



Dairy West **Farmer Newsletter**

August 2023

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

Podcasts for Farmers

Your Dairy Checkoff

Episode 24: How Dairy Sustainability Became A Priority For Dairy Farmers And The Dairy Checkoff

Sustainability is a term used often in marketing and by politicians and thought leaders. But, what does it really mean to farmers and the checkoff?

Unravel the true meaning of sustainability for farmers with Georgia dairy farmer, Adam Graft. Join his enlightening conversation with former National Dairy Board member, Steve Maddox, and Stephanie Masiello Schuette, Director of Environment Research for Dairy Management Inc. Discover why it's vital for dairy [farmers to be involved in sustainability practices](#), how checkoff aids in dairy farming sustainability and the future of dairy sustainability. Dive into the latest research projects shaping the dairy world. Ready to unlock the essence of sustainable farming? Tune in now!



Dairy Hall of Fame Nominations Open

Nominations for the Idaho and Utah Dairy Hall of Fame Awards are open! The awards recognize a dairy farmer from each state who has worked to better the industry.

Eligible nominees are current or past (retired or deceased) dairy farmers who have contributed significantly to the long-term prosperity of the industry. To nominate a dairy farmer, [complete this application](#) by August 16. Please note that only completed applications

can be considered.

Nominations will be reviewed by the Dairy Hall of Fame Committee, and one recipient will be chosen for each state. Inductees will be honored at the Dairy Hall of Fame Banquet during the 2023 Dairy West Annual Meeting on November 9.

Road Show Survey

Thank you to everyone who attended the Road Show. The Dairy West staff enjoyed connecting with farmers throughout the summer. Across seven locations, staff met with 186 farmers. During these meetings, farmers were able to hear valuable updates about checkoff.



If you attended any of the Road Show meetings, please fill out this [feedback survey](#).



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 11 from 3:00 pm to 7:00 pm. All entry fees paid by attendees will be donated to the Utah Food Bank. If you are interested in volunteering at the festival, please reach out to [Lacey Papageorge](#).

Health & Wellness

Initial 2023 Farm to Table Education

Dairy West focuses on many ways to educate students on the dairy farm to table process to help increase trust and understanding of agriculture and dairy. Below is a breakdown of the educational reach since January and a peek at what is to come.



- 3,021 students participated in virtual dairy farm field trips
- 100 future nutrition professionals joined dairy farm to table tours
- 130 university students engaged in a sustainable food systems session and panel

This summer, Dairy West employees will be participating in various teacher conferences to present educational resources to even more educators.

Communications

'Celebrate Greatness' Campaign Takes Consumers on a Journey

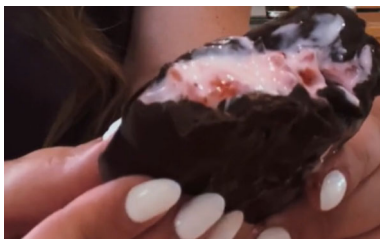
Get ready to celebrate dairy through the summer! Unbottled's next heavy-hitter campaign is all about the joys and [benefits of dairy as you go about your summer](#) trips and activities.



With Celebrate Greatness, Unbottled is encouraging people to celebrate dairy and have dairy as a key component of their celebrations. A central piece of the campaign is a video of three girls on a summer road trip. Viewers see how dairy fuels their bodies and their adventure.

Additionally, there are several ways people can engage through the campaign – social posts soliciting comments for road trip tips and snack ideas, a Spotify playlist users can enjoy and an interactive map prepopulated with ice cream stops throughout Idaho and Utah.

On Social



Need a delicious treat for hot summer days? [Try chocolate-covered strawberry yogurt bars](#). Dice strawberries and mix with vanilla Greek yogurt. Scoop individual servings of the mixture onto a baking sheet, freeze and dip in chocolate.



Our farmers love their communities and being involved their town's activities whether that's a parade in Gunnison, Buhl or Morgan. [We're "Over the Moon" to serve these selfless folks](#). Together, we can be the positive change across all our communities.



In honor of National Ice Cream Month, we're highlighting the top swoon-worthy flavors in America. [Can you guess the three most popular flavors?](#) Before clicking through the carousel to see the answers, guess in the comments.

Mark Your Calendars

August | Back to School Month

September 11 | Ice Cream Festival | Utah State Fair, Salt Lake City, Utah

September 29-30 | Cache Valley Cheese & Dairy Festival

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

Interactive Map of Dairy West Events

Our [website](#) farmer's section has a new feature! An 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



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



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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