



Dairy West *Farmer Newsletter*

December 2023

This newsletter's primary audience is current Idaho and Utah dairy farmers. Please share with family members and farm employees. [Sign up](#) to receive this directly to your inbox.

Farmer Updates

2024 Dairy Convention

Ring in 2024 with us at the Dairy Convention on January 10 and 11 in Provo, Utah. Hear from keynote speaker Tara Vander Dussen, a fifth-generation dairy farmer, environmental scientist and social media professional.



Dairy West and the Dairy Producers of Utah will provide updates. Other highlights include time to connect with fellow farmers, an ice cream sundae social, a dairy economics presentation from Sara Dorland and a school milk panel.

To receive the \$150 gift card, farmers must be registered by December 17. Don't forget to book your room using our room block by December 17. [Register here!](#)



Dairy Farm Family Scholarship

The Dairy Farm Family Scholarship provides academic scholarships for immediate family members of an Idaho and Utah dairy permit holder. We are excited to announce that this year, scholarships are also open to immediate family members of dairy farm employees. We define immediate family members as a child, grandchild or spouse.

This year, Dairy West will award three (3) \$2,500 scholarships and twenty (20) \$1,500 scholarships. In addition, the Bill & Charlotte Stouder Memorial Scholarship, in the amount of \$2,500, will be presented to the highest scoring scholarship applicant from Idaho. This scholarship is administered by the Idaho Dairymen's Association in memory of Bill and Charlotte Stouder, as a tribute to their dedication to Idaho's dairy industry.

Applications are due March 1, 2024. Please [visit our website](#) to see eligibility requirements and apply!

Community Reimbursement Reminder

If you have not yet used your 2023 community reimbursement allotment, please make your purchases before January 1, 2024. If you are unsure of how much money, you have still available in 2023 please reach out to [Lacey](#). Visit the [Dairy West website](#) to submit your reimbursement request. As a reminder, please provide receipts that only include products that are being reimbursed.





COP 28

COP 28 is the 28th annual Conference of Parties, where nearly 200 countries are hosted by the United Nations to discuss ways of adapting to and avoiding the effects of climate change. As decisions made at COP impact dairymen and our industry, our national and global-facing partners, DMI, US Farmers and Ranchers in Action and USDEC, will [host a range of speaking engagements](#) with their producer board leadership in attendance.

Ahead of the meeting, USDEC's Krysta Harden spoke about how [dairy is already part of the solution](#). Dairy West created a video, which was shown by the World Farmers' Organization from December 8–12; you can find the full project trailer [here](#). The video features dairy nutrition efficiency and Lael's Schoessler's family. It will be published on Dairy West social media channels and website in the coming weeks. Reach out to Marissa Watson with questions, mwatson@dairywest.com.

IDA District Meetings



DISTRICT MEETINGS

You're Invited

Please join us, along with your fellow dairy producers, for an evening of great food and conversation as IDA staff provide updates on the work they are doing on your behalf.

Please RSVP

RSVP at least one week prior to the meeting you wish to attend.

Megan Satterwhite
megan@idahodairymens.org
208.420.6795

09
JAN

Treasure Valley
Indian Creek Steakhouse
711 Main St.
Caldwell, ID 83605

30
JAN

Magic Valley
Stone House and Co.
330 4th Ave. S.
Twin Falls, ID 83301

01
FEB

Magic Valley
Wick's Steakhouse
18 E. Main St.
Declo, ID 83323

27
FEB

Eastern Idaho
Sandpiper
750 Lindsay Blvd
Idaho Falls, ID 83402

28
FEB

Eastern Idaho
Robinson Building
186 West 2nd North
Preston, ID 83263

IDA will host dinner meetings in each of the districts. Please join for an evening meeting with a steak supper. The staff plan to give an update on the latest topics and join in conversation to help answer policy questions.

The meetings will start at 5:30 pm with drinks and appetizers. While dinner is being served, an industry update will be given. Conversation with staff will continue over dinner. You will leave with your bellies full, thoughts shared and questions answered.

The meeting in the Preston area will be held at lunchtime to minimize interference with farm schedules. The meeting will follow the same flow as the others so please save room for food.

Retail

'Share Eggnog, Share Greatness' Promotion

Dairy West is partnering with Walmart, Meadow Gold, High Desert Milk and Franz Bread to encourage the consumption of eggnog in November and December. Across Idaho and Utah, 32 Walmart stores are participating in the 'Share Eggnog, Share Greatness' promotion

that specifically highlights and focuses on the use of eggnog in recipes, like French toast recipe. Here are some key components to the promotion:



- Store displays featuring local eggnog, butter and Texas toast for the month of November (Idaho) and December (Utah).
- [In-store signage](#) with a QR code that links to an eggnog French toast recipe on the Unbottled website.
- In-store sampling events featuring the eggnog French toast recipe.
- Eggnog French toast [recipe cards](#).
- Partnerships with social media influencers in [Idaho](#) and [Utah](#).

