

Sign Up for
Producer Emails

Do you want to receive more timely news, announcements, invitations and updates from Dairy West? Then sign up to receive our emails 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, we will send you your choice of a Dairy West hat plus links the the past few issues of the e-newsletter.



www.dairywest.com/for-farmers

- » Get reimbursed for dairy products
- » Get information about our Ambassador Program
- » Request farm tour goodies and nutrition education materials
- » Request nutrition and dairy education materials
- » Read past newsletters and sign up for emails
- » Learn of upcoming meetings and conferences

For more information about producer programs and resources, contact Lacey Papageorge (lpapageorge@dairywest.com) or Melinda Wolfe (mwolfe@dairywest.com).

Education and Training for Farmers

You asked for training and learning opportunities from us and we're answering! Dairy West hosted and co-hosted four Producer Lunch & Learns over the last few months with plans to host two more.

- March 5 Dairy Foods Nutrition 101
- April 30 Open Mic with Dairy West Leadership
- June 5 What to do When Activists Attack and Other Social Media Tips
- July 8 Media Skills for Farmers



"Lunch and Learns" are informal, voluntary presentations or training sessions that take place during lunch. You can participate without leaving the comfort of your kitchen, office, or tractor. 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.

Our next Producer Lunch & Learn will be early August. Questions? Topic suggestions? Contact Melinda Wolfe (mwolfe@dairywest.com).



743 North Touchmark Avenue
Meridian, ID 83642

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

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 Rasper – 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.

- JULY NATIONAL ICE CREAM MONTH
- JULY 21-22 WEBER COUNTY DAIRY DAYS OGDEN, UT
- JULY 28 AMBASSADOR TRAINING, LOGAN, UT
- JULY 29-30 BOARD MEETINGS, LOGAN, UT
- AUGUST 17-20 DAIRY WEST AREA MEETINGS
- AUGUST 31 DEADLINE TO SUBMIT IDAHO DAIRY HALL OF FAME NOMINATIONS
- SEPTEMBER HUNGER ACTION MONTH
- NOVEMBER 11-12 DAIRY WEST ANNUAL MEETING BOISE, ID



PRODUCER NEWSLETTER • SECOND QUARTER 2020

NOTE FROM
Karianne Fallow
DAIRY WEST CEO



It's hard to believe that it's been nearly 120 days since the first stay-at-home orders were issued in our region as a result of the COVID-19 pandemic. Yet, your Dairy West team has done so much to provide relief for farmers, school foodservice professionals and our communities. Instead of limiting our productivity, this situation has inspired our team to develop deeper, more meaningful relationships that set us up as a reliable leader well into the future.

First, upon the closure of schools, our team jumped into action to provide much needed equipment for school foodservice professionals to serve meals and continue getting essential dairy foods to students and families without access. As it turns out, the speed at which we were able to provide aid has resulted in significantly improved relationships with school professionals that will last well beyond this pandemic.

Secondly, Dairy West created and launched the Curds + Kindness initiative, designed to keep milk from being disposed by moving it to plants with excess capacity. Once finished product was available (cheese, curd, butter and yogurt), we were able to distribute it through our foodbank feeding systems in the region. The distribution took place with Curds + Kindness branded trucks and became a popular program at feeding sites throughout Idaho and Utah. It was so popular that we had a number of companies and individuals offer financial support to keep it going!

The second phase of Curds + Kindness focused on providing fresh food and cheese curd to frontline workers as a way to say thank you for their commitment and hard work. This effort was possible due to the collaboration among regional processors and industry partners who stepped up in a big way when farmers and communities needed support the most. You can read more about Curds + Kindness in this month's insert.

We received tremendous media coverage on the entirety of the emergency relief program and think that it will serve as a model going forward as an example of how Dairy West can serve as a catalyzing force in our region.

Finally, the Idaho and Utah Foodbanks have been overwhelmed with new clients and demands, including the distribution of the Farmers to Families food box program issued by the USDA. Dairy West, on behalf of farmers across the region, has been working closely with our foodbank partners to help them distribute dairy products, through our Curds + Kindness program and in other ways.

