

Unbottled's Cheese Channel

The winter weather is quickly approaching, so it's the perfect time to gather around a crackling fire and sample a variety of delicious cheeses. In other words, it's the perfect time for The Cheese Channel. Our holiday campaign is now live and ready for you to browse local cheese spotlights and recipes while streaming a tasty update on virtual fireplaces. Visit thecheesechannel.com. Cheers to cheese!

On Farm Sustainability Videos

To highlight the improvements farmers have made in sustainability, four new short videos have been running on social media. The videos touch on topics such as milk as a local product and improvements in water usage.



743 North Touchmark Avenue
Meridian, ID 83642

Sign Up for Producer Emails

Do you want more timely news, announcements, invitations and updates from Dairy West? Sign up to receive our emails at dairywest.com/farmers or email Lacey Papageorge (lpapageorge@dairywest.com). Much of our outreach is done only by email, so don't miss out!



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EVENTS AND DATES TO NOTE

JANUARY 11 & 12 DAIRY CONVENTION PROVO, UT
JANUARY & FEBRUARY IDAHO DAIRYMEN'S ASSOCIATION DISTRICT MEETINGS
MARCH 14 AMBASSADOR TRAINING BOISE, ID
MARCH 14 PROMOTION BOARD MEETINGS BOISE, ID
MARCH 15 POLICY BOARD MEETINGS BOISE, ID

Send name and address corrections to lpapageorge@dairywest.com

WWW.DAIRYWEST.COM



FARMER NEWSLETTER • FOURTH QUARTER 2022

NOTE FROM
Karianne Fallow
DAIRY WEST CEO

It's the most wonderful time of the year, as the saying goes, and the Dairy West team and I are grateful to serve the dairy farmers of our region. The holiday season gives us opportunity to spend time with family and friends, express gratitude and look toward the year ahead.

While our current climate may feel full of headwinds, there is much to celebrate. As I shared at our annual meeting last month, we can appreciate some pretty incredible dairy facts:

- » 96% of households in the US have dairy in their homes.
- » US dairy consumption is at its highest at 667 lbs per person annually.
- » We now export 18% of our milk solids outside the country.
- » Volumes of plant-based milk alternatives are on the decline.
- » Farmers continue to rank high on surveys measuring trust.

You have a lot to be proud of, and I hope you will let that carry you into and through the new year!

The coming years will require relentless innovation, tireless commitment, and strong collaboration across the dairy industry to meet the changing demands of our customers. Your promotion team feels inspired by this challenge and sees it as our responsibility to rise to the occasion and position dairy as a solution to health and well-being.

As we round out 2022 and move into a new year, I look forward to representing you in inspiring trust in dairy farming and dairy products and to expanding sales in dairy products around the world.

Happy Holidays to you and yours!

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

Dairy Hall of Fame Inductees



Idaho Hall of Fame Frank Veenstra



Utah Hall of Fame Scott Wayment



Telling your Story Award
Hannah Lunch @iddairygirl



Friend of the Industry
Dr. Don McMahon



Farmer Ambassador Program Graduation

Brooke DeGroot
Caleb DeGroot
Jared Lewis
Natalie Nelson
Daniel McKee
Levi McKee
Leal Schoessler



Milk Quality Awards Idaho

Franco Dairy
Andy Bingham Dairy
Rolling Leaf Dairy Farms
Bettencourt Dairy #4
South View Dairy
William Bokma Dairy
Happy Valley Dairy
Leaning Sage Farm
T & T Cattle
Overall Idaho winner
Fryslan Dairy

Milk Quality Awards Utah

Denise C. Earl Dairy
River View Dairy
Overall Utah winner
Lunday Dairy

Service Awards

Mike Siegersma
Pamela Fry



Dairy Convention

Announcing a new farmer event! Come celebrate the new year with us January 11 & 12, 2023. Dairy West will host our first Dairy Convention in Provo, Utah. This event has been developed in collaboration with the Utah Dairy Commission and Dairy Producers of Utah boards of directors to provide farmers with an opportunity to learn more about their checkoff and policy-related activities.

The Dairy Convention will kick-off with dinner on January 11th and a keynote address from Olympic gold medalist, Rulon Gardner. On January 12th, farmers will have the opportunity to hear from and ask questions of the Dairy West and Dairy Producers of Utah teams. Our afternoon will feature workshops on succession planning, charcuterie board making and answering difficult questions.

Register to attend at
<https://dairywest.swoogo.com/2023DairyWestDairyConvention>
or scan this QR Code.



Making Every Drop Count Logo

As you read communications from Dairy West, watch for the “Making Every Drop Count” count logo. This mark, launched by DMI earlier this year, aims to show the full value of your checkoff investment. Seeing this mark in both national and local communications will alert you that the information includes updates on your checkoff dollars at work, whether it’s promoting dairy for consumers, educating health professionals, fighting hunger, or any of the other programs supported by your dollars.



Dairy To Be You Logo

The Dairy to be You logo is a new logo for farmers to use when promoting dairy in their communities. The milk splash comes to life and inspires action with the superhero cape. This logo is intended to support farmers who do dairy promotion at events that Dairy West is not directly sponsoring. For example if you donate to your child’s soccer team and they would like to thank you by putting a logo on their shirt, you could use this logo.

Please note you will continue to see the Unbottled logo at any community-facing event that Dairy West is supporting. If you are interested in using the “Dairy to be You” logo, visit the For Farmers page our website to request the logo be sent to you.



Pacific Northwest Partnership

In September, our Pacific Northwest Partnership group met to hear from Nestlé and California’s Dairy Cares to understand how industry partners are moving towards Net Zero. The Pacific Northwest Partnership is a bi-annual meeting of dairy checkoff, policy, processors and board members from Idaho, Utah, Washington and Oregon.

