

CONSUMER OUTREACH

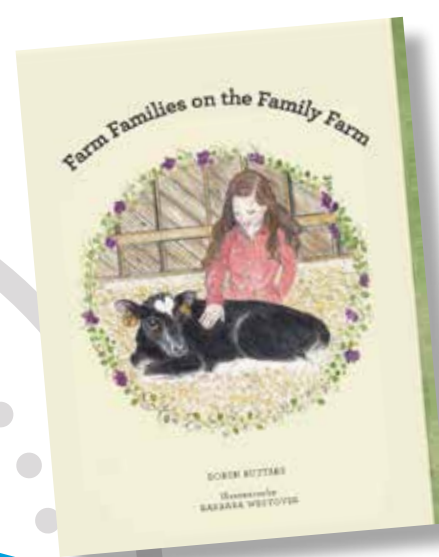
## Farm Families on the Family Farm

Dairy West partnered with Utah dairy farmers Robyn Buttars and Barbara Westover to author and illustrate a children's book.

The story highlights the generational ties of the dairy community and includes a page that shares dairy key messages and facts.

This book will be made available to parents and teachers who attend farm tours (either virtually or in-person), through Idaho and Utah Ag in the Classroom and through other strategic partnerships.

While we have limited printed copies, we have reserved one copy for each dairy farm in Idaho and Utah. If you would like yours, please contact Lacey Papageorge (lpapageorge@dairywest.com) or Melinda Wolfe (mwolfe@dairywest.com).



PRODUCER OUTREACH

## The Launch of Producer Lunch & Learns

You asked and we answered! Dairy West hosted our first Lunch & Learn for producers on March 5 covering dairy foods nutrition. "Lunch and Learns" are informal, voluntary presentations or training sessions that take place during lunch.



We will provide more of these webinars over the coming year. Producers can participate without leaving the comfort of your kitchen, office, or tractor. Topics may include dairy foods nutrition, hosting farm tours, dairy exports, on-farm crisis preparation, checkoff basics, and more. Or send us your suggestion!

Notifications and recordings of these webinars come through email only. If you're not receiving emails from Dairy West, you can sign up at dairywest.com/for-farmers. While you're there, check out our other producer programs and resources.

Questions? Contact Melinda Wolfe (mwolfe@dairywest.com).

## Sign Up for the Producer e-Communications

Producers who receive our email communications receive more timely news and updates — especially during times of crisis — in addition to issue alerts, invitations to Dairy West events, and special announcements.



Sign up to receive our monthly e-communications at dairywest.com/for-farmers. Or email Melinda Wolfe (mwolfe@dairywest.com). Much of our outreach is done by email only so don't miss out!

For every new email sign-up we receive through April 30, we will send you a Dairy West hat.



743 North Touchmark Avenue  
Meridian, ID 83642

Send name and address corrections to:  
mwolfe@dairywest.com

## Pioneers by Nature

### 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
- Tom Kasper – Melba, ID
- Matt Leak – Cornish, UT
- Mike Siegersma – Nampa, ID
- Josh Webb – Declo, ID
- Pete Wiersma – Buhl, ID

### EVENTS AND DATES TO NOTE

*Depending on guidance from authorities, events may be cancelled or adjusted.*

- APRIL NATIONAL GRILLED CHEESE MONTH
- MAY 12 AMBASSADOR TRAINING, TWIN FALLS
- MAY 12-13 BOARD MEETINGS, TWIN FALLS
- MAY 27-29 BUILD DAIRY ANNUAL MEETING, BOISE
- JUNE NATIONAL DAIRY MONTH
- JUNE 1 WORLD MILK DAY



### NOTE FROM Karianne Fallow DAIRY WEST CEO



This first issue of the Dairy West producer newsletter comes to you at an interesting time. Volatility in markets, commodity trading, global logistics, school and business closures and human healthcare will certainly have an effect on all of us in some way. As we work to navigate this uncertainty, your checkoff team, nationally and locally, has been identifying ways in which to support partners on initiatives that positively benefit consumers and their reliance on dairy. Specifically:

- » Our health & wellness team is working closely with school districts across both states to ensure access to proper equipment for milk to continue being a part of meals being offered during our region's school closures.
- » We are working with local food banks to ensure access to dairy foods for the food insecure.
- » Our communications team is offering live virtual farm tours to the public and local schools to keep school-aged kids engaged and learning while at home.
- » National staff are working to secure container space to keep the US Dairy Export market as strong as possible.
- » We have a strong and coordinated approach nationally with our dairy industry partners through the Dairy Crisis Management Team.

