

Unbottled's Competition Gives Consumers a Chance to Win a Year's Supply of Milk

Unbottled recently launched the exciting “Dip Face” contest, a creative and lighthearted initiative designed to celebrate dairy in everyday life. This fun social media campaign invited dairy enthusiasts to share their most exaggerated and humorous reactions to tasting dairy-based dips. Coinciding with the Super Bowl season, the contest showcased the connection between dairy, delicious dips and game-day festivities.

Participants from Idaho and Utah grabbed their favorite dairy-based dips—whether a homemade queso or a store-bought delight—and captured their over-the-top “Dip Face” moments in short, engaging videos. By sharing these videos on Instagram or TikTok using the hashtag #UnbottledDipFace, contestants competed for the grand prize: a year's supply of Meadow Gold milk (52 gallons).

The winner was selected based on creativity, engagement and enthusiasm.

Through the Dip Face campaign, Unbottled leveraged the power of digital platforms to highlight dairy's role in creating memorable snacking moments. It reinforced dairy's place in family gatherings, football parties and everyday enjoyment.

Scan the QR code to visit the Dip Face webpage with a promotion video featuring creative Dip Face moments from Dairy West staff and partnering influencers. To keep up with the fun, follow Unbottled on Facebook, Instagram, YouTube, Pinterest, X and TikTok.



Unbottling the Magic of Dairy

Unbottled proudly sponsored TRICA's second annual enchanting Snow Globe experience, aligned with Unbottled's *Discover the Magic of Dairy* campaign. TRICA (Treasure Valley Institute of Children's Art) inspires Idaho children through meaningful arts education and community-building experiences. Their Snow Globe event is an immersive art experience where attendees

step into a life-sized snow globe filled with heartwarming holiday spirit.

Unbottled's sponsorship supported the hot chocolate bar, where guests enjoyed hot cocoa topped with whipped cream and festive toppings. This collaboration underscored the importance of dairy as a staple in unforgettable, magical moments.



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

DAIRY WEST BOARD MEMBERS

Chace Fullmer, Sigurd, UT, Chairman
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EVENTS AND DATES TO NOTE

MARCH 11	AMBASSADOR TRAINING, BOISE, ID
MARCH 12	POLICY BOARD MEETING, BOISE, ID
MARCH 13	DAIRY WEST BOARD MEETINGS, BOISE, ID
MAY 6	AMBASSADOR TRAINING, TWIN FALLS, ID
MAY 7	POLICY BOARD MEETING, TWIN FALLS, ID
MAY 8	DAIRY WEST BOARD MEETINGS, TWIN FALLS, ID

Send name and address corrections to lpapageorge@dairywest.com

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FARMER NEWSLETTER • FIRST QUARTER 2025

NOTE FROM

Jenny Nelson & Chace Fullmer

Dairy West is excited to announce that our organization is growing to better support our mission of increasing trust and building demand. To meet industry needs, we are adding new positions that will strengthen our ability to serve you and secure the future of dairy in our region.

As part of our commitment to maximizing the return on every farmer dollar, we are transitioning our marketing efforts in-house and moving away from our current outsourced marketing agency. This shift allows us to be more strategic, efficient and aligned with our long-term goals while maximizing our resources.

Several of the open positions are backfills due to transitions over the past year and beyond. These hires show our commitment to building a strong, capable team to drive our mission forward.

We are also deepening the connection between our Board of Directors and staff. To ensure our new hires align with the values and priorities of our stakeholders, board members will participate in the interview process. Their involvement will help shape a team that drives our collective success forward.

We invite you to review the open positions below and visit our staff page via the QR code, which highlight key roles we are filling and our current team. These positions are in various stages of readiness, and we are eager to bring on new talent to contribute to our mission.

Positions in Hiring Phases

In market:

- » Coordinator - Accounting
- » Director - Sustainability/Farmer Relations (ID)

In progress:

- » Director - Marketing
- » Director - Business Development
- » Manager - Health Promotions (UT)

In review:

- » Coordinator - Farmer Workforce Training
- » Coordinator - Retail (UT)
- » Manager - Processor Relations/Exports

These phases and their associated positions are as of February 7, 2025.

Thank you for your continued partnership and support. We look forward to this next chapter of growth and the opportunities it will bring for all of us.

Best regards,

Jenny Nelson, Interim CEO | Chace Fullmer, Chairman



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



Meet the Herd



Rob Peterson

Position: Manager – Business Development, Retail
Location: Meridian, Idaho
Years of Service: 3

Q: What's your favorite thing about Dairy West?

A: What I love most about Dairy West is the meaningful work I get to do and the incredible farmers I have the privilege to support. I take great pride in marketing and promoting dairy products in the retail space and am committed to delivering outstanding results for our farmer investors.

Q: What's a favorite memory of your time with Dairy West?

