

Share Greatness

From October to December, Unbottled promoted the “Share Greatness” campaign focused on the concept of small things making a great impact. Little moments lead to monumental memories, especially when they include dairy.

A new video was released each month of the campaign to show a different concept of sharing greatness. The videos included examples of simple moments that left memorable impressions. Scan the QR codes to check out the monthly videos.



October



November



December

Sharing Greatness with USU Public Safety

As a part of the running ‘Share Greatness’ campaign, Unbottled is finding ways to give back to the community and illustrate how little moments have lasting impacts. On November 15, Dairy West employees and a Jersey cow from USU Caine Dairy surprised the campus public safety department with pizza and milk. The pizzas, crafted by the skilled team at The Lucky Slice, brought joy and appreciation.



USU Police Officer, Brad Hansen, shared his heartfelt thanks: “This is great! We have never been recognized in this way before and are so appreciative of Unbottled and our local dairy farmers for this kind gesture.” For more information on the ‘Share Greatness’ campaign, visit the webpage.

TRICA Snow Globe

Unbottled joined the TRICA (Treasure Valley Institute for Children’s Arts) Snow Globe event to bring warmth and delight with delicious hot cocoa in three flavors; classic, eggnog and peppermint. This partnership not only celebrated the joys of the holiday season with interactive activities and choreographed lights but also supported children’s arts in the community.



By teaming up with TRICA, Unbottled proudly showcased the joys of local dairy treats, highlighting the work of dedicated dairy farm families. To spread this joy further, one of our vibrant social media influencers attended the event and shared their experience online.



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

DAIRY WEST BOARD MEMBERS

Chace Fullmer, Chairman, Sigurd, UT
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Pete Wiersma, Buhl, ID

EVENTS AND DATES TO NOTE

MARCH 1	DAIRY FARM FAMILY SCHOLARSHIPS DUE
MARCH 12	AMBASSADOR TRAINING, BOISE, IDAHO
MARCH 13	PROMOTION BOARD MEETINGS, BOISE, IDAHO
MARCH 14	POLICY BOARD MEETINGS, BOISE, IDAHO

Send name and address corrections to lpapageorge@dairywest.com

WWW.DAIRYWEST.COM



FARMER NEWSLETTER • FIRST QUARTER 2024

NOTE FROM

Karianne Fallow

DAIRY WEST CEO



Happy 2024 to the farmers of Idaho and Utah! For your Dairy West team, this is the Year of Stewardship, one of three core values that sets a standard by which we operate and perform. Just as you care deeply for the land, the animals, your families and your communities, we believe that our role as stewards is to protect, preserve and enhance your investment in dairy promotion. Dairy West is the bridge between milk production on your farm and the interests of consumers all over the world. Together, with our farmer-led board of directors, we make decisions that will drive the most value and impact for you.

In this newsletter you will read about how we are bringing our Stewardship value to life through our work, our partnerships and our impact. It was great to share some of these highlights with you at the Dairy West Annual Meeting in November and again at the Dairy Convention in January, and I always appreciate the questions we are asked—it means you're listening and that you care about how we are inspiring trust in and building demand for dairy! Thank you and, please, keep them coming!

Dairy West, in partnership with many others (including our national partner, DMI), is well-positioned to help bring new products to the marketplace to fill the growing appetite that consumers have for innovation and originality. Working in partnership with local processors, researchers, universities and entrepreneurs, our team is helping to launch new products that deliver the values that people care most about, like healthy lifestyles and indulgence. Products that are gaining popularity are:

New Flavors: Additional HTST and UHT fluid milk options and new cheese flavors

Innovative Packaging: Milk in aluminum cans and shelf-stable fluid milk options ready for retail sales

Functional Foods: Dairy products with benefits for aging, fitness and overall well-being

New Menu Items: Growing dairy-centric menu options at pizza chains and other quick serve restaurants (QSRs) across the country

I share all of this because, even with the pressures you feel day in and day out, there are big, market influencing innovations happening across the dairy category. Our goal with all of this work is to catalyze more sales and higher value for you and do so in partnership with those who can help make a difference.

I hope you remain optimistic for 2024 and that the innovation throughout the dairy aisle and beyond is encouraging and promising!

Karianne
kfallow@dairywest.com

OUR MISSION

Inspire trust in dairy farming and dairy products and build demand for dairy products around the world.