In addition to the work outlined above, being done specifically to address our current pandemic, your Dairy West team continues to work on your behalf to preserve, protect and enhance dairy's market position by:

- » Refining our work with health professionals so that doctors, physicians, nurses and others have a valuable view of dairy in the diet.
- » Innovating the way we provide milk to high school and college athletes in our region.
- » Working with partners to position dairy as a solution for environmental stewardship.
- » Forging new and innovative relationships with processors, retailers and foodservice providers to move more dairy.
- » Creating new and innovative partnerships with school districts and major health systems in our region.

Enjoy this first paper newsletter of the year. I also hope you are receiving our new monthly e-newsletter to keep you regularly updated on the activities of your checkoff investment. If you are not receiving these email communications, please notify Melinda Wolfe (mwolfe@dairywest.com). We want you to have access to all of our resources and to remain fully informed.

*Karianne Fallow*  
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.

## 2020 FUSION Conference

On January 30 & 31, farmers, vendors, and guests converged on St. George, UT to attend the 2020 FUSION Conference. Utah Farm Bureau and Dairy West partnered to host this family-friendly, two-day event to unite all agriculture leaders together as ambassadors for the industry.

The conference included a banquet for dairy producers where we recognized outstanding industry achievements.

Additionally, Utah processors nominate producers each year for the Milk Quality Award. The following farms were also recognized for their commitment to quality.

Pictured:

- » Riverview Dairy, Inc – Amalga, UT
- » Pappy's Farms – Ogden, UT

Not pictured:

- » Lewtah Holsteins – Lewiston, UT
- » Bill & Wayne Penrod Dairy – Genola, UT
- » Zaugg Jersey Farms – Lewiston, UT



2020 Telling Your Story Award: Andrea Gibson, Gibson Green Acres, Ogden, UT



2020 Utah Milk Quality Awards



Hear the stories behind these awards on our Dairy West YouTube channel.



2020 Dairy Hall of Fame: Gordon Roberts, Roberts Dairy, Beaver, UT



INNOVATION PARTNERSHIPS

## Retail and Restaurant Activations

We are working to partner with Nabisco and Albertson's to offer discounted milk when customers purchase 3 family size packages of Oreo cookies. We will be tracking dairy sales around this promotion to identify future opportunities with other retailers like Walmart and WinCo.

Beginning in June, we are partnering with pizza restaurants such as Boston Pizza, Z Pizza and Smoky Mountain Pizza to make the farm to table connection. Pizza boxes and

table toppers as well as social media contests will share local farmer stories to connect store patrons with the families who produce the cheese on their pizza.



INNOVATION PARTNERSHIPS

## Lactose-free Milk Outpacing Plant-based Beverages

In 2019, lactose-free milk sales grew twice as fast as sales of plant-based beverages, with lactose-free poised to surpass almond-beverage sales this year. Lactose-free is a prime example of how dairy is addressing per-capita drops in fluid-milk consumption. [Read more at www.dairyfoods.com.](http://www.dairyfoods.com)

	2019 SALES	2018 SALES	VOLUME GROWTH 2018/19	YR OVER YR GROWTH 2018/19
LACTOSE-FREE MILK	\$1400	\$1250	+\$149	11.9%
TOTAL PLANT-BASED	\$2036	\$1930	+\$106	5.5%
ALMOND BEVERAGES	\$1416	\$1339	+\$77	5.7%
PLANT-BASED BEVERAGES	\$ 620	\$ 591	+\$ 29	4.9%

CONSUMER OUTREACH

## Unbottled is Unbottled!

In November, we launched our new consumer-facing brand, Unbottled. Unbottled captures how dairy can help everyone unbottle their own inner greatness. It's an inspirational, local dairy voice that builds emotional connections through storytelling and experiences for curious people from our farms to their table to give permission to be the best version of themselves in an era craving real food and simplicity.