A: One of my favorite memories at Dairy West isn't just a single moment, but a collection of experiences. Seeing the tangible results of our retail efforts on behalf of our dairy farmers is incredibly rewarding. It fills me with pride knowing that we're using farmer investments to build trust, drive demand and increase sales for dairy products—creating a lasting impact for the industry.

Q: What is something you're looking forward to related to your job?

A: I'm excited about the opportunity to further grow our retail initiatives. Over the past three years, we've achieved great results in the retail space, and I'm looking forward to seeing the impact of our planned initiatives for 2025!



Andrea Tinnesand

Position: Business Coordinator
Location: Draper, Utah
Years of Service: 7

Q: What's your favorite thing about Dairy West?

A: My favorite thing is the privilege of working for dairy farmers and the honor of representing our dairy farm families. Working in agriculture is truly meaningful to me, and I take great pride in supporting the hardworking individuals who provide such an essential product. Knowing that my work helps share their stories and promote dairy makes it incredibly rewarding.

Q: What's a favorite memory of your time with Dairy West?

A: One of my favorite memories was working on the Ice Cream Festival. Seeing families enjoy the experience we created and witnessing the excitement around dairy was incredibly fulfilling. Being face-to-face with our audience and seeing their enthusiasm firsthand made the experience even more special. It was a great reminder of the impact our work has on the community and how much people appreciate dairy.

Q: What is something you're looking forward to related to your job?

A: I'm looking forward to new opportunities to spread the love of dairy in meaningful ways. Whether it's through events, education or community engagement, I'm excited to continue finding ways to connect people with the hard work and dedication of our farmers. It's an honor to help share their stories and create experiences that highlight the importance of dairy in everyday life.

2024 Dairy West Annual Meeting Highlights

Thank you to everyone who attended the 2024 Dairy West Annual Meeting. The Dairy West staff had an incredible time connecting with you, engaging in meaningful discussions and, of course, having fun! Your dedication and passion for the dairy industry and ongoing support in checkoff are what continue to drive our shared success.

Congratulations to the 2024 award recipients!

TERRY KETTERLING: IDAHO HALL OF FAME

The late Terry Ketterling, recipient of the 2024 Idaho Hall of Fame Award, was a trailblazer in the dairy industry. Terry's futuristic mindset led to advancements in sustainable practices and creative innovations. He welcomed global visitors to his farm and trained the next generation to uphold his legacy. His visionary leadership and dedication continue to leave an enduring impact on the industry.



BRUCE & JENNIFER CLARK FAMILY: TELLING YOUR STORY

The Bruce and Jennifer Clark Family, recipients of the 2024 Telling Your Story Award, have excelled in connecting their community to dairy farming. Through creative initiatives like their "Farmer for a Day" camp, cheese-making lessons and The Morgan Maze, they provide hands-on agricultural education. Additionally, they reached 32,000 students through the "Adopt A Cow" program.



KENT BUTTARS: UTAH HALL OF FAME

Kent Buttars, the 2024 Utah Hall of Fame Award recipient, is a third-generation dairyman from Lewiston, Utah, whose commitment to the dairy industry spans over a century of family tradition. From humble beginnings in 1908, his family transformed a sheep ranch into a thriving dairy farm. A passionate advocate, Kent's leadership and legacy exemplify dedication, community and family.



APRIL LEYTEM: FRIEND OF THE INDUSTRY

April Leytem, honored with the 2024 Friend of the Industry Award, has combined her passion for science and farming to support sustainable agriculture. As a research soil scientist with the USDA Agricultural Research Service, April collaborates with dairy farmers to enhance nutrient management and environmental stewardship, bridging science and practical solutions for farmers.



MILK QUALITY AWARDS

Congratulations to the 2024 Idaho and Utah Milk Quality Award winners! High milk quality is crucial for ensuring consumer trust, dairy profitability and overall industry sustainability. Farmers in Idaho and Utah are recognized for producing high-quality milk, reflecting their commitment to excellence, animal care and sustainable practices. This dedication not only benefits consumers but also strengthens the regional dairy industry by reducing spoilage, improving herd health and often securing financial incentives through premium pricing.

The Idaho nominees were as follows:

- » White Harvest Farms, nominated by Agropur
- » Si-Ellen #2, nominated by Dairy Farmers of America
- » Bokma Dairy #1, nominated by Glanbia Nutritionals
- » Hawarden Jerseys Inc., nominated by Gossner Foods
- » Moo Mountain Milk, nominated by High Desert Milk
- » Bettencourt Dairy #6, nominated by Idaho Milk Products
- » J3 Dairy, LLC, nominated by Magic Valley Quality Milk Producers
- » R & W Dairy, nominated by Northwest Dairy Association
- » Rigby Dairy, LLC, nominated by Snake River Dairyman's Association



*Overall Idaho Milk Quality Award winner
Si-Ellen #2*

The Utah nominees were as follows:

- » Pappys Farms, nominated by Gossner Foods
- » Denise C. Earl Dairy, nominated by Dairy Farmers of America
- » Fitzgerald Dairy, LLC, nominated by Dairy Farmers of America
- » Sun Ray Dairy Inc., nominated by Innovative Food Solutions



*Overall Utah Milk Quality Award winner
Pappys Farms*



Milk Quality Award Nominees

Craving more?

