

Health and Wellness

We are excited to announce that after nearly a decade, **1% flavored milk is again available to schools!** After noticing a decline in milk consumption, the USDA will allow all schools to offer 1% flavored milk beginning 2019 school year. The National Dairy Council conducted a test pilot implementation of 1% flavored milk in over 300 schools across 8 states. 58% saw an increase in milk sold. 73% of students liked 1% milk better. We are working to encourage our school nutrition directors to add 1% flavored milk back to their menus. **For more information, contact Deena Benson (dbenson@dairywest.com).**



In March we hosted **Lunch & Learn CEU** events in Utah and Idaho where health professionals learned about “Fad Diets to Intuitive Eating: Educating Clients.” Attendees rated the event highly and enjoyed the networking and education opportunity. On May 29th there’s an opportunity to learn about dairy’s role in a sustainable food system. **For more information, contact Rashel Clark (rclark@dairywest.com).**



Dairy West Hosted our first **Nourish Dialogue Dinner** in Boise where we brought together stakeholders from across the food system to better understand opportunities and how we can work together to nourish people, the planet and communities. The magnitude of engagement, passion and a desire to work together was resounding. Dairy West plans to expand this experience to other areas across our region to make connections at the local level and build a diverse network of Nourish Champions who are committed to working together.



Dairy West’s dairy farm families are passionate about their commitment to **fueling student athletes** with nutrient-rich dairy products to perform in sport and in the classroom. With the school year end near, and state tournaments wrapping up, here are some highlights from the 2018-19 high-school athletic programs:

Dairy West provided 90,196 bottles of milk at Idaho and Utah state tournaments.

- » Supported **31** Utah and Idaho state tournaments
- » **106,503** units of milk provided to high-school student athletes
- » Keynote presentations at Athletic Directors and Coaches Association Annual Conferences and provided sports nutrition resources and dairy products

Building the connection for student athletes between good nutrition and physical activity is why we work to educate the coaches, athletic directors, and administrators that influence these athletes every day. **For more information, contact Jaclyn St. John (jstjohn@dairywest.com).**

Integrated Communications

Did you know there’s a page on dairywest.com exclusively for farmers and farmer resources?

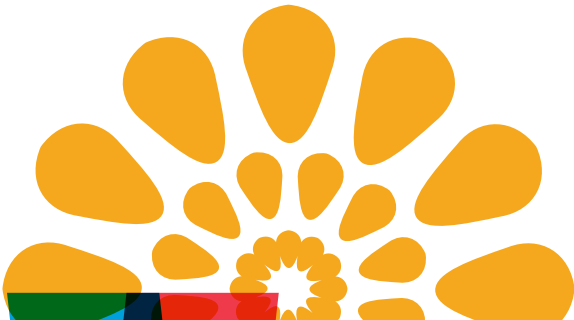
- » Looking for product reimbursement?
- » Looking for farm tour resources?
- » Want information about the Ambassador Program?
- » Did you know there’s a Dairy Farm Family scholarship?
- » Want to know when producer meetings are?

Visit www.dairywest.com/for-farmers. For more information about producer resources, contact Melinda Petersen (mpetersen@dairywest.com).



Dairy West is Social!

Are you following Dairy West on social media? If not, you’re missing out on some great content. Find us @DairyWest. Feel free to share!



CELEBRATE NATIONAL DAIRY MONTH

JUNE 1ST WORLD MILK DAY
JUNE 4TH NATIONAL CHEESE DAY
JUNE 7TH NATIONAL CHOCOLATE MILK DAY
JUNE 10TH NATIONAL BLACK COW DAY
JUNE 20TH NATIONAL VANILLA MILKSHAKE DAY & NATIONAL ICE CREAM SODA DAY

Don’t forget to share event photos and videos—use #DairyWest and #UndeniablyDairy when posting to social media.

WWW.DAIRYWEST.COM

This newsletter is also available by email – with news and videos conveniently linked!
Sign up today: <https://www.dairywest.com/for-farmers/>
Send name & address corrections to: info@dairywest.com.



PRODUCER NEWSLETTER • SPRING 2019

NOTE FROM **Karianne Fallow**
DAIRY WEST CEO



This Spring, we celebrate one year since Utah joined Dairy West. This last year has been one of exploration and growth for the combined team and we are excited about tackling the big opportunities that lie ahead of us!

In the past 12-months, we have aligned our administration and programming so that we can function effectively as one team. There have been many great practices shared across state lines and our team continues to look for ways to improve upon everything we do.

- As for our programming, here are just a few recent highlights:
- » We’ve expanded the reach of our virtual farm-to-school tours
 - » Established partner agreements for greater accountability
 - » Started work with retailers and foodservice partners to increase demand and responsible dairy sales
 - » Improved upon the foundation we built with the Western Dairy Research Center
 - » Created some unique partnerships with processors to improve sales in the dairy category
 - » Made new relationships with school districts so that we can work more closely with those influencers
 - » Hosted Nourish Dialogue Dinners with key leaders to learn about their needs so we might be more responsive
 - » Hired new staff to strengthen relationships and opportunities across the region

This work is just beginning, and we are all excited about the future. The team is working hard to implement an aggressive strategy that meets the ever-changing needs of our audiences, and we are committed to delivering value back to our farmer investors.

