

Unbottled's Campaign Reached Millions

The Unbottled "Sounds of Greatness" campaign was a fully-sensory experience. Featuring lighthearted, ear- and mouth-tingling audio and visuals, the campaign ran from April to September on Facebook, Instagram, X (formerly Twitter), Prime Video, Spotify, Google, TikTok, YouTube and through partnerships.



Curious how the campaign performed? Here are the stats:

- >> 21 million impressions (total views)
- >> 5.9 million video views (number of times the video was watched)
- >> 1.3 million engagements (likes, comments, shares, clicks)
- >> 194K website clicks (number of visits to the website)



Dairy, The Good Stuff

Unbottled's "Dairy, the Good Stuff" campaign is underway! Using a humorous lens, this content engages and educates consumers about the benefits of dairy. The campaign will run for five months across a digital ecosystem spanning social media and television streaming platforms.

"Dairy, the Good Stuff" portrays dairy in an ironically luxurious fashion while showcasing its nutritional benefits and great taste. Dairy is the not-so-secret secret that satisfies both taste buds and dietary needs.

Scan the QR code to watch the campaign videos and get a taste of "the good stuff"!





743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

DAIRY WEST BOARD MEMBERS

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EVENTS AND DATES TO NOTE

DECEMBER 13

DAIRY CONVENTION REGISTRATION DUE | ONLINE

JANUARY 8-9

DAIRY CONVENTION | PROVO, UTAH

Send name and address corrections to lpapageorge@dairywest.com.
Sign up for our monthly email newsletters by contacting Lacey at the
email address above.

WWW.DAIRYWEST.COM



FARMER NEWSLETTER • FOURTH QUARTER 2024

NOTE FROM

Jenny Nelson

INTERIM CEO & STRATEGIC ADVISOR

It is an honor to step into the role of interim chief executive officer and strategic advisor for Dairy West. As we embark on this pivotal journey together, I am energized by the opportunity to lead our organization through a transformative period that will strengthen our foundation and position us for sustained growth. Our shared mission to inspire trust and build demand for dairy products is more vital than ever, and I am committed to ensuring Dairy West continues to thrive in a rapidly evolving industry.

FOCUSED LEADERSHIP FOR A STRONGER FUTURE

In this interim role, my focus will be on several critical areas to support and advance Dairy West's mission:

1. Organizational Stabilization

Our first priority is to ensure operational and financial stability. By thoroughly assessing our current standing, we will implement interim policies that uphold the integrity of our operations while reducing risk. This will create a secure foundation for the changes ahead.

2. Strategic Change Implementation

To align our day-to-day efforts with our long-term vision, we will implement innovative strategies that improve efficiency, enhance profitability and optimize our organizational structure. Every initiative will be carefully designed to support Dairy West's overarching goals.

3. Seamless Transition Management

Transitions can be challenging, but they also present opportunities for growth. My role is to serve as a bridge between our past and future leadership, maintaining operational continuity and boosting morale. Transparent communication and proactive engagement will be key to ensuring a smooth transition.

4. Strengthening Staff and Stakeholder Engagement

Our success relies on the trust and collaboration of our staff, processors and producers. I am dedicated to fostering open communication, addressing concerns and encouraging innovation at every level of our organization. Together, we will build a culture of accountability and alignment with our mission.

5. Expanding Strategic Relationships

To truly position Dairy West as a leader in the western U.S. dairy industry, we must look beyond our current boundaries. I will focus on forging new partnerships, exploring opportunities and leveraging regional synergies to expand our market presence and influence.

A VISION FOR GROWTH

As I step into this role, I am inspired by the resilience and dedication of the farmer stakeholders and talented staff, who drive Dairy West's success. The road ahead is filled with opportunity, and I am confident that together, we will build an even brighter future for our industry.

Thank you for your trust and commitment as we navigate this exciting chapter. I look forward to working closely with each of you to inspire trust, build demand and ensure the enduring prosperity of Dairy West.

With gratitude and determination,

Jenny Nelson
Interim CEO & Strategic Advisor
Dairy West



Meet the Herd



Eric Bastian

Position: VP of Innovation Partnerships
Location: Twin Falls, Idaho
Years of Service: 8

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

A: I have passion for dairy, and I love our mission to inspire trust in dairy and build global demand for dairy products. I hope that the efforts of our organization will fulfill that mission.

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

A: When I first started at Dairy West, the BUILD Dairy Program was two years running but with little resource. Dairy West was able to provide additional resources to really kickstart the program, which in return made the program grow.

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

A: I'm looking forward to succession planning. I hope to have the opportunity to mentor someone who can take my place in running the BUILD Dairy Program.



Melinda Wolfe

Position: Manager of Training and Development
Location: Meridian, Idaho
Years of Service: 7

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

A: My two favorite things about Dairy West are the internal culture of our organization and that I get to put my skills and expertise to work on behalf of dairy farmers.

