Pioneers by Nature

Good Days, Bad Days Ad Campaign

Finding moments to learn can create a lasting memory. Do maybe today is a ‘bad day’ not your worst day kind of bad day? Perhaps, whatever the type of day dairy can provide energy or comfort.

The campaign recently launched is fully inclusive, adventurous, unique, relatable, and even speaks directly for making the most of every day— and making dairy part of those days.

As we move into the fall and winter months, we will launch campaigns highlighting sustainable practices on dairy farms, encouraging milk as the perfect “pallet cleanser”, hallmarking candles, and a video campaign highlighting the fun and feel of the holiday season.

Beyond). Celebrating all things cheese for the holiday season (and on dairy farms, encouraging milk as the perfect “pallet cleanser” (Willie Bokma and Deb Easterday-Reeves).

» Our team members continue to learn and grow professionally to elevate their knowledge, skills, and abilities so they can be the best in their field on your behalf.

» We hosted a Farm-to-Fork event with the US Dairy Innovation Center, where we brought together the entire supply chain, including large dairy customers (Starbucks, Yum! Brands, etc.) with qualified patients, who can get food prescriptions that include dairy to improve health.

» Our BUILD Dairy program, which centers around research and processor workforce development,

highlights to share:

» The USW Dairy program, which centers around research and processor workforce developments in innovative clean-tech and vertical dairy developments in innovative clean-tech and vertical dairy developments.

As we enter this new year, I encourage you to reflect on the progress we’ve made in our mission to inspire trust daily, and I look forward to seeing you at our Annual Meeting in Boise on November 9 and 10th!

I encourage you to reach out to me with questions or for more information on your dairy promotion efforts.

USU Students win DMI’s New Product Competition

To foster an entrepreneurial mindset, university partners created an energy drink for gamers called Moba Boba, which is 12% dairy. The beverage contains a pineapple flavored energy drink, blueberry and a milk-based energy drink, blueberry and a milk-based energy drink.

Four Utah State University students created an energy drink for gamers called Moba Boba, which is 12% dairy. The beverage contains a pineapple flavored energy drink, blueberry and a milk-based energy drink, blueberry and a milk-based energy drink.

The University of Idaho, Tippin Farms, and North Carolina State University teams were awarded honorable mentions.

We at Dairy West are proud to support this initiative and encourage all students to continue to explore innovative ideas that could improve the dairy industry.

DAIRY WEST BOARD MEMBERS

Executive Director, Vice-Chairman, Buhl, ID

Josh Bokma, President, Declo, ID

Chris Hansen Laboratories.

Include Chobani, Hilmar Cheese, and Daisy Brand. Other partners include Hyacinth Proteins, Tillamook and Darigold. New partners included Chobani, Hilmar Cheese, and Dairy Brand. Other partners include Hyacinth Proteins, Tillamook and Darigold. New partners included Chobani, Hilmar Cheese, and Dairy Brand.

There were 117 registrants, including representatives from the dairy industry, including Idaho Dairymen's Association, the Idaho Dairy Promotion Board, and other organizations.

USU students also won the DMI’s New Product Competition with their product called Moba Boba, which is 12% dairy. The beverage contains a pineapple flavored energy drink, blueberry and a milk-based energy drink.

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The Advisory Board of the BUILD Program held a meeting this year, including industry and university partners.

Welfare Square of the Church of Jesus Christ of Latter-Day Saints.

Declining milk prices, costing families money, and more recently dairy farmers' mental health.

We are working on final hard lines to bring farmers' mental health.

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Our team members continue to learn and grow professionally to elevate their knowledge, skills, and abilities so they can be the best in their field on your behalf.

University partners included Brigham Young University, Washington State University, University of Idaho, Boise State University, and Washington State University.

North Carolina State University and University of Idaho received honorable mentions.

Welfare Square of the Church of Jesus Christ of Latter-day Saints.

The group of 25 was led by a very thorough and engaging presentation from Hyacinth Proteins’ director of innovation, Jason Grant.

Hyacinth Proteins.

The meeting included presentations on the current status of the BUILD Dairy Program, including progress on the Partnership Program, and an update on the Dairy Food Science.

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INSPRIING TRUST
MOBILE MURALS
PROJECT VISION
FACEBOOK
Instagram
Dairy farmer
High School Athletics
Idaho Preferred Month
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1% Flavored Milk in Schools
Sustainability
Partnership Spotlight
Farm Ambassador Program
Community Health Program Manager at Primary Children’s Hospital. “We couldn’t be more grateful to Dairy West and our community partners, like Dairy West, for the incredible work they do. Dairy West’s community health program has provided a reliable resource for families in need and is a testament to the power of partnerships.”

“Through the "Replenish with Chocolate Milk" program, 118 foods contribute to improving athletic performance. Additionally, 449 schools and teams received sports drinks or shelf-stable, whole chocolate milk for their athletic departments. Schools across Idaho and Utah received a pallet of shelf-stable, whole chocolate milk for their athletic departments. Schools across Idaho and Utah received a pallet of shelf-stable, whole chocolate milk for their athletic departments.

This program supports the community engagement efforts of our Farmer Ambassadors, who are dairy farmers that our staff and boards.

We are looking forward to another season of reinvigorating our region’s high school athletes around chocolate milk’s organized role in athletic sports success!

We hope to see you all in Boise November 9 & 10 for our Annual Meeting! Highlights of this year’s meeting include

•  We have partnered with Idaho Preferred to expand the "Idaho Preferred Month" program,
•  24 Walmart stores in Idaho participating in promoting a "Dairy Days of Summer" campaign in which

In June, Dairy West partnered with Idaho Shred and National Milk Promotions Service for its "Tasty Days of Summer" campaign in which 25 Walmart stores in Idaho and Utah promoted 1% flavored milk at the register and in-store and on-shelf.

The partnership enabled Dairy West to provide 1% flavored milk to school meals programs and improve educational opportunities. Schools are exploring ways to continue this success in 2023 and beyond.

This program’s success is due to Dairy West’s efforts to support athletes and schools by providing 1% flavored milk as a part of school meals.

1% flavored milk is a nutritious and convenient option for school meals.

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The Dairy West website has a dedicated section for its newest program, "Farmers. Visit dairywest.com/farmers for the following:"

- Request dairy product reimbursements
- Learn about our Ambassador Program
- Request farm tour goodies & nutrition education
- Submit itemized receipts
- Submit your receipts on our website within 30 days of purchase
- View the Dairy Initiative Map to see what promotion materials are happening in your area.

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