All of the work we've done in emergency response to the pandemic is a reflection of our core values (trust, action and stewardship) and the bold leadership of our farmer boards. We acted quickly, made a big impact and attracted national attention. It's just the reason that Dairy West has a reputation of thinking big and acting courageously!

Thank you for your ongoing support!

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

Export Market Research

Working with a cohort of University of Idaho Ag Economics students, Dairy West is helping our regional processing community identify international market opportunities for Idaho and Utah dairy products. Exports and global demand are critical for the dairy community in our region. For more information, contact Jenn Nelson (jnelson@dairywest.com).



For export news and information on U.S. Dairy nationally, visit the U.S. Dairy Export Council website. USDEC is a checkoff funded organization.

Retail Dairy Case Signage

Provided by Dairy West, multiple retailers in the region have hung clings on dairy case doors to show support of local farmers and dairy products. In addition, through June, Albertsons and Jackson's Food Stores hung shelf clips promoting National Dairy Month.

The team is working hard to get more of these point-of-sale signs in retail and c-store locations.

For more information, contact Liz Miles (lmiles@dairywest.com).



Food Supply Chain Crucial During COVID-19

From dairy sales data to national and regional insights, our Innovation Partnerships Team has been connecting regularly with our partners, keeping them up to date with support information and resources.

- » Ensuring limits on retail dairy purchases are lifted — plus signage to promote purchase
- » Coordinating Curds + Kindness with food bank feeding sites
- » Providing sales and export insights, research, reports, expertise
- » Convening the dairy supply chain to keep lines of communication open and identify areas of opportunity
- » Helping to facilitate the regional implementation of USDA's food Box Program
- » Activating our allied partners who have reached out to support the industry

For more information, contact Jenn Nelson (jnelsons@dairywest.com).



INSPIRING TRUST. BUILDING DEMAND.

Virtual Outreach has Been Vital

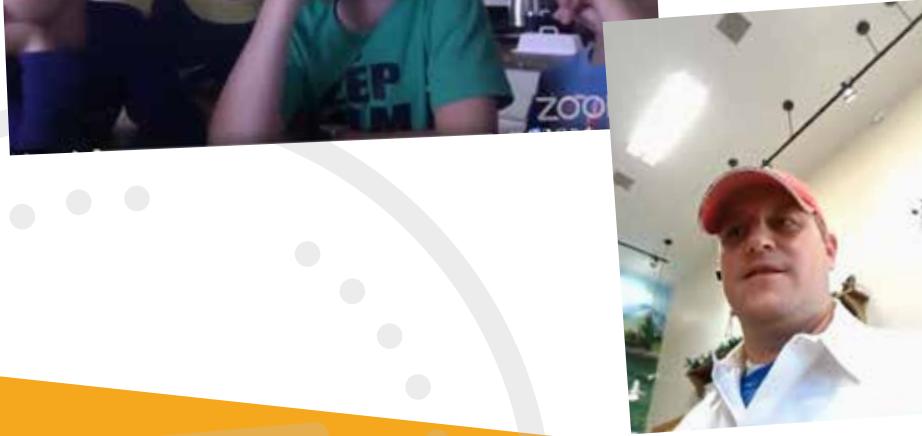
Stay-at-home orders provided an opportunity to take our virtual outreach to the next level with consumers, health professionals, schools, thought leaders, and more. And it's been overwhelmingly successful for us!

VIRTUAL FARM TO TABLE LEARNING SERIES

Fortunately, we have loads of experience hosting virtual farm tours. While our primary audience for these had been schools, we quickly and easily pivoted to make virtual tours available to all our audiences. Together, with the following Idaho and Utah dairy farmers, we were able to connect people with dairy farms and farmers to learn how dairy is responsibly produced, locally sourced, safe, and nutritious. One farmer even demonstrated butter-making!

Thank you to the following for making these so successful!

Deb Easterday-Reeves, Buhl, ID
Lacey Papageorge, Ogden, UT
Mitch Hancock, Corrinne, UT
John Nederend, Homedale, ID
Siska Reece, Melba, ID
Josh Webb, Declo, ID



Find many of these tours/demonstrations on our **Unbottled Facebook page**. If you're interested in hosting a **virtual tour of your dairy**, contact **Lacey Papageorge** (lpapageorge@dairywest.com) or **Melinda Wolfe** (mwolfe@dairywest.com). We provide the training, the tips, and the technology. You provide the farm, the cows, and the expertise.



