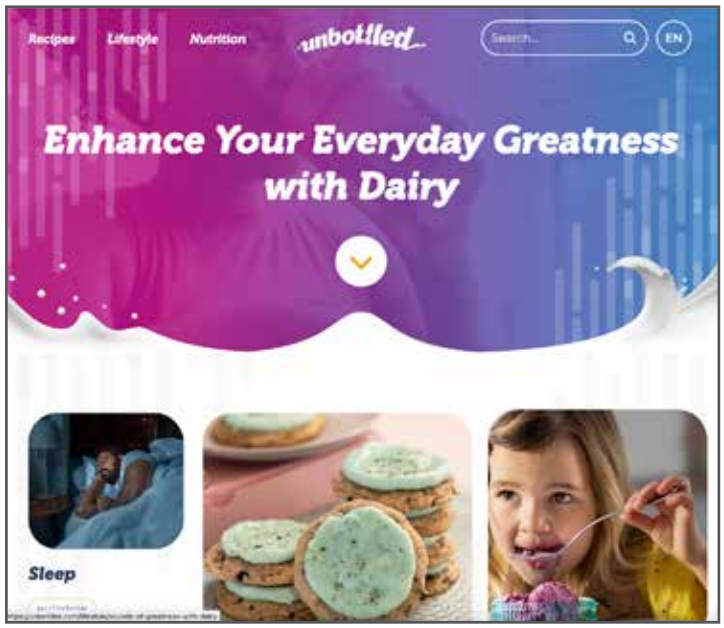

Unbottled Website Update

The Unbottled website has been revised! The purpose of the revision was to simplify the website while creating a space that is captivating for viewers. Here's a list of some of the changes made:

- Greater focus on visual intrigue of the website by presenting imagery as the focal point
- Addition of accessibility features including language translation and color contrasting
- Inclusion of filtering under the recipe page so viewers can sort by dish category and lactose-free
- Incorporation of a search feature so viewers can search the page for specific topics

Visit unbottled.com to check out these changes.

Dairy, The Good Stuff

Launching in October, Unbottled's 'Dairy, the Good Stuff' campaign will engage and educate consumers on the value of incorporating dairy in their diet. Through a humorous lens, the campaign will run for five months across a digital ecosystem including social media and television streaming platforms.

The campaign will highlight the greatness of dairy through video and image creatives in a three-phase approach. The content will portray dairy in an ironically luxurious fashion while showcasing its nutritional benefits and great taste. Dairy is the not-so-secretive secret that isn't just satisfying tastebuds but also dietary needs.

Stay tuned for more information in the next quarterly newsletter and the monthly e-newsletters.

dairy west®

743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

DAIRY WEST BOARD MEMBERS

Chace Fullmer, Chairman, Sigurd, UT
Siska Reece, Vice Chairman, Melba, ID
Deb Easterday Reeves, Treasurer, Buhl, ID
Winfield Anderson, Blackfoot, ID
Donnie De Vries, Bliss, ID
Daniel Buttars, Lewiston, UT
Don Gaalswyk, Buhl, ID
Tom Kasper, Melba, ID
Kim Korn, Terreton, ID
Jeff Lund, Wendell, ID
David Roberts, Beaver, UT
Pete Wiersma, Buhl, ID

EVENTS AND DATES TO NOTE

OCTOBER 15-NOVEMBER 19

DAIRY MANAGEMENT LEARNING SERIES | VIRTUAL

NOVEMBER 12

BOARD MEETING & AMBASSADOR TRAINING | BOISE

NOVEMBER 13-14

DAIRY WEST ANNUAL MEETING | BOISE

JANUARY 8-9

DAIRY CONVENTION | PROVO

Send name and address corrections to lpapageorge@dairywest.com

dairy west®

FARMER NEWSLETTER • THIRD QUARTER 2024

NOTE FROM

Karianne Fallow

DAIRY WEST CEO

As we prepare to leave hot temperatures and smoky skies behind and head into the fall season, I remain powerfully motivated to continue to lead the Dairy West team to have an impact in inspiring trust and building demand for dairy products among consumers and thought leaders.

National retail marketing data from January to June 2024 shows that sales of dairy products increased by nearly 2% compared to last year. Most product categories have seen growth, including fluid milk, which increased by +0.1% and butter, which increased by +1.5%.

We have seen notable increases in cheese (+2.5%) and yogurt (+6.1%) sales as well as a rise in cottage cheese (+13.6%) sales. Cottage cheese is having a moment, as they say, thanks to its newfound popularity as a viral trend on social media. It is solid proof that social media does have a strong influence on purchase and dietary decisions!

We have seen sales increases all while managing through the H5N1 situation. The latest consumer pulse survey shows a significant decline in consumer awareness of H5N1 in dairy, from 23% in April to 13% now. Additionally, the likelihood of consumers maintaining their dairy consumption has increased from 61% to 81%. Sales data reflects this positive trend. We have not seen significant sales declines in regions affected by H5N1, which is, in part, due to the tremendous crisis communications response of the nationwide checkoff network and the partnerships we enjoy with our dairy policy groups across the country.