Health & Wellness



'Dinner and Dialogue' for School Nutrition

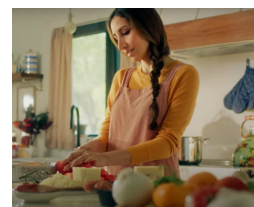
Dairy West hosted the first 'Dinner and Dialogue' events in Utah and Idaho this last month. These events brought together school nutrition directors in each state to collaborate, network and share how Dairy West can improve its support in schools to increase dairy sales.

The conversation gathered information about what schools need, how they would like to grow and strategize ways to innovate school nutrition programs. One participant shared, "This event was so helpful. I learned that although our situations may be different, we are all in this together." The insights gained will shape the work that Dairy West does in schools over this next year.

Communications

Share a Little Greatness with Dairy

From October to December, Unbottled is promoting the "Share a Little Greatness" campaign focused on the concept of small things making a great impact. Little moments lead to monumental memories, especially when they include dairy.



During each month of the campaign, a new video is released to show a different concept of sharing greatness. The [December video](#) portrays a woman preparing and delivering lasagnas

to those in her community. Themes of giving, sharing and bonding are relevant throughout the video in hopes of inspiring viewers to think of others this time of the year.



Sharing Greatness with USU Public Safety

As a part of the running 'Share Greatness' campaign, Unbottled is finding ways to give back to the community because little moments have lasting impacts. On November 15, Dairy West employees and a Jersey cow from USU Caine Dairy surprised the campus public safety department with pizza and milk. The pizzas, crafted by the skilled team at The Lucky Slice, brought joy and appreciation.

USU Police Officer, Brad Hansen, shared his heartfelt thanks: "This is great! We have never been recognized in this way before and are so appreciative of Unbottled and our local dairy farmers for this kind gesture." For more information on the 'Share Greatness' campaign, visit the [webpage](#).

TRICA Snow Globe

Unbottled joined the TRICA (Treasure Valley Institute for Children's Arts) Snow Globe event to bring warmth and delight with delicious hot cocoa in three flavors; classic, eggnog and peppermint. This partnership not only celebrated the joys of the holiday season with interactive activities and choreographed lights but also supported children's arts in the community.

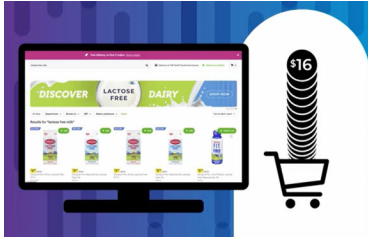


By teaming up with TRICA, Unbottled proudly showcased the joys of local dairy treats, highlighting the work of dedicated dairy farm families. To spread this joy further, one of our vibrant social media influencers attended the event and shared their experience online. You can check it out [here](#).

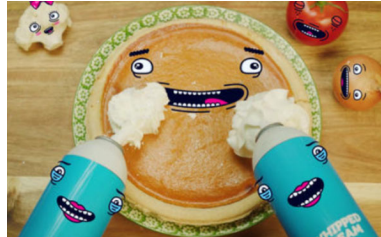
On Social



What would you say makes a party? For me, it's obviously [the food and the mood](#). This holiday season, make sure your parties have that extra touch that Unbottled's Cheese Channel can provide with its cheesy ambiance.



Through digital and in-store marketing campaigns, we can [connect shoppers with dairy products](#). Our digital displays generated over 6.3 million impressions and \$2.5 million in sales among online shoppers.



You know the holiday feast is going to be memorable when [dairy is on the guest list](#)! Bringing a tub of local ice cream or a local cheese fondue not only makes the taste buds happy, it adds healthy fats and proteins!

Mark Your Calendars

January 10-11 | [Dairy Convention](#) | Provo, Utah

January 9-February 28 | IDA district Meetings | Many locations (see above)

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students attending your tour.

To guarantee you will receive materials in time please make requests two weeks prior to your event.

Farm Tour Materials

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 per permit reimbursement for dairy products purchased for community events. As a dairy farmer we will also reimburse you in full for dairy products given out during on-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

Interactive Map of Dairy West Events

Our [website](#) farmer's section has a new

feature! An interactive map of our region divides Idaho and Utah into districts. You can view a list of the events that have already taken place in each district. The map will be updated at the end of each quarter.

Product Reimbursement

Interactive Map

National Dairy Industry Resources



Dairy Farms, Stories & Benefits | U.S. Dairy

The dairy checkoff was created by farmers to build trust in and sales of dairy, funded by the nation's 37,500-plus dairy farm families and those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](http://www.usdairy.com)

www.usdairy.com



The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC members and the broader U.S. dairy industry interested in exports.

[Read more](http://blog.usdec.org)

blog.usdec.org



The National Milk Producers Federation | The Voice of...

Farmer Focus: Meet father and daughter team, Dante and Elise Carpenter, owners and operators of fourth-generation KC Farm.



MilkPEP.org: The Central Hub For Milk Brands and...

They, along with their two employees, milk 90 Jersey cows and farm 1,100 acres in southern Kentucky. Dante's favorite...

[Read more](#)

www.nmpf.org

MilkPEP.org is the central hub for our Milk Brands. Here you will find the latest Social Media Content, Point of Sale Materials, Webinar Calendar and Registration, Research Documents and much much more. If you have not found what you are looking...

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