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

A: My favorite memory is being recruited to come work for Dairy West. I was so excited to not only get to move back closer to home but to continue working in the dairy industry. I'm so grateful to be here!

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

A: I'm excited about continuing to contribute to the organization through training and development, process improvement and increasing efficiencies. I hope to make my colleagues' day-to-day tasks easier!



2025 Dairy Convention

Start the new year by attending the Dairy Convention on January 8-9, 2025, in Provo, Utah. Don't miss the opportunity to hear from keynote speaker and former NBA player Thurl Bailey.



Hosted by Dairy West and the Dairy Producers of Utah, the event will feature important updates, including a presentation from dairy economics expert Sara Dorland and a panel discussion on the FARM program. Enjoy time to network with fellow farmers and indulge in our always-popular ice cream sundae social!

Scan the QR code to learn more and register. Those who register by December 13 will receive a \$150 gift card! Don't forget to book your room using the exclusive room block, also by December 13.

Meet Kim

Kim Mora joins Dairy West as vice president of marketing and communications, bringing nearly two decades of leadership experience, including seven years in executive roles and 15 years specializing in marketing, consumer technology and digital strategy. Having transformed brands across consumer-packaged goods and media, she is committed to driving innovative strategies and building impactful partnerships that strengthen the dairy industry across Idaho and Utah. A seventh-generation Idahoan with deep-rooted ties to agriculture, Kim is honored to serve the communities that shaped her. Outside of work, she enjoys the outdoors, concerts and engaging in occasional shenanigans with her husband, two daughters and extended family.



Farmer Checkoff Website

Dairy Management Inc. recently launched DairyCheckoff.com, a website dedicated to serving dairymen. This platform is a reflection of DMI's commitment to serving farmers through informative and clear communication about local and national happenings. The content on this website is tailored specifically to farmers and highlights how checkoff organizations work together to grow sales and build trust in U.S. dairy.

Product Reimbursement

These programs support 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.

Conflict Resolution Tips

Conflict resolution is a critical skill for dairy farm managers, as they often work with a diverse team of people with varying perspectives and backgrounds. Here are some practical tips to help resolve conflicts effectively on the farm:

1. Listen Actively

Take the time to listen to each person involved in the conflict. Encourage them to share their perspective without interruption. Active listening demonstrates respect and helps you understand the root cause of the issue.

2. Stay Calm and Neutral

As a manager, maintaining a calm demeanor and avoiding taking sides is essential. Approach the situation objectively and focus on finding a solution rather than assigning blame.

3. Identify the Root Cause

Conflicts often arise from miscommunication, unclear expectations or personal issues. Asking open-ended questions can help uncover the actual reasons behind the tension, which might be different from what first appears.

4. Clarify Roles and Expectations

Sometimes conflict arises from unclear job roles or responsibilities. Clearly defining and reiterating these expectations can help prevent misunderstandings. Establishing roles early on and revisiting them regularly will ensure everyone is on the same page.

5. Encourage Open Communication

Create a culture where employees feel comfortable sharing their concerns openly. When people feel heard and valued, they are more likely to work toward a solution.

6. Focus on Solutions, Not Personalities

Shift the focus away from personal grievances and toward finding a solution that benefits the team. This might involve creating new protocols, adjusting workflows or reassigning roles.

7. Set a Positive Example

As a leader, modeling respectful behavior and demonstrating how to handle disagreements professionally can set the tone for the entire team.

8. Follow Up After Resolution

After a conflict is resolved, check in with everyone involved to ensure the solution is working. This step reinforces your commitment to a positive work environment and encourages long-term harmony.

9. Invest in Team-Building Activities

Periodic team-building exercises or gatherings can improve camaraderie and prevent conflicts by building a stronger sense of unity and understanding among team members.

For questions on employee management and leadership training, reach out to Dairy West's director of industry relations Bryce Chambers at bchambers@dairywest.com.

2024 Ice Cream Festival Recap

Dairy West scooped up some fun at the 2024 Ice Cream Festival at the Utah State Fair! The festival raised an incredible \$5,681 for the Utah Food Bank, providing 2,676 meals to Utah families.

A huge 'thank you' to the amazing ice cream vendors, including Aggie Ice Cream, BYU Creamery, Creamies, FatBoy Ice Cream, Farr Better Ice Cream, Heladita Artisan Pops & Ice Cream and Smith's/Kroger for supplying delicious ice cream. Additional appreciation to the volunteers from the Utah Food Bank, Western Ag Credit, the Dairy Producers of Utah, the Utah Department of Agriculture and FFA, who helped serve over 1,000 happy ice cream lovers.