OUR VISION

To catalyze a world where the dairy community is a positive change-maker.

OUR VALUES

Trust, Action,
Stewardship

A 'Magical' Annual Meeting

Thank you to everyone who ventured to Boise for the 2023 Dairy West Annual Meeting! The theme was Action + Intention = Magic, and the Dairy West Team hopes this was evident in all components of the meeting.

Key highlights of the meeting include:

- » Perusing the tradeshow with 67 exhibitors
- » Learning about Dairy West's initiatives and programming from employees
- » Listening to panels on mental health, succession planning and economics
- » Enjoying keynote speaker Charles Clark and magical comedian Mac King
- » Reconnecting with familiar faces and creating new relationships

Congratulations to all of the award winners:

- » Friend of the Industry – Dave Stout of Kimberly, Idaho
- » Idaho Hall of Fame – Dan Gilbert of Blackfoot, Idaho
- » Utah Hall of Fame – Dale Chugg of Farr West, Utah
- » Telling Your Story – Oralie Smith of Fairview, Idaho
- » Idaho Milk Quality – Nederend Dairy #1
- » Utah Milk Quality – Pappys Farm

All Milk Quality Nominees:

- Big Sky Jerseys
- Bokma Ridge Dairy LLC #1,
- Cedar Ridge Dairy LLC #5,
- Denise C. Earl Dairy
- Eagle View Farms
- Elberta Valley Ag
- Goodsell Dairy
- Hawarden Jerseys Inc
- Jay B. Lovell Dairy
- Leaning Sage Farm
- Nederend Dairy #1
- Pappys Farms
- Rolling Leaf Farms
- Van Dyk Dairy #3



Friend of the Industry



Idaho Hall of Fame



Utah Hall of Fame



Idaho Milk Quality



Utah Milk Quality

New Market Development Grant

Dairy West presents the New Market Development Grant, aimed at expanding markets for dairy products and increasing sales. To better serve our dairymen, Dairy West will support processing innovation and drive new markets. This initiative provides financial support to dairy processors in Idaho and Utah for diverse projects, including marketing, retail support, global exports and market research. For more details and to apply, scan the QR code. **Contact Raylee Schoefer at aschoefer@dairywest.com with questions.**



Meet Gabby

Gabby Elledge joined the Dairy West team on January 3 as the health and wellness coordinator. She is an Idaho-native and attended the University of Idaho to obtain a B.S. in food and nutrition/dietetics. Gabby is credentialed as a registered dietitian nutritionist and has experience in school nutrition, nutrition education, and food banking. She is excited to apply her skills and experience to support Dairy West's educational and promotional outreach programs. Gabby recently married her husband, Keaton, in Nampa, Idaho. In her free time, she enjoys cooking, trying new restaurants and spending time with family.



Community Reimbursement Increase

Your reimbursement amount has reset with the start of 2024 so you now have access to your full allotment amount again. The community reimbursement program has an update!

The allotted amount of your first dairy farm permit has been doubled from \$200 to \$400! Every dairy farmer now has access to \$400 for your first dairy permit that can be spent to purchase dairy products such as milk, cheese or ice cream to support events in your community.

If you hold multiple dairy permits, you have access to an additional \$200 for your second and third permits. The cap for those who own multiple dairies is \$800 per calendar year.



Dairy Management and Leadership Training

The industry relations team at Dairy West is working to provide resources and training to managers on dairy farms. Workforce development on dairy farms has become an increasingly important topic among consumers and processors. Farmers in Idaho and Utah have expressed a growing need for training related to people management. Animals and people are the foundational elements of a dairy, and while resources exist for farmers to offer excellent animal care, there is a gap in materials available to serve the unique human resource demands of a dairy farm.

The title “Middle Manager Training” has been used to identify our current initiative in this area. However, to ensure the program caters to all farms, whether big or small, the industry relations team has renamed it. The program will now emphasize “Dairy Management and Leadership Training” to accommodate farms with various management structures, from multiple to single tiers.

Starting February 7 in Utah and February 8 in Idaho, we will host an initial training on management, leadership, workforce safety and OSHA compliance. The industry relations team at Dairy West hopes that these meetings spark an ongoing series of learning opportunities while maintaining flexibility to cater to farmer needs.

Please reach out to Bryce Chambers at bchambers@dairywest.com if you have any questions.

