



# **Dairy West *Farmer Newsletter*** **December 2024**

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

## **Annual Meeting Highlights**

Thank you to everyone who attended the 2024 Dairy West Annual Meeting. The Dairy West staff had an incredible time connecting with you, engaging in meaningful discussions and, of course, having fun! Your dedication and passion for the dairy industry and ongoing support in checkoff are what continue to drive our shared success.

Continue to scroll to see some of the highlights from annual meeting!

### **Award Winners**



#### **Terry Ketterling: Idaho Hall of Fame**

[The late Terry Ketterling, recipient of the 2024 Idaho Hall of Fame Award](#), was a trailblazer in the dairy industry. Terry's futuristic mindset led to advancements in sustainable practices and creative innovations. He welcomed global visitors to his farm and trained the next generation to uphold his legacy. His visionary leadership and dedication continue to leave an enduring impact on the industry.

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#### **Kent Buttars: Utah Hall of Fame**

[Kent Buttars, the 2024 Utah Hall of Fame Award recipient](#), is a

third-generation dairyman from Lewiston, Utah, whose commitment to the dairy industry spans over a century of family tradition. From humble beginnings in 1908, his family transformed a sheep ranch into a thriving dairy farm. A passionate advocate, Kent's leadership and legacy exemplify dedication, community and family.



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### **Bruce & Jennifer Clark Family: Telling Your Story**



[The Bruce and Jennifer Clark Family, recipients of the 2024 Telling Your Story Award](#), have excelled in connecting their community to dairy farming. Through creative initiatives like their "Farmer for a Day" camp, cheese-making lessons and The Morgan Maze, they provide hands-on agricultural education. Additionally, they reached 32,000 students through the "Adopt A Cow" program.

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### **April Leytem: Friend of the Industry**

[April Leytem, honored with the 2024 Friend of the Industry Award](#), has combined her passion for science and farming to support sustainable agriculture. As a research soil scientist with the USDA Agricultural Research Service, April collaborates with dairy farmers to enhance nutrient management and environmental stewardship, bridging science and practical solutions for farmers.



## **Milk Quality Awards**

Congratulations to the 2024 Idaho and Utah Milk Quality Award winners! High milk quality is crucial for ensuring consumer trust, dairy profitability and overall industry sustainability. Farmers in Idaho and Utah are recognized for producing high-quality milk, reflecting their commitment to excellence, animal care and sustainable practices. This dedication not only benefits consumers but also strengthens the regional dairy industry by reducing spoilage, improving herd health and often securing financial incentives through premium pricing.

### **The Idaho nominees were as follows:**

- White Harvest Farms, nominated by Agropur
- Si-Ellen #2, nominated by Dairy Farmers of America
- Bokma Dairy #1, nominated by Glanbia Nutritionals
- Hawarden Jerseys Inc., nominated by Gossner Foods
- Moo Mountain Milk, nominated by High Desert Milk
- Bettencourt Dairy #6, nominated by Idaho Milk Products
- J3 Dairy, LLC, nominated by Magic Valley Quality Milk Producers
- K & W Dairy, nominated by Northwest Dairy Association
- Rigby Dairy, LLC, nominated by Snake River Dairyman's Association

The overall Idaho Milk Quality Award winner was Si-Ellen #2.

### **The Utah nominees were as follows:**

- Pappys Farms, nominated by Gossner Foods
- Denise C. Earl Dairy, nominated by Dairy Farmers of America
- Fitzgerald Dairy, LLC, nominated by Dairy Farmers of America
- Sun Ray Dairy Inc., nominated by Innovative Food Solutions

The overall Utah Milk Quality Award winner was Pappys Farms.



## 2024 Farmer Ambassador Class

Congratulations to our 2024 Farmer Ambassador Class! Through dedicated training and engagement with Dairy West, these ambassadors have gained valuable insights into board operations, decision-making and the important work checkoff does for the dairy community.