Checkout the Dairy West Annual Meeting YouTube Playlist which includes an annual meeting photo collage, highlights of Dairy West initiatives and video features of each of our award winners.



2024 Farmer Ambassador Class

Congratulations to the 2024 Farmer Ambassador Class! Through dedicated training and engagement with Dairy West, these ambassadors have gained insights into board operations, decision-making and checkoff initiatives.

Thank you to these seven ambassadors for their hard work and commitment:

- » Carson Engbersen – Engbersen Bros Dairy
- » Katy Fitzgerald – 4 Bros Dairy
- » Randy Fitzgerald – Fitzgerald Dairy
- » Alyson Otten – Barex Dairy
- » Arie Roeloffs – Riverbend Dairy
- » Harlee Turner – Rock Bottom Dairy
- » Kristen VanderVegt – VanderVegt Dairy (not pictured)



Dairy Convention Recap

The 2025 Dairy Convention was a memorable event, bringing together farmers, industry leaders and partners for two days of inspiration, updates and connection.

Day one featured an inspiring keynote from former NBA player Thurl Bailey, who shared his powerful story of perseverance. Thurl captivated the audience with his words and delighted attendees by singing and signing photos, creating a truly unforgettable experience.

Day two began with valuable insights from the Dairy Producers of Utah, who shared updates on developments in Utah's government. Brian Ercanbrack and Bryce Chambers provided an overview of FARM Version 5, highlighting the latest changes and their implications for the dairy industry. Sara Dorland presented preliminary results from her feasibility study, offering fresh perspectives on market opportunities for Utah's dairy sector.

One of the event's biggest highlights was the sense of community. Farmers had meaningful opportunities to connect and strengthen relationships throughout the Convention.

Thank you to everyone who participated in and made the 2025 Dairy Convention such a success!



Maverik, Dairy West and Midwest Dairy Partnership

Dairy West and Midwest Dairy are thrilled to partner with Maverik Gas Stations on a series of impactful promotions, bringing delicious dairy products to 800 stores across the region.

- » Period 2 (February–April): Customers can enjoy an exclusive Half-Gallon Promotion at all participating stores, making it easier than ever to stock up on their favorite milk for every occasion.
- » Period 3 (April–May): Celebrate the perfect pairing with a Pint Milk and Cookie Bundle Promotion. This delightful offer combines the classic duo of fresh milk and cookies—perfect for a quick treat or snack on the go.

To support these promotions, eye-catching in-store signage, including shelf strips and window clings, will highlight these offers and encourage customer engagement. This partnership is making dairy a delicious and convenient choice for Maverik customers everywhere!

Product Reimbursement

Dairy West proudly supports dairy farm families by reimbursing dairy product purchases for farm tours and community events.

Reimbursement Guidelines:

- » Submit itemized receipts on our website within 30 days of purchase
- » Only include reimbursable dairy products on your receipts

Reimbursement Limits:

On-Farm Events: Full reimbursement for dairy products provided—no limit.

Off-Farm Community Events: Farmers are allotted \$400 for the first permit they hold. For additional permits, you will be allotted an extra \$200 for your second and third permits. For farmers with multiple permits, a \$800 per year maximum applies.

Kimberly Schools Boost Breakfast with Dairy West's Power Up Pack Grant

Under the leadership of Carla Hogue, Kimberly School District has made transformative strides in improving their school meal programs with support from Dairy West's Power Up Pack Grants. By introducing a grab-and-go breakfast model and a mobile serving line at both their middle and high schools, the district achieved remarkable results—most notably, a **1,000% increase** at the middle school!

Through innovative approaches, such as relocating meals to common areas, implementing creative marketing strategies and introducing delicious new recipes, the district captured students' interest and significantly boosted participation in school meals.

Reflecting on the impact, Carla shared, "Without the grants we've received from Dairy West, our school meal programs wouldn't be what they are today. We are so grateful to be recipients of grants that have made such a meaningful difference in our child nutrition program."

Dairy West is proud to partner with schools that are making a difference in communities and increasing access to nutritious meals, all while highlighting the essential role of dairy in child development and health.

Stay Connected with Dairy West

Want to get the latest updates, event reminders and e-newsletters delivered straight to your phone? Simply text DAIRYWEST to 833-505-3144 to sign up! You'll only hear from us once or twice a month—no spam, just the good stuff.