VIRTUAL LEARNING SERIES FOR HEALTH PROFESSIONALS

Dairy West's first-ever Virtual Learning Series for health professionals (HPs) consisted of six weekly webinars through April/May. Each recorded webinar had an average of 90 HPs listening in as guest speakers covered a variety of topics.

Feedback on the series was overwhelmingly positive! 99% of respondents said they would recommend a Dairy West webinar to a friend or colleague and 92% of people reported that they felt positive or very positive towards dairy afterward. As a result of this series, we're now planning monthly continuing education webinars for health professionals.

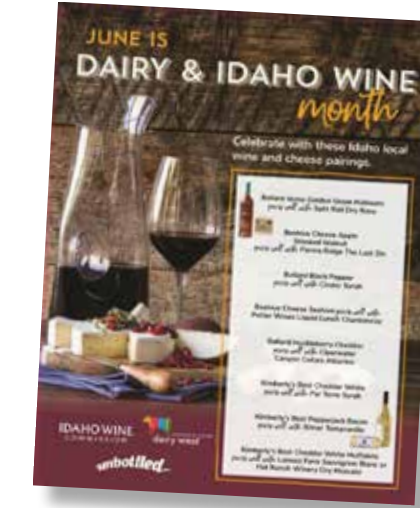
"Thank you to dairy farmers for supporting this profession and providing information for all."

VIRTUAL BUILD DAIRY ANNUAL MEETING

Led by Dairy West's Eric Bastian (ebastian@dairywest.com), BUILD Dairy is a program that connects universities, processors, and organizations to foster the growth of the dairy food industry in the west. Through research and innovation, the program develops a broader network of technically trained, knowledgeable professionals and leaders. Research projects are funded jointly by Dairy West and regional processors and dairy companies.

The BUILD Dairy Annual meeting brings together professors, researchers, students and dairy food companies and organizations in the western region. This year, nearly 150 people joined virtually to hear research updates from 43 current students. Finally, BUILD Dairy is getting a new look! Re-branding efforts will not only focus on a new logo but include efforts to boost the programs awareness and impact across the region.

BU!LD DAIRY



VIRTUAL CHEESE + WINE PAIRINGS

Dairy West partnered with Albertsons and the Idaho Wine Commission to host virtual "Happy Hours" each Friday through June. Wine connoisseurs and cheese mongers paired local wines and regional cheese from Idaho and Utah. Find these videos on the Unbottled Facebook page!

We're working on many initiatives in retail, restaurant, and hunger areas. For more information, contact Liz Miles (lmiles@dairywest.com).



Cookies + Milk

Each year Dairy West supports the Girl Scouts of Silver Sage in their Cookies from the Heart campaign. For every box of cookies purchased or donated, Dairy West makes a one-dollar donation to the Idaho Foodbank to purchase dairy products.

This year, despite obvious challenges, Girl Scouts troops sold 6,650 boxes of cookies! Dairy West celebrated the efforts of top performing troops with a Curds + Kindness lunch and presented the Idaho Foodbank with a \$6,650 donation.

National Dairy Council Partners with Dairy West

Dairy West has been chosen to pilot a new Center of Excellence Collaboration with National Dairy Council. Leveraging our expertise in fitness nutrition outreach, Heidi Martin will co-lead the national Fitness Professional Strategy which will be implemented by the Dairy West's team of sport nutrition specialists: Jaclyn St. John and Martin Caniza. Jaclyn and Martin will manage NDC's relationships and activations with 1) American College of Sports Medicine, 2) National Strength and Conditioning Association and 3) Collegiate and Professionals Sports Dietetics Association. In addition, they will create presentations and other content to engage and educate fitness professionals on dairy's contributions to health and sustainable food systems.

For more information, contact Jaclyn St. John (jstjohn@dairywest.com).



Unbottled Comes to Life through Health & Wellness

Dairy West's consumer-facing brand, Unbottled, is being utilized in a variety of ways in Health and Wellness. Our continuing education workshops for Health Professionals utilize the Unbottled brand on marketing materials, presentation slides, and educational handouts.

