‘Be Greatness’ Campaign Comes to a Close

From April to mid-July, Unbottled continued promoting greatness through dairy with the ‘Be Greatness’ campaign which focuses on the concept of the BUTTERfly Effect. This campaign dares consumers to compare what life would be like with and without dairy. The goal is to illustrate how dairy fits seamlessly in our daily lives and can lead to fun, flavor, and greater days.

The major campaign element is a 30-second commercial which streamed across many platforms such as Facebook, Instagram, TikTok, Twitter, Snapchat, Google, Hulu and Connected TV (CTV). Other components included a website story, social media posts and partnerships with four influencers.

The campaign was a success as it outperformed our baseline metrics. Below are the campaign’s results:

» 3 million impressions (total views and engagements)

» 1 million video views (number of times the video was watched)

» 207.2K engagements (likes, comments, shares and clicks)

Celebrating Dairy During Earth Month

Nationally, the dairy industry has reduced its water use by 30%, its land use by 21% and its carbon footprint by 19% in just 10 years. From manure management to water recycling, dairy farmers have taken major strides toward sustainability.

That’s exactly what VP of Sustainability Marissa Watson shared with the public. Encouraging consumers to celebrate Earth Day with dairy, Marissa published an article in the Salt Lake Tribune highlighting the industry’s recent advancements and plans to continue stewarding the resources we rely on to improve our communities. Our consumers care about progress not necessarily perfection, and the dairy industry has made strong strides that need to be shared.

‘Celebrate Greatness’ Campaign

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 will be a video of three girls on a summer road trip. Viewers will see how dairy fuels their bodies and their fun on their adventure.

Additionally, there will be 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.

The Celebrate Greatness campaign will kick off July 15. Be sure to join the fun! One of the easiest ways to build a following is through engaging and sharing our content. Follow Unbottled on Facebook, Instagram, Twitter and TikTok.

dairy west®

743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

EVENTS AND DATES TO NOTE

AUGUST	BACK TO SCHOOL MONTH
SEPTEMBER 11	ICE CREAM FESTIVAL | SALT LAKE CITY
SEPTEMBER 29-30	CACHE VALLEY CHEESE & DAIRY FESTIVAL
NOVEMBER 7	BOARD MEETINGS | BOISE
NOVEMBER 8-9	DAIRY WEST ANNUAL MEETING | BOISE

Send name and address corrections to lpapageorge@dairywest.com

dairy west®

FARMER NEWSLETTER • SECOND QUARTER 2023

NOTE FROM

Karianne Fallow

DAIRY WEST CEO

The current state of our industry is challenging. Complex factors affecting milk pricing and consumer purchase patterns are placing significant pressure on US dairy margins. These current conditions recall a quote by Abraham Lincoln, "I walk slowly, but I never walk backward." Though progress may feel slow, this is a reminder to continue moving forward despite these most challenging times.

As we look ahead, milk pricing is projected to increase throughout the remainder of the year. Furthermore, the global average household income continues to rise, and consumer trust in dairy and dairy farmers remains high.

Your checkoff program and the Dairy West team are doing all we can to capitalize on opportunities to inspire trust and build demand with consumers with the intent to catalyze positive changes in the marketplace for the short- and long-term. As "Pioneers by Nature," we are constantly seeking ways to make your checkoff organization relevant and valuable for our shared future.

To help us achieve our mission, our Board of Directors sets a vision for the organization and our work cannot be done without their leadership. We welcome a few new board members to our ranks, and I thank them for their service to the industry and representation of the farmer voice. Full board rosters are listed below, with newly elected/ appointed Directors in italics. Together we will weather our current market and walk, sometimes slowly, forward. Our team is here for you should you have any questions about your checkoff investment.

