Celebrate Every Mile with Dairy

September marked the final month of the 'Dairy Great Road Trip' Campaign. Throughout its run, the campaign encouraged consumers to think about how dairy plays a part in building road trip memories.

'Dairy Great Road Trip' includes a web story, social media posts, a Spotify playlist and a 30-second video which can be found on YouTube, TikTok, Twitter, Facebook, Google, Instagram and Hulu. The campaign performance exceeded expectations with the following results:

» 17.5 million impressions (number of times content was displayed)
» 6.8 million video views (number of times the video was watched)

» 1.3 million engagements (likes, comments, shares, clicks)
» 56.8K website clicks (number of visits to the website)

Share a Little Greatness with Dairy

From October to December, Unbottled is promoting the "Share a Little Greatness" campaign focused on the concept of small things making a great impact. Unbottled will encourage the public to spread greatness through small acts of kindness, little but meaningful additions to recipes and holding tight to the little things that make moments great. As the conduit for core memories, audiences will think of dairy when capping a memorable evening with a cup of hot chocolate or adding Grandma's secret ingredient to the best-ever whipped cream for pie.

The campaign will include the following elements:
» Three 15-second videos, each highlighting a different example of sharing greatness
» Paid and organic social media content across Facebook, Instagram, TikTok, YouTube and Google
» In-person elements of "sharing greatness" within the community
» Influencer marketing
» A web story

Sustainability Article in *Progressive Dairy*

With the dairy industry's Net Zero Initiative in mind, Dairy West and Idaho Dairymen's Association offered producers the opportunity to travel across the country and learn about sustainability practices. Dairy West's communications coordinator, Jessica Schmitt, wrote about these peer-to-peer learning opportunities and the thoughts of regional dairymen as they navigate implementing sustainability practices on their operations. The article was shared through Progressive Dairy's website, social media platforms and magazine.

The story features Dairy West's Marissa Watson, IDA's Rick Naerebout, and Dairy Farmers Lael Schoessler, Alan Branch and Matt Nelsen.

dairy west®

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Pioneers by Nature

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EVENTS AND DATES TO NOTE

JANUARY 10-11	DAIRY CONVENTION, PROVO, UTAH
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

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FARMER NEWSLETTER • THIRD QUARTER 2023

NOTE FROM

Karianne Fallow

DAIRY WEST CEO

At Dairy West, Action is one of our core values. The content in this newsletter is certainly full of action-oriented activations designed to inspire trust in dairy farming and dairy products and to build demand for dairy products around the world.

Just like the dairy farmers we represent, we aren't afraid to get things done! It's a reputational advantage, frankly, for the Dairy West brand.

We approach action in its many forms. While it may not always be loud and visible, we believe that intentional action is the most impactful. As dairy farmers, you understand this implicitly as you often think about things like succession planning, animal care and employee welfare—quiet actions that deeply impact your future. At Dairy West, we aim to align our actions with what matters to you most. Through activities like sustainability storytelling, more closely working with dairy processors, retail programs and understanding and leveraging insights, we are working to build trust and demand for dairy—ultimately benefiting you. Our goal is to ensure that your checkoff organization can have the biggest influence in the market.

Enjoy the content in this issue and please feel free to send us your thoughts. What would you like to see more of? What topics interest you most? How can we improve the material you receive from us? Feel free to contact me at kfallow@dairywest.com or Lacey Papageorge at lpapageorge@dairywest.com.

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

BUILD Dairy Recruitment

The core purpose of the BUILD Dairy Program is to train and encourage students in dairy technology, nutrition, packaging and sustainability. We are currently doing our fall recruitment with visits to Brigham Young University, Weber State University, Utah State University, Boise State University, Oregon State University, Brigham Young University–Idaho and Washington State University/ University of Idaho. Students with interest in BUILD submit applications online at builddairy.com. Those applications feed directly into a database for future contact and linkages within the BUILD network.

We are also in the middle of a social media campaign working with Think Shift, Dairy West's marketing partner, to promote dairy educational opportunities to undergraduates across our region.

This picture is one of the advertising graphics used to market BUILD Dairy.

Salt Lake Tribune Nutrition Article

The *Salt Lake Tribune* continues to be an engaging platform for delivering valuable dairy farm information to readers and *SL Tribune's* website visitors.