Our first video targeted parents in Utah and Idaho and performed extremely well with strong video views and 3x average engagement rates. Our second video, targeting people who care about health and fitness, is also showing strong performance.



The Unbottled website will launch by the end of March, centered around "Your Questions Unbottled" designed to offer authentic responses to common dairy-related questions. Future videos will center around what is relevant to today's consumer and target key audiences that will help us achieve the greatest impact. [Visit www.unbottled.com for more information.](http://www.unbottled.com)

INDUSTRY OUTREACH

## Sustainable Nutrition

This April, the entire U.S. Dairy supply chain will make a commitment to be a solution to rising environmental challenges and join a growing movement of companies and countries who have made long-term goals around environmental stewardship. Specifically, US Dairy is committing to: "By 2050, U.S. dairy collectively (field + farm + processor) commits to become carbon neutral or better, optimize water use and improve water quality."

Dairy has been a long-time leader in sustainability and many of the practices you currently employ on your operations already contribute positively to the environment. Stepping up formally, now, to be part of this conversation is critical to the continued success of our industry.

Given our current unrest around COVID-19, we plan to wait until this Fall to make a large consumer-facing announcement that will serve to both recognize and celebrate dairy's long-standing commitment to sustainable nutrition and our pledge to a sustainable future.

While there remain uncertainties about how measurements will be taken, what factors will be

considered, and how this will impact you directly, Dairy West is working closely with the Idaho Dairymen's Association (IDA) to ensure that your questions are raised and that the practices of western-style dairies are well-represented as the conversation continues. IDA serves as an active member of the Innovation Center's environmental stewardship committee where they can articulate our region's questions and work toward practices that ensure the best possible alignment between what is feasible on the farm and the aspirational nature of the goals. Success in this effort depends on collective support, productive dialogue, and true collaboration; please reach out to us if you have questions or concerns.

*Stepping up formally, now, to be part of this conversation is critical to the continued success of our industry.*

COMMUNITY PARTNERSHIPS

## Chocolate Milk redirected to Utah Food Bank

With Utah high school activities and athletics suspended for the foreseeable future, Dairy West donated a pallet of UHT chocolate milk, ear-marked for Utah high school state tournaments, to Utah Food Bank. Milk and dairy, valuable sources of nutrition, are one of the most requested yet least donated items at food banks.

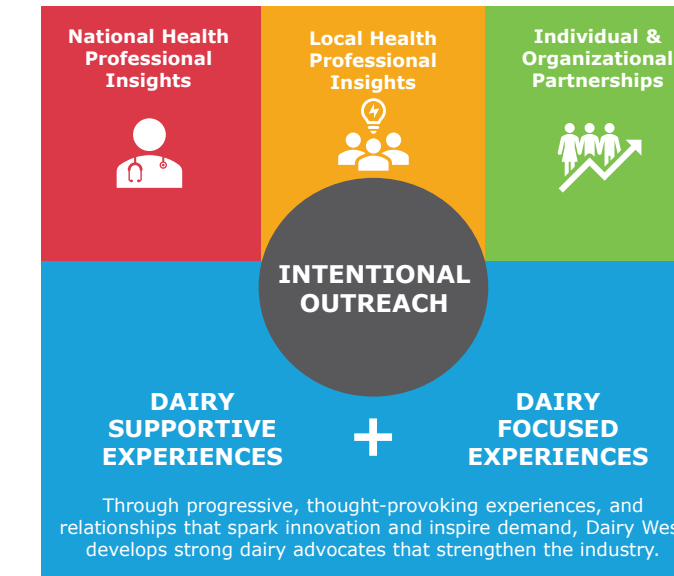


HEALTH & WELLNESS OUTREACH

## Engaging with Health Professionals

Health professionals are commonly cited as one of the top resources for health and nutrition information by consumers. They have the potential to strongly impact the food choices of their patients, family, friends, and the communities that they serve. Dairy West is committed to being a trusted resource and partner for health professionals across our region, ensuring that they have the most current, cutting edge, and evidence-based information on dairy and general nutrition to share.

