest.com | 520-450-0366
- **Allison Pratt**, Manager – Farmer Relations (Oregon)

Farmer Resources

Visit the Dairy West Farmer Portal to access resources and programs available to dairy farmers across the region, including:

- Product reimbursement
- Farm tour materials, swag and educational resources

ap Pratt@dairywest.com | 503-910-6549

• **Lacey Papageorge**, Manager – Farmer Relations (Utah)
lpapageorge@dairywest.com | 208-869-0777

• **Kaysha Keel**, Manager – Farmer Relations (Washington)
kkeel@dairywest.com | 425-567-4313

• Grant writing support

• On-farm training opportunities

• Signage and promotional materials

• Community outreach resources

• Additional tools and information for dairy farmers

[Visit the Farmer Portal](#)



Sponsorship in Action: A Nutritious Exhibitor Breakfast at the King County Fair

Leann Krainick of Krainick Dairy LLC, Enumclaw, Washington brought a first-of-its-kind program to the King County Fair: a daily nutritious breakfast for youth exhibitors, made possible with support from Dairy West. The idea, inspired by Leann's work on the Dairy Council board, ensures the roughly 800 young exhibitors who arrive early each morning to care for their animals don't start the day on an empty stomach.

"No other fair I know of has a balanced breakfast program," Leann said. "If any, it's just pancakes." Each meal includes a balanced selection of protein, grains, dairy and fruit, designed to sustain energy and focus throughout long hours of animal care, competition and engagement with fairgoers.

The breakfast is one more way local dairy farm families are showing up for their communities, all while giving youth a firsthand look at dairy's role in fueling a busy day.

Dairy West is proud to support events happening in local communities, especially where dairy is a natural fit. If you have an event or organization you'd like Dairy West to consider supporting, fill out the sponsorship request form. Requests are reviewed individually and must align with Dairy West's

mission to inspire trust, build demand and foster innovation for dairy, so not every request can be supported.

[Sponsorship Request Form](#)

THANKS FOR READING!

This newsletter's primary audience is current Idaho, Oregon, Utah and Washington dairy farmers. Please share with family members and farm employees. Reach out to your local farmer relations staff to receive this directly to your inbox.

Dairy West | 743 North Touchmark Avenue, Meridian, ID 83642

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