Throughout the month of May, social networks advertised Dairy World Tour: Dairy Adventure Ad with Lacey Papageorge (lpapageorge@dairywest.com). Much more timely news, announcements, highlights and tips. You can find all of the videos on the Unbottled YouTube channel (youtube.com/unbottled). The videos focus on the cooking instructions from each of the featured countries, as well as shorter clips from each of the featured countries.

In June, revised versions of the featured Dairy World Tour: Dairy Adventure Ad will be advertised. You can place your story and get more information at dairywest.com/farmers or email invitations and updates from Dairy West? Sign up to receive our emails at dairywest.com/farmers or email karianne.fallow@dairywest.com. Please reach out to me if you would like more information about our programs and our impact around the world.

In June, we have important stories to share about our programs and the impact that we are making. 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 other initiatives. The work that you have done for generations and continue to do in sustainability, innovation, and demand for dairy products around the world.

NOTE FROM Chace Fullmer
DAIRY WEST BOARD CHAIR
I have a few thoughts to share with you following our May board meeting.

First, we celebrated the 50th anniversary of Dairy West with our members and the community last fall. The chapter of events for the 50th anniversary continued this month when we held our annual event with the US Dairy Export Council. The chapter’s mission is to help dairy farmers grow demand for our milk, cheese, and other dairy products through education and promotion. We also talked about sustainability. Like many of you, when I hear the word, I can say it sounds like a lot of people are doing it without knowing what it means.

I am encouraged by what we are hearing in promotion. Our talented Dairy West team know if you have questions.

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I am encouraged by what we are hearing in promotion. Our talented Dairy West team know if you have questions.
WHAT'S YOUR GEN Z IQ?

Backgrounds or educations levels?

66% in STEM

47% in agriculture

22% in others

and interests instead of economic

communities are created by causes

students. Dietitians are experts on food-related

with the University of Utah to lead a sustainability-

During the first week of May, Dairy West partnered

The week consisted of field trips to farms,

New next year!


to all of their experience

reporting they will recommend dairy products because

33% or more

25% or less

95% or less

75% or less

50% or less

What percentage of Gen Z

owns a smart phone?

WHAT'S YOUR GEN Z IQ?

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