Our 2020 outreach strategy for health professional uses insights from local and nationwide health professionals (HPs), and leverages partnerships to develop an intentional outreach plan. This plan provides HPs progressive, thought-provoking experiences to inspire trust and demand in dairy. Some of these experiences will be dairy-supportive, meaning they address broader topics which support dairy's role in sustainable nutrition, while others will be dairy-focused that provide education specifically on dairy nutrition, research, and more.



If you have any questions about our plans for engaging with HPs or ideas you'd like to share, email [Ann Lokuta, alokuta@dairywest.com](mailto:Ann.Lokuta@dairywest.com).



HEALTH & WELLNESS OUTREACH

## Farm to Table with Future Dietitians

The Dairy West Health and Wellness Team coordinated a farm to table tour for twenty-five nutrition students from Utah State University. Starting at USU Caine Dairy where they were able to see how robotic milkers are just one way technology is used on dairy farms today, the tour wrapped up at Aggie Creamery which uses milk from Caine Dairy to make cheese and ice cream.

Your Health & Wellness team coordinates farm tours with the nutrition programs at Universities across Idaho and Utah to build future dietitians' trust in dairy farming and dairy products. Last year, 54% of these students had never been on a farm and 92% reported their feelings toward dairy farming were more positive after the tour.

Thank you to all our farmers and processors who help provide these experiences. They make a difference!

*"I'm definitely guilty of letting the media mold an unfair bias against dairy, but after the tour (and published research), I no longer hold that bias," said one student.*

## Your Vote Counts!

Elections will be taking place this Spring for the Idaho Dairy Products Commission and Utah Dairy Commission Boards.

In Idaho, those up for re-election include:

- District I (SW Idaho) Tom Kasper
- District II (Magic Valley) John Brubaker
- District III (E. Idaho) Kim Korn

In Utah, incumbents up for re-election include:

- District 1 (No. Cache County) Matt Leak
- District 8 (Millard, Beaver, Iron and Washington Counties) David Roberts

If you live in one of these districts and would like to put your name on the ballot, please contact [Karianne Fallow \(kfallow@dairywest.com\)](mailto:Kfallow@dairywest.com).

## Recognizing our Veterans

At Dairy West, we deeply respect the men and women who serve our country. We would love to recognize those individuals at appropriate times throughout the year.

Are you or an immediate family member (wife/husband, son/daughter) a current military service member or veteran? If you would like to share, please email [Melinda Wolfe at mwolfe@dairywest.com](mailto:Melinda.Wolfe@dairywest.com) with the branch of service, years served, and where you served. We look forward to hearing your honorable story. You are greatly appreciated!



WELCOME

## New Staff Working for You

**Meet Martin Caniza.** Martin recently joined the Dairy West Team as a Health and Wellness Coordinator. He has a Bachelors in Dietetics and a Masters in Nutrition and Integrative Physiology. He comes to us from the University of Utah where he served as a sports dietitian. Martin will focus on our partnerships with high school sports in addition to partner engagement and promotion activities related to health and wellness. He is based in our Draper, UT office. [Contact Martin at mcaniza@dairywest.com.](mailto:Martin.Caniza@dairywest.com)



**Meet Liz Miles.**

Liz recently joined the Dairy West Team as Innovation Partnerships Manager. She comes to us from Albertsons manufacturing sales where she worked on retail sales as well as outsides sales. Prior to Albertsons, she spent six years in the Oklahoma National Guard and worked full time in the ORC and Norman Armories as Alpha Company 700 BSB Supply NCO as well as part time Honor Guard for Military Funerals. She graduated from Boise State with a Bachelors degree in Multidisciplinary Studies and a minor in Business. Liz will focus on retail, food service, and hunger partnerships for Dairy West. She is based in our Meridian office. [Contact Liz at l miles@dairywest.com.](mailto:Liz.Miles@dairywest.com)