Nestlé has invested funding into on-farm pilot programs, to develop solutions for farmers as Net Zero becomes more of a demand on the dairy industry. Dairy Cares provided updates to California’s LCFS (Low Carbon Fuel Standard) market and policy as the state moves away from the use of gas-powered vehicles. The Pacific Northwest Partnership will continue to meet and develop solutions for our region as we move closer to 2050.

Dairy Farm Family Scholarship Application Period is Open

This year, application eligibility has been extended to the immediate family members of dairy farm employees in addition to permit holders. If you are the child, grandchild or spouse of a dairy farmer owner or employee and plan to attend a college or tech school in the 2023-24 school year, please visit our website to review eligibility requirements and apply for the Dairy Farm Family Scholarship. Applications are due Friday March 3rd.



For Farmers Only

The Dairy West website has a dedicated section for farmers. Visit www.dairywest.com/farmers for the following:

- » View the Dairy West initiative map showing activities across the region
- » 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).



Adopt A Cow

There are 359 classes throughout Utah and Idaho who have “Adopted a Cow” from Smith’s Cream Pitcher Jersey’s in Lewiston, Utah. Students will be following two calves throughout the school year. Just a couple weeks ago all the classes were introduced to their calves and sent fun classroom activities. This program will help increase trust in dairy as the students are able to learn more through personal connection with a dairy farm. In the coming weeks, all involved classes will receive a package with pictures and other materials to put up in their classroom. A big thank you goes to Oralie Smith of Smith’s Cream Pitcher Jerseys for being the farmer host.



Power Your Passion Events

Dairy West hosted 130 middle and high school students from 15 schools across our Utah and Idaho region for a Power Your Passion Challenge! This event was designed to empower students to be change-makers in their community while providing education that builds students’ trust in dairy.

Students attended sessions to better understand where their food comes from and how it travels from farm to table. Education sessions were followed by communications experts who taught students how to effectively pitch their big ideas!

Each student group created and pitched a program to implement within their school and community. All 15 schools walked away with some prize money to implement their big ideas. Between the two events, Dairy West awarded \$18,600 to support programs designed to educate on the farm to table process and increase access to nutrient-rich foods, including dairy foods.



Power Up Pack Grants

This last month the Health and Wellness Team wrapped up another successful Power Up Pack grant release. Dairy West funded 12 grants that will reach approximately 1,600 students across the region. These grants provide schools with dairy-focused packages to add variety to their school meal offerings. In addition, they provide a secondary serving location to reach students outside the cafeteria.

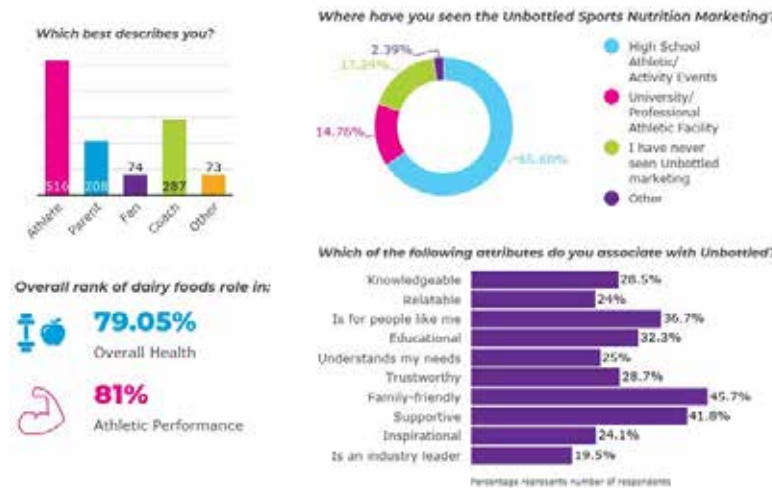
The team also worked directly with five school districts to add unique school meal packages to support their goals and needs. This work will reach an impressive 35,000 students. With the end of free meals for all students, this grant approach is an increasingly important way to support local schools as they adjust to fluctuating participation.



Unbottled Sports Nutrition Marketing Survey Results

Our Sports Nutrition Marketing messages have been in various athletic venues and training facilities for a full two years! These Unbottled assets were created to reach athletes, coaches and fans with messaging that positions dairy as an integral part of fueling athletic performance and health. Earlier this year, we launched an survey to gauge the effectiveness of these materials. We received over 1,100 responses and are excited to share highlights:

- » 1,158 survey respondents: 516 athletes, 287 coaches, 208 parents, 74 fans, and 73 other
- » 83% of respondents have seen the Unbottled Sports Nutrition Marketing
- » 79% ranked dairy foods as having a role in overall health
- » 81% ranked dairy foods as having a role in athletic performance
- » 46% of respondents associate Unbottled as family-friendly
- » 42% of respondents associate Unbottled as supportive



Dairy Every Day is a Healthy Way

Dairy foods help healthy brains, bones and bodies grow.



Partnership Spotlight

St. Luke's Children's Hospital

In collaboration with the St. Luke's Children's Hospital pediatric dietitian team, we kicked off a pediatric nutrition pilot program in September. The St. Luke's dietitians participated in an educational session on the evidence supporting dairy's role in brain health, bone health, immunity support and overall growth & development. Each dietitian was provided the “Dairy Everyday is a Healthy Way” handout to use with their patients during nutrition education visits.

We'll be collecting feedback on the handouts, as well as fielding a post-intervention survey to measure any changes in dairy nutrition knowledge and attitudes. These insights will be used to develop a strategic plan to scale the initiative to reach more pediatric healthcare providers in our region with education and resources supporting dairy's important role in raising healthy kids.