Thank you to these seven ambassadors for their hard work and commitment: Carson Engberson – Engberson Bros Dairy; Katy Fitzgerald – 4 Bros Dairy; Randy Fitzgerald – Fitzgerald Dairy; Alyson Otten – Barex Dairy; Arie Roeloffs – Riverbend Dairy; Harlee Turner – Rock Bottom Dairy; Kristen VanderVegt – VanderVegt Dairy (not pictured).



## Exciting Extras

Check out some of the best moments caught on camera by watching the [annual meeting picture collage](#).



### Download Photos

All the action was captured! Visit the photo album to view and download pictures. If you have any additional annual meeting photo needs, reach out to [Preston Olsen](#).

Download Photos

### YouTube Playlist

Visit the 2024 Dairy West Annual Meeting YouTube playlist to see all of the videos, including award videos, the picture collage and other videos shown at the event.

YouTube Playlist

## Farmer Updates



### Save the Date for the 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, 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 session on the FARM program. Enjoy time to network with fellow farmers and indulge in our always-popular ice cream sundae social!

Register by December 13 to receive a \$150 gift card! Don't forget to book your room using the exclusive room block, also by December 13.

Dairy Convention Registration

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### IDA District Meetings

Idaho dairymen are invited to attend upcoming IDA district meetings. During this time, the IDA staff will provide an update on the latest topics and answer policy-related questions.

The meetings will start at 5:30 pm with drinks and appetizers. While the steak dinner is being served, an industry update will be given. Conversation with staff will continue over dinner.

The Eastern Idaho meeting will be held at lunchtime to minimize interference with farm schedules. The meeting will follow the same flow with lunch provided.

Please RSVP at [rsvp@idahodairymens.org](mailto:rsvp@idahodairymens.org) or 208-420-6795.

**YOU ARE INVITED TO OUR UPCOMING DISTRICT MEETINGS**

Please RSVP at [rsvp@idahodairymens.org](mailto:rsvp@idahodairymens.org) or (208) 420-6795

<b>07 JANUARY</b> TREASURE VALLEY Indian Creek Steakhouse 711 Main St Caldwell, ID 83605	<b>21 JANUARY</b> MAGIC VALLEY Stone House & Co. 330 4th Ave S Twin Falls, ID 83301
<b>23 JANUARY</b> MAGIC VALLEY Wick's Steakhouse 18 E Main St Declo, ID 83323	<b>12 FEBRUARY</b> EASTERN IDAHO The Sandpiper 750 Lindsay Blvd Idaho Falls, ID 83402
Social starts at 5:30 pm, followed by a brief business discussion and dinner.	<b>13 FEBRUARY</b> EASTERN IDAHO The Robinson Building 186 W 2nd N St Preston, ID 83263 *BEGINS AT 11:30 AM*

## Retail



### A Look Ahead to 2025

As we step into 2025, the market development team is thrilled to share some dynamic plans aimed at driving increased sales and demand for dairy products. These initiatives will be supported by digital marketing campaigns, in-store promotion components and social media influencer collaborations to maximize impact. Here's how we're teaming up with retail partners to put dairy at the forefront of shoppers' purchases:

#### Instacart Digital Marketing + In-Store Monthly Promotions

- January
  - Kicking off the year by promoting protein powders, cottage cheese and yogurt
  - Showcasing how dairy supports wellness focused New Year's resolutions
- February
  - Highlighting Lactose Intolerance Awareness Month with a spotlight on lactose-free milk products from various brands in our region
  - Partnering with Darigold for in-store promotions at Associated Foods Stores and Albertsons

## New Collaboration with Maverik Convenience Stores

- Teaming up with Midwest Dairy to launch two promotions at over 800 Maverik convenience stores
  - February–April: Half-gallon milk promotion
  - April–May: Pint milk promotion

## Exploring New Food Service Partnerships

- Scheduled meetings with additional food service companies are underway to explore opportunities to increase dairy sales in this space.

Stay tuned for updates and results on current and future activations in retail!