Dairy Farm Family Scholarships

The Dairy Farm Family Scholarship provides academic scholarships for immediate family members of an Idaho and Utah dairy permit holder. We are excited to announce that this year scholarships are also open to immediate family members of dairy farm employees. We define immediate family members as a child, grandchild or spouse.

This year, Dairy West will award three (3) \$2,500 scholarships and twenty (20) \$1,500 scholarships. In addition, the Bill & Charlotte Stouder Memorial Scholarship, in the amount of \$2,500, will be presented to the highest scoring scholarship applicant from Idaho. This scholarship is administered by the Idaho Dairymen’s Association in memory of Bill and Charlotte Stouder, as a tribute to their dedication to Idaho’s dairy industry.

Applications are due March 1, 2024. To see eligibility requirements and apply, scan the QR code.





COP 28

COP 28 is the 28th annual Conference of Parties where nearly 200 countries gather through the United Nations to discuss ways of adapting to and avoiding the effects of climate change. As decisions made at COP impact dairymen and our industry partners, DMI, U.S. Farmers and Ranchers in Action and USDEC, hosted a range of speaking engagements with their producer board leadership in attendance.

In partnership with World Farmers' Organisation and Zinc Media Group, Dairy West created a documentary series titled "The Future of Food." The videos premiered at COP 28 from December 8 to 12 to show how farmers across the globe are working toward sustainability efforts. Lael Schoessler, an Idaho Dairy Farmer, is featured for his farmer's advancements in dairy nutrition efficiency. These videos can be found at dairywest.com/sustainability.

For Farmers

The Dairy West website has a dedicated Farmer Portal to support you. Visit dairywest.com/farmer-portal for the following:

- » Request dairy product reimbursements
- » Learn about our Ambassador Program
- » Request farm tour goodies & nutrition education materials
- » Read past newsletters
- » Find upcoming meetings, conferences, and educational opportunities
- » Listen to archived *In Udder Words* podcast episodes

For more information about farmer programs and resources, contact Lacey Papageorge (lpapageorge@dairywest.com).

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering reimbursement for dairy products purchased for community events and 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*

On-Farm Tour or Event

Dairy West will reimburse farmers in full for the purchase of dairy products given out during on-farm events. There is no reimbursement limit for on-farm events.

Community Event (Off Farm)

Each farmer can be reimbursed up to \$400 per year to support community events. This \$400 is based on the farm's permit number. There is a max of \$800 for those with multiple permits.

‘Share Eggnog, Share Greatness’ Promotion

Dairy West is partnering with Walmart, Meadow Gold, High Desert Milk and Franz Bread to encourage the consumption of eggnog in November and December. Across Idaho and Utah, 32 Walmart stores are participating in the ‘Share Eggnog, Share Greatness’ promotion that specifically highlights and



focuses on the use of eggnog in recipes, like a French toast recipe. Here are some key components to the promotion:

- » Store displays featuring local eggnog, butter and Texas toast for the month of November (Idaho) and December (Utah)
- » In-store signage with a QR code that links to an eggnog French toast recipe on the Unbottled website
- » In-store sampling events featuring the eggnog French toast recipe
- » Eggnog French toast recipe cards
- » Partnerships with social media influencers in Idaho and Utah

Pizza Mobile Cart

Twice a year Dairy West releases Power Up Pack Grants to schools across Utah and Idaho. These impactful grants focus on adding dairy options to expand school menus in an innovative way.



New this fall, Dairy

West added a pizza mobile cart among the offerings. Pizza is a favorite among students and drives participation in school meals. Providing this equipment to schools has resulted in an increase of dairy use in schools. In one instance, the pizza mobile cart led to a 19% increase in dairy servings. Dairy West has provided dairy-focused equipment to 205 schools and 68 school districts across Idaho and Utah.

‘Dinner and Dialogue’ for School Nutrition

Dairy West hosted the first ‘Dinner and Dialogue’ events in Utah and Idaho this last month. These events brought together school nutrition directors in each state to collaborate, network and share how Dairy West can improve its support in schools to increase dairy sales.

The conversation gathered information about what schools need, how they would like to grow and strategize ways to innovate school nutrition programs. One participant shared, “This event was so helpful. I learned that although our situations may be different, we are all in this together.” The insights gained will shape the work that Dairy West does in schools over this next year.