In-district visits will take place this summer, and I encourage you to engage with us during those opportunities. We will plan to open the discussion so that you can have your questions about checkoff answered. See you there!

OUR MISSION

Inspire trust in dairy farming and dairy products and build demand for dairy products around the world.

- » Connect consumers with dairy farm families and the quality products they produce every day
- » Position the dairy community to be influential in driving health and nutrition-related initiatives
- » Be a valued, relevant partner in the supply chain through innovation in processing, marketing and research

DAIRY WEST BOARD MEMBERS

- Winfield Anderson – Blackfoot, ID
Steve Ballard – Gooding, ID
John Brubaker – Buhl, ID
Chace Fullmer – Sigurd, UT
Dan Gilbert – Blackfoot, ID
Jeff Hardy – Brigham City, UT
Clint Jackson – Meridian, ID
Tom Kasper – Melba, ID
Matt Leak – Cornish, UT
Mike Siegersma – Nampa, ID
Josh Webb – Declo, ID
Pete Wiersma – Buhl, ID

2019 FUSION Conference

This year’s FUSION conference, in conjunction with Utah Farm Bureau, took place February 6-8 in St. George, UT. The meeting seeks to celebrate and inform Utah’s agriculture community while developing leadership skills for the future through programming and a trade show.

We heard great feedback about Sara Dorland’s session on the dairy economy, the checkoff 101 panel discussion, and the communications training sponsored by the Dairy Women. We are already planning for 2020 (January 29-31) with programming based on your suggestions to offer more dairy-specific sessions and include topics and speakers that you feel will be most relevant.

If you have comments, suggestions, or questions about FUSION, please reach out to Kristi Spence (kspence@dairywest.com).



Congratulations to Pappy’s Farm and NooSun Dairy, recipients of Utah Department of Agriculture’s most 100% inspections awards.

Thank You Becky!

Becky Low has been a true champion of dairy for the past 20 years. The relationships she has forged with all of you, with schools and health professionals across the state, and with KSL viewers has left a powerful legacy. Becky retired from her work with the Utah Dairy Commission on April 30th. During her tenure, she pioneered the innovative concept of virtual farm tours and became a household name, synonymous with dairy.



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New Staff Working for You

Meet Deena Benson. Deena brings great experience in the school foodservice arena and has relationships with a variety of Utah schools. Additionally, she has experience in coordinating and planning programs and events, working with vendors, and marketing nutrition programs. Deena is on our health & wellness team and based in the Draper office.



Meet Ann Lokuta. Ann is a Registered Dietitian and has a master’s of public health degree. Ann comes to us with a diverse background of experience in public health, the food retail industry, workplace well-being programs and health communications. Ann is on our health & wellness team and based in the Draper office.



Meet Chris Bronson. Chris comes to us from the Idaho Press-Tribune. Prior to coming to Idaho, Chris was a staff photographer at the Manhattan Mercury newspaper in Manhattan, Kansas. He went to the University of Kansas — and graduated with a BFA in design with concentration in photo media. Chris is on our integrated communications team and based in the Draper office.



JUNE IS DAIRY MONTH

Your Dairy West staff will be:

- » Coordinating dairy tours for the public at Bateman’s Mosida Farms in Elberta, UT (June 8)
- » Supporting Albertson’s Moo Bucks campaign to benefit the Idaho Food Bank
- » Connecting chefs, dairy buyers, grocers, restaurateurs, food bloggers and more back to the farm with a dairy farm and winery tour followed by a wine and cheese pairing
- » Organizing a Dairy Growth Summit where we will bring together dairy processors and leaders in economic/business development to identify opportunities for future growth of the dairy industry



- » Celebrating the importance and impact of the dairy community at Magic Valley Dairy Days (June 15)
- » Representing dairy farm families among school nutrition professionals at annual conferences

How will YOU be promoting dairy during the month of June? Don’t forget to share event photos and videos — use #DairyWest and #UndeniablyDairy when posting to social media.



Call for Nominations

The Idaho Dairy Hall of Fame Award characterizes an individual who possesses the qualities of a successful dairy producer, who has worked for the betterment of the dairy industry at the local, state, and national levels and who is committed to their community as well. The honor is awarded annually at the Dairy West Annual Meeting in November.

Qualified nominees are current or past (retired or deceased) Idaho dairy producers who have made significant contributions to the long-term prosperity of the industry. There are no restrictions on district, size of dairy or other production practices. The nomination form can be found at www.dairywest.com/for-farmers. For more information contact Shawna Hagerty (shagerty@dairywest.com).