Revitalizing Retail: The Rise of Fluid Milk in Grab-and-Go Areas

In today's fast-paced world, grab-and-go sections in retail stores are becoming essential for busy consumers. Traditionally stocked with sodas, energy drinks and coffee, these areas are now seeing a shift toward healthier options, with fluid milk emerging as a strong competitor. A recent Dairy West pilot program in Idaho and Utah demonstrated the rising popularity of fluid milk in these sections, revealing its potential to capture substantial market share.

Key results:

- » Fluid milk sales increased by 300% to 600% across 14 stores in the Dairy West pilot program
- » Products ranged from pints to half gallons, demonstrating flexibility in serving different consumer needs
- » The inclusion of fluid milk offers a nutritious and affordable alternative to sugary drinks
- » Retailers benefit from increased sales and a diversified product offering
- » Fluid milk's success in grab-and-go sections positions it as a health-conscious choice for on-the-go shoppers, indicating potential future growth



High School Sports Tournaments

Dairy West's partnership with Idaho and Utah high school activities associations are ones with a long and proud history. Through these partnerships, Dairy West seeks to influence the nutritional decisions of students, coaches, parents and fans.



As part of our partnerships, Dairy West continues to provide dairy producer passes or tickets to each dairy farm, giving entrance to you and your family into state tournament events sponsored by IHSAA (tickets may not be accepted at early tournament sessions held at individual school locations). Per our contract, these are intended only for dairy farm families and their employees.

To access our electronic ticketing system and obtain your ticket(s), visit the Dairy West website or scan the QR code.

Requirements to receive tickets:

- » Include dairy name, your dairy permit number, producer name and email address
- » Tickets are limited to 20 tickets per permit per tournament session (semi-finals, finals etc.) — please note that tournament sessions vary by sport and state
- » Agree to the tournament code of conduct
- » Each pass request for family members and employees will require each of the individuals' names

If you should need assistance with our electronic ticketing system, please do not hesitate to reach out to Raylee Schoefer at 208-383-4530 or kschoefer@dairywest.com.

Annual Dairy Drive Results

The annual Dairy Drive has come to an end! Our team extends gratitude to the seven locations of Lee's Marketplace, who collectively raised over \$14,000 from August 18-31 to increase access to dairy foods in the Utah communities they serve. With matching funds from our local dairy farm families, that's \$28,000 to provide milk, cheese and yogurt to families in need.



Elevate! The Premier School Nutrition Summit

This fall, Dairy West proudly hosted Elevate! The Premier School Nutrition Summit, bringing together school nutrition directors from across Utah and Idaho for two enriching events. With conferences held in both states, the summit was designed to inspire and empower school nutrition leaders with the tools they need to drive success in their programs.

The event featured a variety of sessions designed to offer practical, actionable solutions. Topics included strategies for elevating culture within nutrition teams, using marketing to increase student engagement in meal programs and implementing Dairy West grants and resources. Attendees also participated in a hands-on workshop filled with tips and tricks for improving food photography, helping them enhance visual communication for their programs.

In addition to learning new strategies, attendees had the chance to network with fellow school nutrition directors, sharing ideas, challenges and success stories. The collaborative atmosphere allowed for rich discussions, which attendees felt gave them a renewed sense of purpose in elevating their own programs.

From Dairy West's perspective, the summit was a valuable opportunity to engage directly with school nutrition leaders, reinforcing the organization's mission



to build trust and increase demand for dairy. By fostering strong relationships and providing practical, dairy-focused solutions, Dairy West continues to position itself as a trusted partner in promoting nutritious, dairy-rich meals that support the health and well-being of students, while driving increased consumption of dairy products.

Feedback from attendees was overwhelmingly positive, with 100% of survey respondents reporting they were very or extremely satisfied with the event.

The Elevate! summit left a lasting impression, empowering school nutrition directors with new tools and ideas they can implement in their districts. As one attendee summed it up, ***"We have a great partner and ally in Dairy West."***

Dairy Discovery Day

Dairy West's health promotions team hosted a "Dairy Discovery Day" with 12 key staff members from the University of Utah. The group included respected thought leaders from medical school, community health and clinical nutrition departments, along with health faculty and nutrition associate professors. The event aimed to build trust and confidence in dairy foods and dairy farming, allowing these influential voices to deepen their understanding of dairy's role in a healthy, sustainable food system.

Mitch Hancock of Noo Sun Dairy graciously hosted the group and served as a farm tour expert. Hannah Freeze, agricultural water optimization program manager for the Utah State Department of Agriculture, joined to assist with important sustainability questions and share current on-farm practices.

As shared by one of the attendees, ***"Thank you for a meaningful and engaging event! Having representation from dairy farmers is such a wonderful way to engage with nutrition professionals. This event renewed my love and appreciation for Dairy West!"***