You will read so much more about how your dairy promotion team is working to meet our mission and fulfill our role in marketing the dairy category. If there is something that excites you and you'd like to learn more about it, please reach out. I love talking about how we encourage people to eat more dairy!

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

Meet the Herd

Crystal Quallio

Position: Business Coordinator
Location: Meridian, Idaho
Years of Service: 8

Q: What's your favorite thing about Dairy West?
A: My favorite thing about Dairy West is the energy of the Dairy West team, which is reflected throughout the organization. This energy produces unmatched efforts to promote dairy on behalf of the dairy producers.

Q: What's a favorite memory of your time with Dairy West?
A: Over the past eight years, the Dairy West Annual Meeting has reflected my favorite work memories. This event has become more efficient and streamlined as each year passes. I look forward to each Annual Meeting and my role in the logistics to create a memorable experience for our dairy farmers and their families.

Q: What is something you're looking forward to related to your job?
A: I look forward to Dairy West's future efforts to create unforgettable experiences and events and my role and contributions to those efforts.

Rashel Clark

Position: Manager of Health Promotions
Location: Draper, Utah
Years of Service: 6

Q: What's your favorite thing about Dairy West?
A: My favorite thing about Dairy West is working directly with the farmers who are so passionate about what they do. I love being able to support them and share their stories, knowing that we're making a positive impact on both their lives and the community's health.

Q: What's a favorite memory of your time with Dairy West?
A: One of my favorite work memories was when we had a hilarious scavenger hunt. The laughter, camaraderie and friendly competition brought us closer together and created bonds that strengthened our teamwork back at the office. It was a perfect blend of fun and team spirit!

Q: What is something you're looking forward to related to your job?
A: I'm looking forward to our upcoming initiatives that focus on innovative ways to educate health professionals about the benefits of dairy products. I appreciate the opportunity to try new ways to reach impactful audiences.

BUILD Dairy Annual Meeting

The 10th Annual BUILD Dairy Meeting was held May 21-24 in Corvallis, OR. This year, 133 people, including students, university faculty and professionals from nine dairy-processing companies attended the event. The BUILD Dairy Annual Meeting gives students in the program the opportunity to connect with peers, share their research and network with processors.

Highlights from the event include:

» Presentations from 46 students enrolled in the BUILD Dairy program who shared the results of their completed research or plans for upcoming projects.

» Tours of Don Froylan Creamery and TMR Creamery where students learned about real-world dairy processing.

» Processor presentations where students gathered insights from successful dairy-food businesses and their findings. Participating companies included Glanbia, Chobani, Jeneil Biotech, Lactalis, Hilmar Cheese, Tillamook, Agropur, High Desert Milk and Hyacinth Proteins.

Dairy Management Learning Series

Dairy farm managers and owners, are you looking to grow your knowledge and skills to become a better leader and supervisor? Join us for a six-week, virtual series with experts sharing their knowledge on a variety of topics related to employee management and business operations.

Meetings will be held weekly on Tuesdays from 1 to 2 pm via Zoom starting on October 15 running through November 19. The learning series will be held in English and Spanish.

Topics include:

» How to deliver manager-led trainings with 'Tailgate Talks'
» Dairy farm leadership
» Employment laws for dairy farms
» Conflict resolution
» Effectively training milkers
» Effective communication skills

Meeting dates:

» Tuesday, October 15
» Tuesday, October 22
» Tuesday, October 29
» Tuesday, November 5
» Tuesday, November 12
» Tuesday, November 19

To learn more and register for the event, scan the QR code.

Annual Meeting Registration

At Dairy West, our resilience mirrors the willful spirit of the farmers we represent, embodying their strength and innovation in the face of adversity. Join us in celebrating the incredible dairy farmers of Idaho and Utah!

The Dairy West Annual Meeting will take place November 13-14. Highlights of this year's meeting include:

- Keynote speaker Shabnam Mogharabi presenting on grit and resiliency in today's world
- The Dairy Hall of Fame Banquet with wild west performer Loop Rawlins as entertainment
- Sessions on market price volatility and carbon markets
- The interactive and immersive 'Dairy Town' showcasing the work of Dairy West
- The tradeshow with numerous vendors

Register by October 15 for the grand champion reimbursement of $300. If you register before October 31, you will receive the reserve champion reimbursement of $150. Scan the QR code to learn more and register.

Mental Health in Agriculture

On June 26, Dairy West, Idaho Dairymen's Association, Idaho State Department of Agriculture, Farm Bureau and University of Idaho hosted a half-day workshop focused on mental health for agricultural producers. Keynote speakers included Darla Tyler McSherry of Ask in Earnest and Linda Arrossa from the Jae Foundation.

