

Retail Marketing Campaigns Drive Dairy Sales

Dairy West recently completed 12 retail digital marketing campaigns aimed at increasing dairy sales and showing consumers how dairy makes life better. These efforts are part of an ongoing strategy to move more dairy into households and support local dairy farmers.

Highlights include:

- » Over \$2.1 million in retail dairy sales
- » \$11 return for every \$1 invested
- » Partnerships with:
 - Associated Food Stores
 - Kroger
 - Albertsons
 - Costco

Notably, 19% of sales came from new-to-brand customers—introducing regional dairy to new households and building future loyalty.

More than 3 million pounds of milk were sold as a result of these campaigns. They also boosted awareness of dairy's value and strengthened consumer trust.

Thanks to the continued support of our farm families, Dairy West is building on this momentum to keep dairy moving into homes throughout 2025.



Supporting Summer Meal Programs

With school out, many families face the added challenge of providing an extra meal each day. Summer meal programs help fill the gap, delivering essential nutrition that often includes dairy.

To support these programs, Dairy West created a new resource: a farm-to-fridge puzzle that shows milk's journey from cow to carton.

- » A large version is used at events to increase participation
- » A small version goes home with kids to extend the experience

These fun tools encourage learning, highlight dairy's role in healthy meals and build trust in dairy foods. The puzzles will also be used at pediatric offices, farm tours and retail events to expand reach and strengthen impact.

Interested in using the puzzle at your event or farm tour? Reach out to Lacey Papageorge at lpapageorge@dairywest.com.



Taste Tests Strengthen School Meals and Dairy Demand

This April, more than 200 students gathered at Provo High School to serve as food critics, sampling new recipes and menu items for the upcoming school year. When students help shape the menu, participation in school meals increases. That means more kids are accessing the most nutritious meals they'll receive all day—meals that consistently feature dairy.

Dairy West proudly supports events like this because they elevate the school meal experience, spotlight dairy as a vital source of nutrition and build lifelong trust in the products you produce. The more students enjoy school meals, the greater the demand for dairy—now and in the future.



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

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EVENTS AND DATES TO NOTE

JUNE	NATIONAL DAIRY MONTH
JUNE	ARTITORIUM ON BROADWAY SPONSORSHIP, IDAHO FALLS, IDAHO
JUNE 7	DOLLAR DAIRY DAY AT THE ARTITORIUM ON BROADWAY, IDAHO FALLS, IDAHO
JULY 15	AMBASSADOR TRAINING, SALT LAKE CITY, UTAH
JULY 16	DAIRY WEST BOARD MEETINGS, SALT LAKE CITY, UTAH
JULY 17	POLICY BOARD MEETING, SALT LAKE CITY, UTAH
JULY 19	TWIN FALLS ROTARY'S ICE CREAM FUNDAY, TWIN FALLS, IDAHO
SEPTEMBER 8	ICE CREAM FESTIVAL AT THE UTAH STATE FAIR, SALT LAKE CITY, UTAH

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Send name and address corrections to lpapageorge@dairywest.com



FARMER NEWSLETTER • SECOND QUARTER 2025

NOTE FROM

Jenny Nelson & Chace Fullmer

As we look at the direction the dairy industry is heading, there is a real sense of momentum and opportunity. Consumer trust in dairy is strengthening, innovation in processing and sustainability is accelerating and demand—both at home and globally—continues to grow.

Here in Idaho and Utah, we are proud of the way our producers and partners are leading in several key areas:

- » **Sustainability:** Our farmers are increasingly adopting smarter resource management practices, reducing environmental impact while maintaining productivity.
- » **Community engagement:** We're seeing a renewed focus on building stronger connections between farms and consumers, schools and health professionals.
- » **Collaborative spirit:** Across the region, there's a shared commitment to working together—across organizations, co-ops and states—to align efforts and amplify impact.

That said, there's always room to grow. We have opportunities to:

- » Further invest in **talent development**—attracting and retaining the next generation of ag professionals.
- » Enhance our **data and research capabilities** to better guide strategic decisions.
- » Strengthen **domestic and global partnerships** that ensure long-term demand for our high-quality dairy products.

As we head into June Dairy Month, we're especially reminded of how proud we are to represent and support our dairy farm families. This month is a chance to celebrate their hard work, dedication and the vital role they play in feeding communities across the region and beyond.

The work happening in Idaho and Utah is being noticed—and it's making a difference. Thank you to each of you who continues to push the industry forward with passion, innovation and integrity. Together, we're building a strong and sustainable future for dairy.

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

FOLLOW US



Meet the Herd



Bryce Chambers

Position: Director – Industry Relations
Location: Draper, Utah
Years of Service: 2

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

A: What I love most about working for Dairy West is the opportunity to serve the people who inspire me every single day, our farmers. These are the most hardworking, humble and dedicated individuals I know, and being able to support them, advocate for them and walk alongside them means everything to me.

I understand the early mornings, the tough decisions and the pride that comes with producing something real and meaningful. At Dairy West, I get to combine that passion with purpose—helping producers thrive, grow and feel valued in an industry that's constantly evolving.

