

Dairy Adventure Ad Campaign

Throughout the month of May, social networks advertised “cheesy” versions of iconic landmarks in Idaho and Utah. These include cheddar hoodoos, cookies-and-cream falls, and more. Planning a summer adventure? Don’t forget the dairy!



Dairy World Tour

In June, revised versions of the Dairy World Tour videos became available on YouTube. The videos focus on the cooking instructions from each of the featured countries, as well as shorter highlights and tips. Clips were also edited for use on social media platforms such as Instagram and Tik Tok. You can find all of the videos on the Unbottled YouTube channel (youtube.com/unbottled).

Sign Up for Producer Emails

Do you want more timely news, announcements, invitations and updates from Dairy West? Sign up to receive our emails at dairywest.com/farmers or email Lacey Papageorge (lpapageorge@dairywest.com). Much of our outreach is done only by email, so don’t miss out!

WHAT’S YOUR GEN Z IQ?

True or False: Gen Zer’s are enrolling for college more than any other generation before them.

>> True

>> False

Answer in newsletter insert.



743 North Touchmark Avenue  
Meridian, ID 83642



Pioneers by Nature

DAIRY WEST BOARD MEMBERS	EVENTS AND DATES TO NOTE
Chace Fullmer, Chairman, Sigurd, UT	JUNE NATIONAL DAIRY MONTH
John Brubaker, Vice Chairman, Buhl, ID	JULY NATIONAL ICE CREAM MONTH
Josh Webb, Treasurer, Declo, ID	JULY 14-16 WEBER COUNTY DAIRY DAYS SHOW, WEBER COUNTY FAIR GROUNDS UT
Matt Leak, Secretary, Cornish, UT	JULY 18 AGGIE ICE CREAM EVENT – USU
Winfield Anderson, Blackfoot, ID	JULY 23 CLOVERLEAF CREAMERY/ROTARY ICE CREAM FUN DAY, TWIN FALLS
Deb Easterday Reeves, Buhl ID	JULY 26 AMBASSADOR TRAINING
Jeff Hardy, Brigham City, UT	JULY 27 & 28 PROMOTION & POLICY BOARD MEETINGS, SALT LAKE CITY
Tom Kasper, Melba, ID	
Kim Korn, Terreton, ID	
Siska Reece, Melba ID	
Mike Siegersma, Nampa, ID	
Pete Wiersma, Buhl, ID	

Send name and address corrections to lpapageorge@dairywest.com

WWW.DAIRYWEST.COM



FARMER NEWSLETTER • SECOND QUARTER 2022

NOTE FROM  
Karianne Fallow  
DAIRY WEST CEO

We hope everyone had a great Dairy Month in June! For all of us at Dairy West, this is THE most wonderful time of the year, and we have a lot to celebrate! The world is consuming more US dairy than ever before—we have record cheese consumption happening domestically and, with 18% of our product going to exports, we continue to see rising global demand.



Here in our region, our relationships with processors, school foodservice directors, health professionals, universities, coaches and athletes are much more productive than they’ve ever been. Dairy is a trusted resource for these important influencers, which is one of the essential ways we can achieve our mission to inspire trust in dairy farming and dairy products and build demand for those products around the world.

To highlight an example, we recently co-hosted a customer experience with the US Dairy Innovation Center and DMI (Dairy Management, Inc.) in our region. Representatives from major dairy buyers learned about the opportunities and challenges facing our industry and why it’s important to understand what sustainability looks like on the farm. The opportunity allowed us to showcase our region and become better connected with the supply chain. This is a great example of Dairy West’s creativity in developing relationships and our leadership within dairy promotion.

The work that you have done for generations and continue to do in sustainability, innovation, diversification, generational transitions, and people development are all key aspects of telling your stories. They are rich and they are inspiring! I encourage you to share your stories with us so that we can develop consumer-facing content to further fulfill our mission. We want to celebrate you!

As we look forward to the second half of 2022, I am excited by some big experiments we will do with school milk pilots, food pharmacies, athlete and coach nutrition education, and building tomorrow’s consumer. We will work with the most enthusiastic dairy advocates to strengthen the reputation of dairy farming and dairy products within our communities and around the world.

Please reach out to me if you would like more information about our programs and our impact (kfallow@dairywest.com).

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

NOTE FROM  
Chace Fullmer  
DAIRY WEST BOARD CHAIR

I have a few thoughts to share with you following our May board meeting.

First is the importance of our Dairy West Ambassador program. It can be tough to find new board members, and the way the ambassador program exposes young leaders to the activities of the board is incredibly valuable. I have served on the board for nearly 12 years, over which promotion has changed dramatically. I feel this program is key to succession planning. This class of ambassadors is sharp, and I am excited to continue to get to know them over the course of the year. If you know of someone who would be interested, please have them contact Lacey Papageorge (lpapageorge@dairywest.com).