Are you reading this newsletter? Prove it! Email the secret password “Moo Crew” to mpetersen@dairywest.com and we’ll mail you a prize (Hint: we’ll need your shirt size). Be sure to include your name, dairy name and shipping address.

Welcome Ambassador Class of 2019



Tyler Hyink, William Bokma Dairy, Twin Falls, ID

Alex Veenhouwer, Veenhouwer Family Dairy, Jerome, ID

Mitch Hancock, NooSun Dairy, Corinne, UT

Siska Reece, Mooriah Dairy, Melba, ID

Kallan Rex, P BAR S Dairy, Malta, ID

Jarom Nelson, Triple Peaks Jerseys, Brigham City, UT

Kaleb Bateman, Bateman’s Mosida Farms, Elberta, UT

Nikelle Villalobos, Lehman Farms, Aberdeen, ID

Innovation Partnerships

The BUILD Dairy Annual Meeting was May 21-22 on the campus of Utah State University. Students presented current dairy research and connected with dairy processors in our region. For more information, contact Eric Bastian (ebastian@dairywest.com).



Darigold presented their business plan to drive incremental dairy exports to board members recently. The Checkoff, nationally and locally, is supporting Darigold’s efforts through a three-year U.S. dairy export-focused partnership. Dairy West and DMI are providing funding support.

Ballard Cheese (Idaho) and Beehive Cheese (Utah) showcased their artisan cheeses at the Northwest Food Show in Portland. This event provides opportunity for networking with buyers, chefs, restaurants and distributors to move more product into the Oregon and Washington foodservice space.



GROWING SALES

short- and long-term



TOTAL DAIRY SALES

↑ **2.2%** **IN 2018**
(THRU NOVEMBER)

compared to 2017. Primary sales drivers were domestic cheese and butter sales, along with exports of U.S. dairy.

PARTNERS




Checkoff's partnership with Pizza Hut branched outside the U.S.,

GROWING U.S. CHEESE SALES BY NEARLY

30% at Pizza Hut Asia Pacific locations.

Marketing includes "made with U.S. cheese" TV advertising to global consumers.



Fluid milk sales at foodservice restaurants remain a bright spot. Milk offered through coffees and other specialty beverages

GREW 2%

McDonald's has averaged



3.2% ANNUAL GROWTH IN DAIRY SALES

over the 10-year partnership with the Checkoff. Successes include: McCafe relaunch, adding Yoplait® GO-GURT® Yogurt and transitioning to real butter.

FLUID MILK

Over the last 4 years,

MILK COMPANY PARTNERS HAVE INVESTED MORE THAN \$700M

in new and upgraded plants to offer new products, and nearly doubled their investment in advertising.

2019 new product launches will focus on

VALUE-ADDED DAIRY

including protein and flavored options, with new products from Darigold, Kroger, Dairy Farmers of America, and Shamrock, among others.



DAIRY EXPORTS

In 2018 (thru November), U.S. Dairy exports represented nearly

16% OF TOTAL PRODUCTION.

International demand for cheese, butter and milk powders is strong.



BUILDING TRUST



Bringing the industry together to advance farmers' – and dairy's – priorities to grow trust and sales, representing 98% of the U.S. milk supply.

Representing nearly 70% of the U.S. milk supply, the

U.S. DAIRY STEWARDSHIP COMMITMENT

demonstrates to customers, consumers and the global community that U.S. dairy stands united in our commitment to animal care and environmental stewardship.



Dairy Nourishes NETWORK

NDC launched the **DAIRY NOURISHES NETWORK** to engage and educate health and wellness professionals about the benefits of dairy.

NDC collaborates with dairy research centers, major universities, government and non-governmental agencies and other leading scientific and health organizations to conduct leading-edge research, resulting in

47 PUBLISHED RESEARCH PAPERS IN 2017.



UNDENIABLY DAIRY

300+ companies participating including – dairy co-ops, manufacturers, and foodservice leaders.

In 2018, Undenably Dairy invested \$5 million in paid media, generating

100M VIDEO VIEWS and nearly **460M IMPRESSIONS**

To compare: a single Super Bowl LIII ad cost \$5.2 million and generated 98 million views for a single-time opportunity.

Working together with milk companies and Milk Processor Education Program (MilkPEP) in 2019, we will

“SHARE WHAT’S REAL”

and remind people the role dairy plays in the real moments of life.

milk life®

Updated Spring 2019

YOUTH WELLNESS

Fuel Up to Play 60 helped increase school breakfast participation,

INCREASING MILK USE BY 1.2B LBS SINCE 2010.

Our partnership with Discovery Education

INCREASED POSITIVE PERCEPTIONS OF FARMERS

by introducing 2 million students to farming through virtual tours.

In 2018, GENYOUth partners helped place 104 breakfast carts in schools, increasing access to

10M SCHOOL BREAKFAST MEALS ANNUALLY.