Our latest article, written by Dairy West Integrated Communications Manager, Chris Bronson, highlights the support local dairy farmers provide to school nutrition through several unique and enticing programs. The article features Deena Benson, health and wellness manager at Dairy West, Sebastian Varas, child nutrition director at Canyons School District, Barbara Memmott, child nutrition coordinator at Tooele County School District and Jennifer Jenson, dairy farmer in the Bear Lake area. The article was published on the *Tribune's* website and social media platforms.

Ice Cream Festival Results

2023 marked another successful Ice Cream Festival at the Utah State Fair. All entry fees went to the Utah Food Bank which was on-site and collected $5,450. These funds will go toward purchasing dairy products for the food bank's mobile school pantry program!

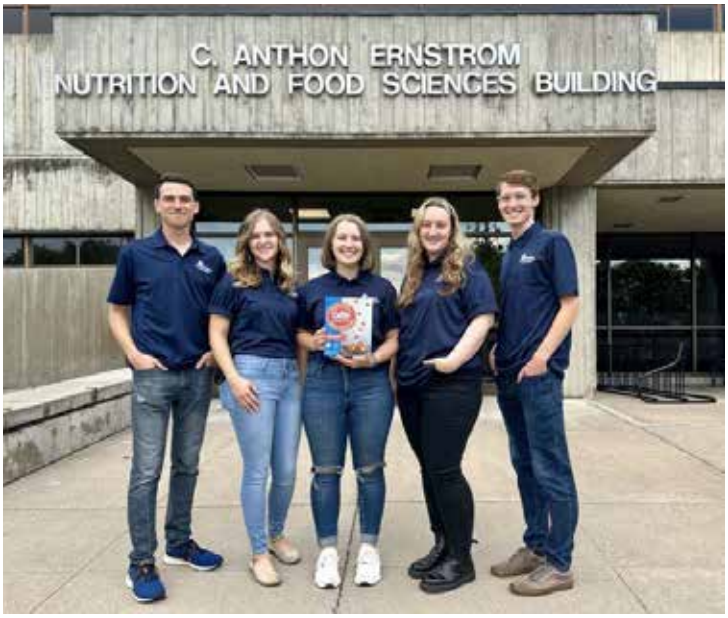
Over 1,000 attendees were served ice cream and a great time. Attendees enjoyed a DJ, Creamie eating contests, dairy trivia and multiple photo booths. Three local news stations did stories about the festival as well as several online publications.

Thank you to our partners who volunteered during the event, including Utah FFA, Western Ag Credit and Utah Department of Agriculture. A big shout-out goes to our processor partners for bringing their ice cream! These processors include Creamie, Fat Boy, Farrs, Aggie, Smith's and BYU Creamery.

2024 Dairy Convention

Ring in 2024 with us at the Dairy Convention on January 10 and 11 in Provo, Utah. Hear from keynote speaker Tara Vander Dussen, a fifth-generation dairy farmer, environmental scientist and social media professional. Dairy West and the Dairy Producers of Utah will provide updates. Other highlights include time to connect with fellow farmers, an ice cream sundae social, a dairy economics presentation from Sara Dorland and a school milk panel.

To receive the $150 gift card, farmers must be registered by December 17. Don't forget to book your room using our room block by December 17.



IMPA Dairy Food Contest

Each year, IMPA hosts a dairy foods contest that challenges college students to create a promising food containing dairy. The winner was Utah State University with a product called "Cotta Tots." The recipe was based on ricotta cheese and had the appearance of a tater tot. The other placings were Washington State University in second place, Brigham Young University in third and South Dakota State University in fourth.

Meet Kaylee

Kaylee Schoefer joined the Dairy West Team in early September as the program coordinator. Kaylee is an Idaho-native with a family history in dairy farming. She has a B.S. in health education and promotion from Boise State University, and a B.S. in dietetics and a M.S. in nutrition from Idaho State University. She is also credentialed as a registered dietitian. Kaylee is married to her husband, Tyler. She is eager to use her skills and experience to help execute excellent programs/events that shed positive light and influence in our communities through dairy.

Meet Amy

Amy Corley joined the Dairy West team on October 4 as the senior executive assistant. She comes from Venture Capital with eleven years of experience and is thrilled to start a new chapter within the dairy industry. Amy will be supporting the executive management team and is eager to play an integral role within the organization. When not working, she enjoys spending time with her husband, Chris, their two dogs and family who recently moved to Idaho. She keeps busy with her numerous houseplants, house projects and making stained glass artwork.