Caily Woods, ISDA, said "Despite the difficult nature of this subject, the conversation among folks after each session was critical. The goal is not to force people to have these conversations about mental health, but to help folks realize that they are not alone in their struggles and realize that they can ask for help. The vision of this event is to equip farmers and ranchers with the tools to deal with the stressors of working in the ag industry. If just one person left our event feeling like they have the tools to help themselves or someone they love cope with stress and mental health challenges, then I consider it a success."

If you or someone you know needs support, please call the Suicide and Crisis Lifeline at 988.

'In Udder Words' Podcast

Catch up on the most recent episodes of the 'In Udder Words' Podcast. Scan the QR code to listen.

Dairy West Retail with Rob Peterson
Rob Peterson, Dairy West's manager of market development, shares his experience in retail promotion. Rob has 23 years of retail work experience, giving him an understanding of how consumers shop and how retail-focused marketing guides their purchase decisions.

Cool Down with Dairy

Dairy West's consumer-facing brand, Unbottled, encouraged consumers to 'Cool Down with Dairy' during National Dairy Month. Through several outlets, the 'Cool Down with Dairy' campaign proved that dairy is the best and most tasty option for beating the summer heat.

Boise Music Festival: Unbottled had two fun and engaging booths at the Boise Music Festival. The first booth, named 'The Cool Down Lounge,' was an iceberg-inspired, air-conditioned space where attendees could recover from the 100-degree temperatures with chocolate milk. The second booth, called 'The Matchmaker Station,' intrigued festival goers with its 1980s matchmaker game show feel. Inside the booth, the public could spin a double wheel to discover their cheese and beer pairing and learn about the Unbottled Matchmaker.

Retail: Shoppers spotted 'Cool Down with Dairy' messaging in-store and online. Through a partnership with Treasure Valley's Walmart Supercenters, Unbottled gave away tickets to the Boise Music Festival. To enter, shoppers simply had to scan a QR code on the in-store signage and fill out a form.

Social Media: Aside from organic content related to the 'Cool Down with Dairy' campaign, Unbottled partnered with three local influencers. The influencers promoted the Boise Music Festival ticket giveaway, festival activations and how they're cooling down with dairy. The three influencers had a collective reach of more than 42,000, expanding Unbottled's audience in the region.

2023-2024 High School Athletics

Through partnerships with local high school activities associations, Dairy West shares a commitment to youth wellness, education and success. The 2023-2024 high school athletics season proved to be impactful with dairy-forward messaging and experiences.

Over 650,000 individuals attended the Idaho and Utah state tournaments this year — fans and athletes experienced chocolate milk at select sport championships with our sports nutrition marketing signage, program ads, digital ads and more at all the tournaments. Over 140,000 Unbottled chocolate milks were handed out and loved by fans and athletes alike!

Dairy West's 'Replenish with Chocolate Milk' Program led 83 high school teams to attend the "Game Winning Fueling Strategies" virtual team talk, where they learned the importance of good nutrition habits to improve performance. 237,000+ Unbottled chocolate milks were provided to 4,600+ student- athletes as an effective way to refuel and recover post-competition.

New Sports Milk

Coaches, athletes and parents are asking Dairy West where they can buy milk they get at high school tournaments. This fall, Dairy West is transitioning to providing a TruMoo whole chocolate milk at Idaho and Utah state tournaments and in the Dairy West 'Replenish with Chocolate Milk' program to high school athletic teams across our region.

Dairy West works with all processor partners to build trust and demand for dairy in the marketplace, based on partners' priorities. In the case of the tournament milk, staff offered this opportunity to several fluid milk partners and found alignment with DFA's business needs and distribution capabilities.

Excitingly, this new product provides opportunities for families to purchase in retail and for teams to purchase in bulk to fuel their athletes.

Important points to understand:

- Product is made locally
- TruMoo is a Meadow Gold brand that is well known by students and parents
- Product is shelf stable for added flexibility and convenience
- Unbottled and local dairy farm families remain the partner of IHSAA and UHSAA

Please share the 'Replenish with Chocolate Milk' program with your local high schools. Visit the QR code to learn more.

Registered Dietitians Learn About Collaborative Agriculture

Recent insights gathered proved that registered dietitians are seeking more information about sustainability and 86% of them believe that dairy foods contribute to a sustainable food system. With commitment to deliver on these interests, Dairy West hosted moo-ving dialogues with agricultural experts at the Academy of Nutrition and Dietetics state meetings in Idaho and Utah. The panel included farmers from a variety of agricultural commodities, including dairy, row crops and orchards.

The conversations highlighted how collaborative agriculture can advance progress towards a sustainable, equitable and nutritious food system that will nourish future generations. An article recapping the highlights and take-aways from the discussion is featured on the Dairy West website and was shared with a network of registered dietitians and health professionals in our quarterly newsletter to highlight dairy's important role in the four dimensions of sustainability: environmental, health, social and economic.