Karianne
kfallow@dairywest.com

DAIRY WEST
Chace Fullmer, Chair
Vacancy (to be filled at July board meeting)
Siska Reece, Treasurer
Matt Leak, Secretary
Don Gaalswyk
David Roberts
Deb Easterday Reeves
Winfield Anderson
Tom Kasper

IDAHO DAIRY PRODUCTS COMMISSION
Don Gaalswyk, Chair
Brian Esplin, Vice Chair
Tom Kasper
Pete Doornenbal
Joel Boschma
Jeff Lund
Paxton Robinson
Kim Korn
Devin Boehme

UTAH DAIRY COMMISSION
David Roberts, Chair
Kaleb Bateman, Vice Chair
Daniel Buttars, Secretary
Chace Fullmer
Mitch Hancock
Chet Hansen
Matt Leak
Sheila Sherwood
Trevor Wayment

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

Eat Well Global Survey Results

Health & Wellness and Farmer Relations have completed Phase I & II of a sustainability insights project with Eat Well Global. This project aims to increase understanding of how local health professionals in our region view dairy sustainability.

Through a partnership with Eat Well Global, Dairy West administered a survey to 200 local health professionals in our region. Insights will be used to identify messaging and activations that speak to local audience's needs and concerns. Here's a sneak peek at a few of the survey results :

- 86% of respondents believe that dairy products contribute to a sustainable food system
- Only 23% of respondents either somewhat or completely support a dairy-free diet
- 15% of respondents stated that they found it difficult to reduce consumption of animal products. Of that, 70% said that it's difficult to reduce dairy products
- Survey respondents identified reducing food waste, consuming less processed foods and choosing local options as ways to make more sustainable food choices

Partnership Spotlight

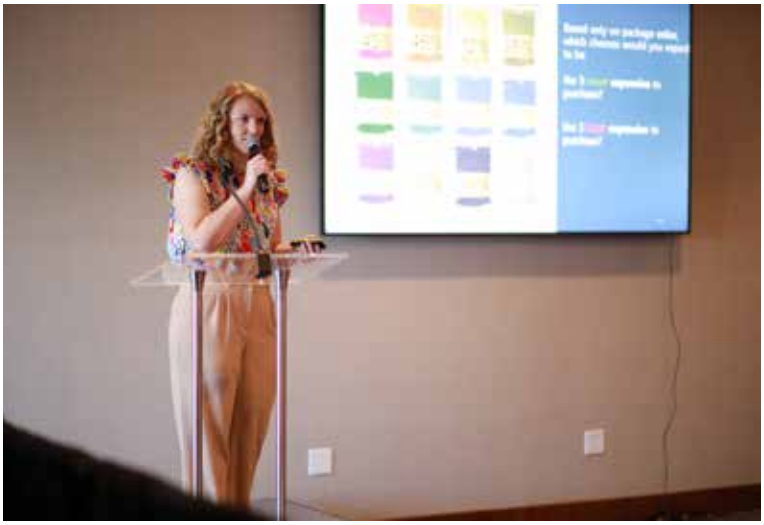
Saint Alphonsus Pantry Partnership
Dairy West is committed to building strong and healthy communities which is why the team works to increase access to nutrient-rich dairy foods for those in need.

In partnership with Saint Alphonsus Health System, Dairy West supported the development of their first on-site hospital food pantry by supplying refrigeration and a Curds + Kindness mural design to ensure a welcoming and inclusive environment for pantry users. With an on-site food pantry, patients in need will have immediate access to nutritious foods, including dairy, that support their overall health journey. The pantry is set to open in the coming weeks!

Karianne Recognized as "CEO of Influence"

Dairy West's CEO, Karianne Fallow, was honored at the Idaho Business Review's 2023 CEO of Influence banquet. The CEO of Influence program honors the state's top leaders in Industry, government and nonprofit sector who lead the charge towards growth and prosperity.

In response to the honor, Karianne said, "While the award was given to me, I think it is much more a testimony to our board leadership and each one of our staff. The award is, in all aspects, Dairy West's award. We do have a best-in-class organization, and I thank each of you for your part in that!"