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

A: I don't have a favorite memory at Dairy West because picking just one would be like asking a dairy farmer to choose their favorite cow—impossible and probably a little unfair. Every day brings something memorable, whether it's a great conversation in a barn, a breakthrough during training or just a good laugh with folks who get it.

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

A: What I'm most looking forward to with the projects I'm working on is seeing the real impact they'll have on the people who matter most—our farmers, our teams and the future of dairy. Whether it's leadership training, on-farm education or building stronger industry relationships, I'm excited to create tools and experiences that don't just check a box—they actually move the needle.



Pamela Fry

Position: Director – Finance
Location: Meridian, Idaho
Years of Service: 28

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

A: Working for men and women who genuinely love what they do. After 28 years with the organization—and managing the assessment of our farmers' investments in Dairy West and our team members—I'm reminded every month of how hard they work to provide for their families, my family and for communities locally and globally. I absolutely love working with and for dairy producers. Best life ever!

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

A: One of my favorite memories is being honored for 25 years of service to the dairy industry and receiving the coveted Cow Award. I proudly display it in my office! Working for such hardworking, caring people in such a fantastic industry has truly been both a blessing and an honor. I always say I'm an "accidental accountant" in an "accidental industry." A friend introduced me to the world of dairy back in 1989, and I loved it so much I never left. I'm so grateful to be part of this organization.

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

A: I'm excited to meet new team members and to watch our organization continue to grow. There's something really special about getting to know new people and seeing them get inspired by this industry, just like I did all those years ago. There's honestly nothing better than that.

Meet Scott

Scott Snelders joined Dairy West on April 7 as the new director of business development. He will be supporting the efforts to drive demand within the retail, food service, school nutrition, processor and export space. Scott comes to Dairy West with extensive experience in business development, sales execution and brand development, having previously worked at the JR Simplot Co. and Albertsons.



Scott was born in Mt. Pleasant, Utah but grew up near Soda Springs, Idaho. His wife Natalie is from Preston, Idaho and together they have four kids who keep them busy running around from activity to activity. Scott is thrilled to be supporting dairy farmers in driving demand in all things dairy!

Meet Ryan

Ryan Sippie joined Dairy West on April 21 as the newest member of the finance team. She brings a background in manufacturing accounting and is excited to apply her skills in support of the dairy industry. Ryan started her career 13 years ago as a welder and quickly found her passion for accounting as she stepped in to support in-house operations.



She was born and raised in Southern California but moved her family to Idaho nearly six years ago. Her husband, Chris, is her biggest supporter, and together they have three boys—Ryder (13), Christopher (7) and Benjamin (2). Ryan feels truly grateful to join an organization that supports dairy farmers and looks forward to learning more about the industry she now proudly serves.

2025 Farmer Ambassador Class

Join Dairy West in welcoming the 2025 Ambassador Class! There are seven outstanding farmers participating this year. Their journey began on March 11, coinciding with the board meetings, as they took part in their first training.

Here's a look at this year's ambassadors, their dairies and where they're from:

- » Logan Bown - Bown Dairy, Gunnison, Utah
- » Michael Brubaker - Knott Run Farms, Buhl, Idaho
- » Launa Fowler - TLK Dairies, Mountain Home, Idaho
- » Holly Hull - Hull Dairy, Preston, Idaho
- » Braden Munk - Munk Family Farms, Amalga, Utah
- » Preston Roberts - Roberts Dairy, Beaver, Utah

2025 Ice Cream Festival

You're Invited to the Annual Ice Cream Festival at the Utah State Fair!

Mark your calendars for Monday, September 8, from 3:00 to 7:00 p.m., and come enjoy one of the sweetest traditions of the year—the Ice Cream Festival at the Utah State Fair!



It's a great chance to relax, connect with fellow farmers and enjoy a scoop (or two!) of delicious local ice cream. No need to volunteer—just come for the fun, the flavor and the community. Hope to see you there!

Scoop Local: Dairy West Competes in Ice Cream Funday

Dairy West is once again sponsoring the Twin Falls Rotary's annual Ice Cream Funday, a community event where local organizations compete to create and serve unique ice cream flavors.

The event will take place on Saturday, July 19, at Twin Falls City Park. This marks Dairy West's second year participating in the competition. In addition to sponsoring the event, Dairy West will host a booth and serve a staff-designed flavor: Farm to Spoon—a rich blend of chocolate and cookie dough ice cream with Oreo and Heath Bar chunks, swirled with fudge and salted caramel.

The booth will highlight the farm-to-table journey and celebrate the contributions of the regional dairy community. The theme supports Dairy West's continued focus on local, emphasizing the importance of community, connection and trust in dairy. Through creative flavor development and hands-on engagement, the event provides a fun and meaningful opportunity to showcase the value of dairy in everyday life.



Congratulations to the 2025 Scholarship Winners

Dairy West is proud to announce the recipients of the 2025 Dairy Farm Family Scholarship. This year, 24 outstanding students from across Utah and Idaho were selected to receive scholarships to support their college, graduate or trade school education.