Starting this school year, we will use Unbottled in school cafeterias on foodservice equipment along with messages that encourage consuming nutrient rich foods, including dairy products. **For more information, contact Deena Benson** (dbenson@dairywest.com).



You will also start seeing Unbottled at sponsored High School state tournaments. At these tournaments, the Unbottled brand will be paired with one of our key sports nutrition messages to help educate fans and athletes on the value of Fueling their Greatness with dairy. **For more information, contact Jaclyn St. John** (jstjohn@dairywest.com).

A Farmer, Scientist & Dietitian Walk into a Barn

Dairy West hosted our first ever virtual farm tour specifically for health professionals – with a twist. In addition to virtually visiting Matt Leak's dairy (Cornish, UT) to engage directly with a farmer, attendees learned more about the health benefits and research around dairy from our very own scientist and dietitians, Eric Bastian, Rashel Clark, and Ann Lokuta.



School Lunch Heroes

Overnight, COVID-19 shifted schools to online learning. This left a significant need for kids who depend on school meals, and our amazing child nutrition professionals stepped up as superheroes! They adjusted menus, serving models, staffing and more.

Dairy West supported – and continues to support – these ever-changing serving methods. We've granted food service equipment to 142 school districts at 980 serving sites across Idaho and Utah. This equipment has helped serve 1.75 million meals weekly – all including milk as well as a variety of other dairy products.

School Directors have expressed gratitude for the impact farmers are making in their programs.

"All these donations help tremendously with our school. We are loving the support of those around us. A HUGE thank you to all the Dairy Farmers and their families!!!"

Through summer, as part of Curds + Kindness in partnership with Chobani, we will be donating yogurt to school district summer feeding sites to help offset financial burdens while providing high quality dairy. For more information, contact Deena Benson (dbenson@dairywest.com).



This panel of experts structure was very well received and we're looking forward to offering more virtual tours that connect the farm with science and health. **For more information, contact Ann Lokuta** (alokuta@dairywest.com).



On April 27, Dairy West launched Curds + Kindness in response to the COVID-19 pandemic and resulting imbalance in our regional milk supply. The initiative was designed as a region-wide collaborative approach to both support dairy farmers by saving milk from being discarded while feeding hungry people across our region, and the effort has been a big success!

1,000,000
pounds of dairy
foods donated.

The concept was simple: match milk that was destined to be discarded with excess processing capacity to produce and package products for personal consumption. The regional dairy community came together quickly to make this work, and within days, butter and cheese were being distributed to those in need through an existing network of feeding sites associated with local food banks and school districts. When the program ends July 31st an excess of 1 million pounds of dairy products (cheese, butter, yogurt) will have been provided to those in need.

For the month of June, as a tribute to National Dairy Month and farmers' commitment to feeding communities, Curds + Kindness hit the road in a traditional-style food truck to deliver more than 10,000 grilled cheese sandwiches, and more than 20,000 bags of cheese curd as a "Thank you" to the frontline workers who have kept our communities running for the past few months.

The Curds + Kindness initiative has received national media attention for its ability to respond to current challenges and inspire change in our region. Additionally, over 25 organizations have stepped up to contribute to the program. To date, Dairy West has received over \$130,000 in direct financial and in-kind contributions.

This effort is a great example of the role Dairy West can play for the dairy industry — a catalyst for positive change. Video stories, updates, and details are available on [Unbottled.com](https://unbottled.com) or sign up to receive emails from Dairy West.





CAMPAIGN FEEDBACK

"Thank-you, thank-you, thank-you for all your hard work coming up with a solution to getting all the different groups down the chain from the dairy farms to people who need it!!!!!! God Bless YOU!!!! I have been hoping someone would come up with a solution to get these products to all these people in need, rather than waste all the time and efforts by dairy farmers and others. I pray more areas around the country are contacting you to lay the same groundwork and cooperation in their areas."

—Robert Weir (Facebook Message)



National media coverage featuring Utah dairy farmer, Mitch Hancock.

CAMPAIGN NUMBERS (AS OF JUNE 26TH)

- >> 995,780 pounds of dairy product donated
- >> 10,125 sandwiches and 20,650 bags of cheese curds delivered