2023 BUILD Dairy Annual Meeting

The 9th Annual BUILD Dairy Meeting was held May 23-26 on the campus of Washington State University in Pullman. This year, BUILD had 128 people attend the meeting and 11 companies involved. Highlights from the event include:

- Over 50 students presented research ranging across dairy science and technology, nutrition, environmental sustainability and packaging areas
- Attendees toured WSU's Knott Dairy Center and Ferdinand's Creamery, where Cougar Gold is manufactured
- Many connections were made between industry partners and BUILD students

Scoop, Scoop Hooray! Local Ice Cream

Dairy West will be teaming up with local ice cream processors to hold the Ice Cream Festival at the Utah State Fair 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 (lpapageorge@dairywest.com).

Congratulations to our 2023 Dairy Farm Family Scholarship Winners

Idaho Dairymen's Association Bill & Charlotte Stouder Memorial Scholarship Awardee:

$2500

» Hannah Gaalswyk

Dairy West Dairy Farm Family Scholarship Awardees:

$2,500 Level

» Amber Bird
» Hannah Hatch
» Averee Silva

$1,500 Level

» Abbey Andersen
» Joseph Anderson
» Hailey Clark
» Savannah Fitzgerald
» Kaitlyn Hall
» Sadie Hardy
» Alysse Olsen
» Sharlene Otten
» Serena Palmer
» William Payne
» Jace Robinson
» Zander Schilder
» Cara Shuldberg
» Elizabeth Spencer
» Reese Swainston
» Megan Taber
» Grace Turnbow
» Derek Vander Schaaf
» Kelley Vander Schaaf
» Jordan Wolverton

Meet Byron

Byron Pfordte joined the Dairy West Team on April 10 as the vice president of integrated communications. Byron has extensive leadership experience in communication, marketing and strategic thinking through roles in the broadcast and energy industries. He has a B.S. in communications and a B.A. in English, and Byron recently earned an MBA from Pensacola Christian College. Byron is married to his wife, Mandy, and they have two children. He is excited to direct his skills and leverage the talent within the communications team toward inspiring trust and building demand for dairy.

Meet Bryce

Bryce Chambers is excited to join the Dairy West Team as the director of industry relations and represent dairy farms in Utah and Idaho. He has been working in Utah and Idaho for the last 10 years as a bi-lingual consultant for Dairy Farmers of America in areas of milk quality, National Milk's FARM Program, workforce development and environmental stewardship. Bryce graduated from Utah State University with a degree in ag business and is actively engaged in the family farm in Northern Utah. He is married to his wife, Brittni, and has three children.

Community Reimbursement Program

The farmer community reimbursement program is getting an update! The allotted amount for a farmer's first dairy farm permit has been doubled from $200 to $400. This money can be used to purchase dairy products such as milk, cheese or ice cream to support community events.

Farmers who own multiple dairy permits have access to an additional $200 for second and third permits. The cap for those who own multiple dairies is $800 per calendar year.

Please visit our website to submit your receipts.

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.

For Farmers

The Dairy West website has a dedicated section for farmers. Visit **www.dairywest.com/farmers** 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).

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 kindergarten through 12th grade students participated in virtual dairy farm field trips

» 100 future nutrition professionals joined dairy farm to table tours

» 130 university students participated in a Sustainable Food Systems education session and panel

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

Replenish with Chocolate Milk Application Open

The 2023-2024 Replenish with Chocolate Milk Program Application is open! High school athletic programs across Idaho and Utah can apply for one pallet of shelf-stable, whole chocolate milk to optimize refueling for their sports teams. Feel free to share this opportunity with your local schools and coaches.

Dairy-Filled Day for U.S. Speedskating

As a proud sports nutrition partner of U.S. Speedskating, Dairy West hosted 20 members of the speedskating team for a full farm-to-table tour experience.

Participants began the day at Gossner Foods in Logan, Utah for a behind-the-scenes look at the shelf-stable milk process followed by a visit to Noo Sun Dairy in Corrine, Utah to see the cows that fuel their performance firsthand.

Half of the team had never been to a dairy farm before. Now in our seventh partnership year, Dairy West is proud to say that local dairy farm families have been fueling U.S. Speedskating Olympic athletes for close to a decade!