**IDA's Bill and Charlotte Stouder
Memorial Scholarship – \$2,500**
Eliza Dugan, College of Southern Idaho

Dairy West – \$2,500 level
Erica Bronner, Snow College
Joel Holt, Southern Utah University
McKenna Wade, Brigham Young University

Dairy West – \$1,500 level
Luke Andersen, Brigham Young University – Idaho
Tyler Andersen, Brigham Young University
Brooke Bingham, Idaho State University
Henry Bokma, Biola University
Macie Gardner, Utah State University
Nathan Gerratt, Brigham Young University – Idaho
Molly Gibbons, Utah State University
Madilyn Hall, Brigham Young University – Idaho
Rebecca Jenson, Utah State University
Hailey Mecham, Brigham Young University – Idaho
Joshua Powell, Brigham Young University – Idaho
Desiree Rigby, Brigham Young University – Idaho
Shan Sherwood, University of Nebraska – Lincoln
Oaklee Skinner, Utah State University



Dairy West – \$1,500 level cont.
Emily Sorensen, Brigham Young University
Paje Van Tassell, Evans Hairstyling College
Mark Wangsgard, Snow College
Keegan Ward, Brigham Young University
Jaden Wilks, College of Southern Idaho
Tegan Zollinger, Brigham Young University – Idaho

These students represent the future of their communities, and Dairy West is proud to support their goals—whether in agriculture or another field. Each awardee is part of a dairy farm family or team and was selected based on leadership, academics, work ethic and community involvement.

Congratulations to all of the 2025 recipients!

Dairy on Display: Celebrating Local Ag at the ARTitorium

Dairy West is partnering with ARTitorium on Broadway in Idaho Falls to sponsor a month-long, dairy-themed experience throughout June 2025. This hands-on, educational partnership is designed to connect kids and families with dairy in fun and memorable ways through crafts, digital exhibits and interactive displays.

Under the theme “Love Local Dairy,” the sponsorship will highlight both dairy farming and dairy foods—aligned with Dairy West’s ongoing focus on celebrating local. Branded materials, dairy-focused videos and engaging take-home activities will be featured throughout the venue, all aimed at building awareness and appreciation for the role dairy plays in healthy, thriving communities.

As part of the partnership, a special day is planned for June 7 featuring discounted admission and extra dairy-themed experiences for families. This event will offer an added opportunity to share dairy’s story in a lively, hands-on setting.

This sponsorship is one of many ways Dairy West is connecting with the next generation and strengthening trust in dairy through positive, local community experiences.



Dairy West Partners with Boise State Esports

Dairy West is excited to announce a new sports nutrition partnership with Boise State Esports, creating a unique marketing channel to engage the rapidly growing Gen Z audience.

As one of the top five collegiate esports programs in the nation, with 23 conference championships and four national championships, the Boise State Esports Team is a powerhouse worth watching!

This partnership includes:

- » A fueling station upgrade to feature optimized dairy offerings
- » A vibrant wall mural highlighting dairy messaging (above)
- » An in-person sports nutrition education session with the team

Dairy West Hosts Sustainable Nutrition Webinar

Health professionals recognize their role in advancing sustainable food systems, but many lack the tools to do so. To help address this gap, Dairy West’s health promotions team hosted a continuing education webinar, From Insights to Action: Embracing Sustainable Nutrition in Your Practice.

The session explored consumer understanding of sustainable foods and shared practical ways for nutrition professionals to support sustainability. Guest speakers included Kris Sollid, RDN (International Food Information Council) and Heather Lieber, MS, RDN (private practice

dietitian). The webinar drew 56 live attendees from a range of practice areas.

Key takeaways:

- » 32% increase in attendees’ confidence to apply sustainable nutrition
- » 19% rise in likeliness to recommend dairy when considering sustainability
- » 26% increase in those turning to Dairy West for resources

The webinar recording is available on the Dairy West website for continued access.

Explore the Dairy West Farmer Portal

The Dairy West website features a dedicated Farmer Portal designed to support you.

Visit dairywest.com/farmer-portal to:

- » Request dairy product reimbursements
- » Learn about the Ambassador Program
- » Request farm tour materials, booth-in-a-box displays and nutrition education tools
- » Read past farmer newsletters
- » Find upcoming meetings, conferences and educational opportunities

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

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.

Celebrating Women in Dairy

The dairy industry continues to thrive, thanks in large part to the leadership and innovation of women. By balancing tradition with forward-thinking perspectives, these leaders are helping shape the future of agriculture.

In a recent Ag Proud – Idaho article, women in dairy are recognized as key drivers of progress in a field long perceived as male-dominated. "The future of the dairy industry is bright, thanks in large part to the contributions of women," said Bryce Chambers, Dairy West's director of industry relations. "Their work is shaping the industry's future, bringing fresh perspectives and new ideas to the table."

Dairy West is proud to celebrate and support these remarkable women and their achievements.

Scan the QR code to read the article "Women in agriculture: Pioneers in dairy" by Bryce Chambers.



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.