Next, we had an opportunity to dive a bit deeper into Gallup Strengths during this board meeting. Dairy West uses Gallup Strengths as a tool to better understand one another and how best to work with people based on their strengths and needs. On the dairy, we may not use a formal system, but we can all recognize the importance of getting to know our people and tapping into their potential by understanding what makes them tick. It was a good reminder for me as a manager of people, not just cows, on how important that is.

We also talked about sustainability. Like many of you, when I hear the word, I can get a bit prickly and feel defensive. As I learn more, I realize two things. First, as dairy farmers, we have been employing sustainable practices for years, and I am excited to share that Dairy West is working on a plan to talk about what we have been doing. Second, when it comes to the future, we are helping pave the way for success. At the July board meeting, we will spend time talking about why we are involved in the sustainability conversation and how, by working together, we can better understand what lies ahead from training opportunities to research and future technologies.

I am encouraged by what is going on in promotion. Our talented Dairy West team has emerged from the pandemic with strong relationships, and an enthusiasm that will help us build trust with our key audiences and increase demand. We are working more closely than ever with dairy processors to align priorities and understand each other’s perspectives. If you would like to find out more about what is happening in your district, check out the Farmers page of the Dairy West website (dairywest.com/farmers) where you will find a new interactive map. Also, please remember to use your producer reimbursement! All producers are allocated \$200 for dairy products used to support community events and unlimited reimbursement for products purchased for on-farm events.

Thank you for trusting me to lead the Dairy West board and please let me or the Dairy West team know if you have questions.

Chace Fullmer



WHAT’S YOUR GEN Z IQ?

What’s the Average age of a Gen Z kid when they get their first cell phone?

>> 10 years old

>> 11 years old

>> 12 years old

>> 13 year old or older

Answer in newsletter insert.



## Dairy Farm Family Scholarship Winners

Congratulations to everyone who is receiving a scholarship this year!

**Idaho Dairymen's Association Bill & Charlotte Stouder Memorial Scholarship Awardee:**

**\$2,500**  
Vivian Dugan

### Dairy West Dairy Farm Family Scholarship Awardees

<b>\$2,500 Level</b>	<b>\$1,500 Level</b>	
Carson Engberson	Trey Andersen	Rachel Lampman
Ranger Mouw	Cecily Clark	Anna Machado
Steven Roberts	Brooklyn Clayson	Kristene Murrow
	Desiree Esplin	Alyson Otten
	Steven DeGroot	Sharlene Otten
	Kalea Delgado	Evelyn Rodriguez
	Gunnar Gardner	Averee Silva
	Tyler Gerratt	Brytten Webb
	Hannah Hatch	Samantha Wind
	Jandie Hirschi	
	Nolan Jensen	

## Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering reimbursement for dairy products purchased for community events and farm tours.

### On-Farm Tour or Event

Dairy West will reimburse farmers in full for the purchase of dairy products given out during on-farm events. There is no reimbursement limit for on-farm events.

### Community Event (Off Farm)

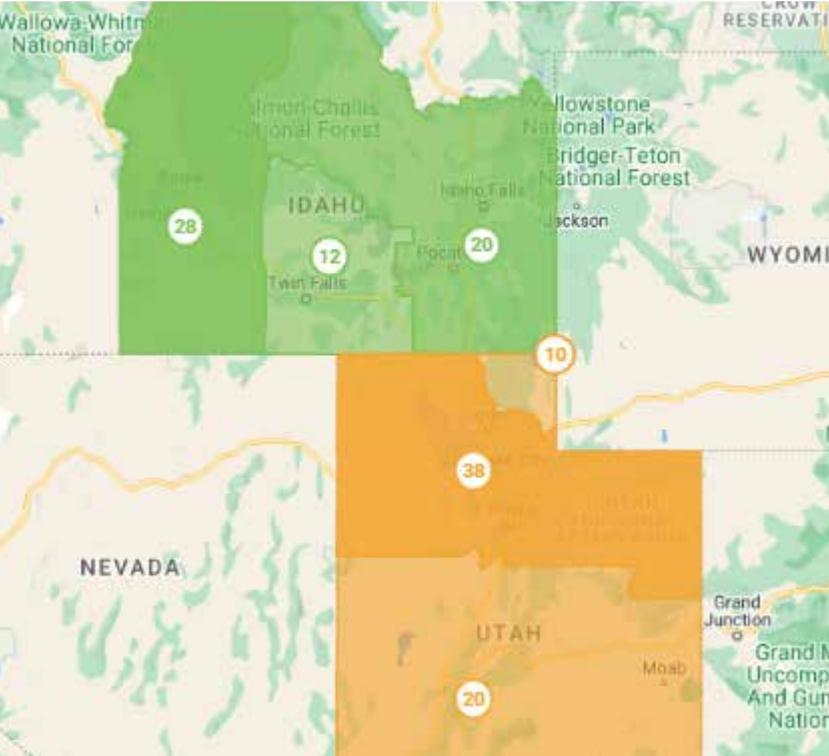
Each farmer can be reimbursed up to \$200 per year to support community events. This \$200 is based on the farm's permit number. There is a max of \$600 for those with multiple permits.