## Market Development & Health Promotions

### Season of Giving: Nourishing Communities Together

In partnership with Saint Alphonsus Health System in Boise, Idaho and Intermountain Healthcare's Primary Children's Hospital in Salt Lake City, Utah, Dairy West helped establish on-site hospital food pantries by providing essential refrigeration.

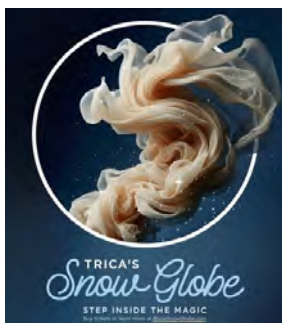


#### Impact in Numbers:

- 58 refrigerators placed in food pantries across Idaho and Utah since July 2021
- 26,000+ families benefit each month from increased food access
- 100% of food pantry survey respondents reported that refrigeration has increased distribution of nourishing dairy products

Thanks to these efforts, more dairy foods are available to those who need it most. For more information about our hunger work, contact [Jaclyn St. John](#).

## Communications



### Unbottled Sponsors The TRICA Snow Globe

Unbottled is a proud sponsor of TRICA's second annual enchanting Snow Globe experience, aligned with our "Discover the Magic of Dairy" campaign. TRICA (Treasure Valley Institute of Children's Art) inspires Treasure Valley children through meaningful arts education and community-building experiences. Their Snow Globe event is an immersive art experience. Attendees step into a life-sized snow globe filled with heartwarming holiday spirit.

Unbottled's sponsorship supports the hot chocolate bar, where guests can enjoy hot cocoa topped with whipped cream and festive toppings. Through this collaboration, we're creating unforgettable moments and highlighting how dairy brings magic to the season.

Watch [this video](#) to experience the magic for yourself!

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## On Social



A secret ingredient, a lot of flavor and a little greatness. The [best part of holiday traditions](#) is passing them along to the next generation.

Premium product deserves premium presentation. Make [every moment special with local dairy!](#) High-quality taste in every sip.

We can't call dairy "the good stuff" without a reason! Well, [we've got too many to count](#), and that's all thanks to our local dairy farmers.

## Mark Your Calendars

**December 13** | Dairy Convention Registration Due | [Register here](#)

**January 7 - February 13** | IDA District Meeting | Various locations

**January 8-9** | Dairy Convention | Provo, Utah

## Dairy West Farmer Resources

### Farm Tour Materials

Visit the Dairy West [website](#) to request educational material and swag to give during a farm tour. To guarantee you will receive materials in time, please request at least two weeks prior to the event.

Farm Tour Materials

### Product Reimbursement

This program supports the community engagement efforts of Idaho and Utah dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 reimbursement per permit for dairy products purchased for community events. Dairy West reimburses dairy farmers in full for dairy products given during on-farm tours.

To be reimbursed, please submit itemized receipts through the Dairy West [website](#) within 30 days of purchase. Be sure to only include reimbursable dairy products on your receipts.

### Farmer Portal

Learn more about Dairy West's resources and offerings by visiting the [farmer portal](#) on the Dairy West website.

Farmer Portal

If you have any questions about Dairy West's product reimbursements, please contact [Lacey Papageorge](#).

Product Reimbursement

## National Dairy Industry Resources



### Your Dairy Checkoff Podcast

#### Episode 33: Is there a dairy renaissance coming? Yes!

Barb O'Brien, CEO of DMI, and Marilyn Hershey, chair of DMI, discuss [the "dairy renaissance" in U.S.](#), driven by increased consumer engagement through partnerships and media campaigns.

O'Brien emphasizes the "Now, Next, Future" strategy, with the "Now" focus on immediate results, "Next" on ongoing science and partnership investments and "Future" of long-term

industry growth strategies.

They also stressed the importance of national and local collaboration, ensuring efficient use of funds and maximizing impact.



DMI Website



Podcast Episodes



NMPF Website



IDFA Website



MilkPEP Website



USDEC Website

Dairy West | 743 North Touchmark Avenue, Meridian, ID 83642

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