Meet Erica

On October 2, Erica Louder joined USDEC as their new member relations manager, based in Boise, Idaho. It's the first-of-its-kind remote role for USDEC and one that was recommended based on input from the Dairy West team.

Erica comes to USDEC with a decade of experience in the agriculture industry. She has a background in agricultural finance, communications and public relations. Erica has a bachelor's degree in animal science from the University of Idaho and a master's in agricultural extension from Utah State University. Erica lives in southern Idaho with her husband and their three children. In her spare time, she loves traveling, writing her "great American novel" and puttering around in her garden.

Sustainability in the Pacific Northwest

This fall, the Pacific Northwest Partnership (PNWP), including stakeholders from Idaho, Utah, Washington and Oregon, will discuss the pressure our industry faces to set interim sustainability goals. We will ask our supply chain about targets like the Science Based Target Initiative (SBTi), used by dairy brands and processors, which does not recognize reductions by dairymen if monetized in an offset market, such as methane digesters selling gas to California.

In 2020, the Innovation Center for U.S. Dairy set a long-term 2050 goal without interim targets. Some companies have made 2030 and/or 2035 commitments, which include 'scope 3' emissions from their supply chain. The dairy farm represents more than 70% of emissions within the 'scope 3' dairy supply chain, so any goals being set have significant impacts on our farmers. While supportive of the 2050 goal, our industry is cautious about shorter-term goals. We still need to develop scientifically proven technologies and practices and provide dairymen with an additional revenue stream to implement new technologies. BUILD Dairy funding will be crucial for sustainability research to help dairymen meet these goals and maintain their family businesses. For questions, contact Marissa Watson at mwatson@dairywest.com.

For Farmers

The Dairy West website has a dedicated section for farmers. Visit **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.

Real. Local. Dairy.

During the month of September, Dairy West partnered with the Idaho Department of Ag, Walmart and Albertsons to support Idaho Preferred Month. *The Real. Local. Dairy.* campaign was live in 24 Walmart stores and 40 Albertsons across the state.

The promotion specifically highlighted and focused on local dairy products. Dairy West also worked with retailers in Utah for a similar promotion. Some of the promotional elements included:

- 2,700 Real. Local. Dairy. reusable shopping bags stuffed with dairy coupons and educational materials
- A variety of instore signage to promote the local dairy products in each store
- Interactive displays placed in select stores where customers learn more about the dairy industry in Idaho
- Digital marketing that includes social content for stores to use and local farmer videos to use in-store and online
- Social media influencer video reel promoting the campaign to over 10k followers
- Contests held to incentivize the best execution in visual presentation

All About Calves Virtual Fieldtrip

Seventy-one classrooms with 1,583 students in Utah and Idaho joined Dairy West's first virtual field trip of the year, with an additional 40 views so far of the recording! They learned all about genetics and the time and effort farmers put into caring for their calves. Thank you to Staci Nelson of Triple Peaks Jerseys in Honeyville, Utah for hosting.

Farm-to-School Posters

Many students are unaware of the origins of their food. Based on recent insights collected by Dairy West, it's essential to link them to the local agriculture that supplies their meals. Dairy West collaborated with the Utah State Board of Education and the Utah Department of Agriculture and Food to raise awareness of Utah's local products. Posters were designed to showcase local farms throughout the state, highlighting the products they produce and sharing interesting agricultural facts. These joint marketing initiatives aim to educate a broader range of students across Utah about agriculture.

Cooking Course for Pediatric Care Specialists

Dairy West convened 15 pediatric care specialists for an evening of cooking and learning at the Harmons Cooking School. Heather Lieber, a Harmons Dietitian, and Bonnie Feola, a pediatrician and chef, taught attendees about tips and tricks for helping picky eaters enjoy nutritious foods. Participants cooked a meal together that highlighted different ways to increase the acceptance of healthy foods with picky eaters. Yogurt, butter and parmesan were star ingredients showcased as a way to increase both flavor and nutrition. Attendees went home with some of our new nutrition education resources, including Dairy West's handouts on lactose Intolerance and baby's first bites. All feedback survey respondents were "extremely satisfied" with their experience!