- » Submit your receipts on our website within 30 days of your purchase
- » Submit itemized receipts
- » Only include reimbursable dairy products on your receipts
- » Visit [dairywest.com/farmers](http://dairywest.com/farmers) for reimbursement



## Dairy Initiative Map

The farmers' section of the Dairy West website has a new feature! An interactive map of our region divides Idaho and Utah into districts. You can view a list of the activations that have already taken place in each district. The map will be updated at the end of each quarter. To see it visit [dairywest.com/farmers](http://dairywest.com/farmers).



## Just for Farmers

The Dairy West website has a dedicated section for farmers. Visit [dairywest.com/farmers](http://dairywest.com/farmers) for the following:

- Request dairy product reimbursements
- Learn about our Ambassador Program
- Request farm tour goodies & nutrition education materials
- Read past newsletters
- Find upcoming meetings, conferences, and educational opportunities
- Listen to archived *In Udder Words* podcast episodes

For more information about farmer programs and resources, contact Lacey Papageorge ([lpapageorge@dairywest.com](mailto:lpapageorge@dairywest.com)).



## WHAT'S YOUR GEN Z IQ?

**What percentage of Gen Z believes communities are created by causes and interests instead of economic backgrounds or education levels?**

- » 22%
- » 47%
- » 66%
- » 90%

Answer in newsletter insert.

## Sustainability Internship for Dietitians

During the first week of May, Dairy West partnered with the University of Utah to lead a sustainability-focused internship for 15 dietetic master's students. Dietitians are experts on food-related topics who need to understand sustainability because it is a topic of increasing interest to consumers. Most dietetic programs focus very little on the topic of sustainability, so this presented an opportunity to develop a week-long course focused on all areas of sustainability: environment, social, economic, and nutrition.

The week consisted of field trips to farms, processors, and recycling locations, as well as time in the kitchen and classroom to learn more about sustainability. After the completion of the week, 80% of the students were satisfied with the content, 71% said it exceeded their expectations, and all of them had a better understanding of sustainability. Many students said they better understood the nuances of sustainability and the agriculture system and are better prepared to navigate patient questions.



## Ag and Dairy Education in Schools

This past school year we have continued to focus our education efforts in kindergarten-12th grade classes and universities with the goal to increase understanding and trust in dairy. As we wrap-up the school year, below is our reach in the main program areas.

### Kindergarten through 12th grade

- » Virtual tours with K-12th grade: 1,500 students in 11 different school districts
- » K-12 STEM education lessons: 6,293 uses of eight lessons and seven digital learning resources

- » **New next year!** We are participating in the Adopt-A-Cow program. Follow our social media channels to see how you can get schools involved in this program in your area. Contact Rashel Clark for more info ([rlark@dairywest.com](mailto:rlark@dairywest.com)).

### Universities

- » Farm Tours: 80 nutrition students reached, with 84% reporting they will recommend dairy products because of their experience
- » **New next year!** We will continue to work with universities to broaden our reach to provide information and experiences that focus on agriculture sustainability



## WHAT'S YOUR GEN Z IQ?

**What percentage of Gen Z owns a smart phone?**

- » 50% or less
- » 75 % or less
- » 95 % or less
- » More than 95 %

Answer in newsletter insert.



## Partnership Spotlight

Dr. April Leytem is a research scientist at the United States Department of Agriculture, Agricultural Research Service in Kimberly, Idaho. Dr. Leytem's research addresses nutrient cycling in integrated livestock-cropping systems to improve sustainable livestock production while better protecting water and air quality. Research projects have evaluated emissions of ammonia and greenhouse gasses from dairy operations and land application of manures to help understand how much, when and where emissions come from so mitigation strategies can be targeted where they will be most beneficial. Other research has evaluated manure and manure byproducts as a nutrient source in a variety of crop rotations and their effects on nutrient uptake, yields, crop quality and nutrient losses from the system. Dr. Leytem is also involved in research aimed at improving process-based models and development of tools to better estimate the environmental footprint of dairy systems.

Dr. Leytem has worked closely with the Idaho Dairymen's Association for the past 20 years to ensure that dairy farmers in our region have the education and resources they need to implement best management practices. Her work informs the best practices that Dairy West will be sharing as we engage with IDA and USDA-ARS to work towards our industry's sustainability initiatives.



## Replenish Grants Now Open

The 2022-2023 Replenish with Chocolate Milk applications are open! High school athletic programs across Idaho and Utah can apply for one pallet of shelf stable, whole chocolate milk to use for their teams. Feel free to share this opportunity with your local schools and coaches! Applications are available at [dairywest.formstack.com/forms/2022\\_2023\\_replenish\\_grant\\_application](http://dairywest.formstack.com/forms/2022_2023_replenish_grant_application)

