

Good Days, Bad Days Ad Campaign

Feeling productive? Excited to create a lasting memory? Or maybe today is a “blah” day, a not-your-day kind of day? No matter. Whatever the type of day, dairy can provide energy or comfort.

This quarterly campaign, launched in July, included advertisements, recipes, videos, and even Spotify playlists 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 “palate cleanser” for Halloween candy and a video campaign celebrating all things cheese for the holiday season (and beyond).

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](mailto:lpapageorge@dairywest.com) or email Lacey Papageorge (lpapageorge@dairywest.com). Much of our outreach is done only by email, so don't miss out!



743 North Touchmark Avenue
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Pioneers by Nature

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EVENTS AND DATES TO NOTE

OCTOBER 24-26 DMI/NMPF ANNUAL MEETING DENVER, ID
NOVEMBER 8 AMBASSADOR TRAINING BOISE, ID
NOVEMBER 8 PROMOTION & POLICY BOARD MEETINGS BOISE, ID
NOVEMBER 9 & 10 ANNUAL MEETING, BOISE, ID
JANUARY 11 & 12 DAIRY CONVENTION PROVO, UT

Send name and address corrections to lpapageorge@dairywest.com

WWW.DAIRYWEST.COM



FARMER NEWSLETTER • THIRD QUARTER 2022

NOTE FROM Karianne Fallow DAIRY WEST CEO

In a world where growing food is increasingly difficult, the resiliency of dairy farmers earns the admiration of the public. As we head into the last part of 2022, the team at Dairy West is grateful for the work you do to deliver a sustainable, nutritious food source and feed the world day in and day out.

In addition to that monumental undertaking, you are running complex businesses, raising families, and remaining deeply committed to your faith and your communities. You are our modern-day heroes, and the world needs you now more than ever. Thank you!

This year, Dairy West returned to a lot more in-person promotional activities and we were glad to be with you, with one another, and with consumer audiences and stakeholders. A few highlights to share:

- » Our BUILD Dairy program, which centers around research and processor workforce development, is increasingly popular with students, professors, and universities.
- » Survey results from our health professional outreach efforts indicated many medical clinicians have positive views of dairy and its role in a healthy diet.
- » A Food Pharmacy launched with the University of Utah Health System is gaining momentum with qualified patients, who can get food prescriptions that include dairy to improve health.
- » 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.) to talk about the realities of sustainability and greenhouse gas-neutrality efforts.
- » We are working with local retailers to boost demand for dairy products. Current pilot projects include signage highlighting dairy as a local product and in-store sampling events.
- » 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.

While this is just a snapshot of our daily work to inspire trust in dairy farming and dairy products and grow dairy sales around the world, it is reflective of our tireless efforts.

I encourage you to reach out to me with questions or for more information on your dairy promotion program. I look forward to seeing you at our Annual Meeting in Boise on November 9 and 10th!

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

BUILD Dairy Annual Meeting

Research presentations from 45 students were a highlight of the BUILD Dairy Annual Meeting. The research activities featured new work pillars of Dairy Nutrition, Sustainability and Packaging, as well as reports from Dairy Food Science. Attendees toured Heber Valley Cheese's dairy farm and artisanal cheese manufacturing facility. The group of 25 attendees then toured the dairy processing facilities at Welfare Square of the Church of Jesus Christ of Latter-Day Saints.

The Advisory Board of the BUILD Program held a meeting that included industry and university partners. Overall, there is great excitement and momentum in the BUILD program, and we are excited about how the program can continue to positively impact innovation and workforce development for the dairy industry.

There were 117 registrants, including representatives from both Dairy West and the Idaho Dairyman's Association boards (Willie Bokma and Deb Easterday-Reeves).

Industry partners attending the meeting included Glanbia Nutritionals, Idaho Milk Products, High Desert Milk, Lactalis, Hyacinth Proteins, Tillamook and Darigold. New partners included Chobani, Hilmar Cheese, and Daisy Brand. Other companies sending representatives were Fairlife, DSM and Chris Hansen Laboratories.



University partners included Brigham Young University, who hosted the meeting this year, University of Utah, Utah State University, University of Idaho, Boise State University, Washington State University, Oregon State University and North Carolina State University. Reach out to Eric Bastian (ebastian@dairywest.com) with questions.

USU Students win DMI's New Product Competition

Four Utah State University students created an energy drink for gamers called Moba Boba, which is 92% dairy. The beverage contains a pineapple flavored energy drink made from acid whey, whey phospholipid protein concentrate and 2% milk, and includes high-protein coconut-flavored boba gummies.

Because the product upcycles acid whey from cottage cheese and yogurt production, the students think the sustainability factor will resonate with their generation.



Annual Meeting

We hope to see you all in Boise November 9 & 10 for our Annual Meeting! Highlights of this year's meeting include keynote speaker Jason Dorsey, the Dairy Hall of Fame Banquet with Muzzie Braun as entertainment, a panel on exports and much more!

Please register by October 15th for the Grand Champion reimbursement of \$300. If you register before October 31st, you will receive the Reserve Champion reimbursement of \$150



Farmer Ambassador Program

Our Farmer Ambassadors have completed all three of their trainings. During their final training in July, they trained on crisis preparedness for their dairies. They also toured the Food Pharmacy, which is a partnership with University of Utah Health. After the training, ambassadors attended two days of board meetings and learned about the work of our staff and boards.

Welcome: Jessica Schmitt

Dairy West would like to introduce its newest team member: Communications Coordinator

Jessica Schmitt. Dairy runs deep in Jessica's veins. She discovered a love for agriculture while growing up on a dairy farm in Iowa. She took cattle to local and state shows and served as the Iowa Dairy Princess in 2018.

Jessica graduated this spring from Iowa State University, where she triple-majored in dairy science, agricultural communications, and international agriculture. She loved her time at Iowa State because she was able to be active in different clubs and met some of her closest friends. She also studied abroad in Portugal and Costa Rica and completed three internships.



Just for Farmers

The Dairy West website has a dedicated section for farmers. Visit 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
- » View the Dairy Initiative Map to see what promotion efforts are happening in your area.

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

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. 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

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.

High School Athletics

During the 2021-2022 school year, more than 580,000 athletes and fans received Unbottled messaging, including marketing at all state high school tournaments. Additionally, 449 schools and teams received sports nutrition education, and 89 schools participated in a virtual team talk with sports dietitian Erin Green. Those talks taught teams about sports nutrition and how dairy foods contribute to improving athletic performance.

Through the "Replenish with Chocolate Milk" program, 118 schools across Idaho and Utah received a pallet of shelf-stable, whole chocolate milk for their athletic departments. Chocolate milk was also distributed at multiple tournament locations across the region from our Unbottled trailer.

We are looking forward to another year of educating our region's high school athletes around chocolate milk's unparalleled role in optimal sports nutrition!



Idaho Preferred Month

For the month of September our retail work focused on marketing "Real. Local. Dairy." This included in-store signage highlighting dairy as an Idaho product.

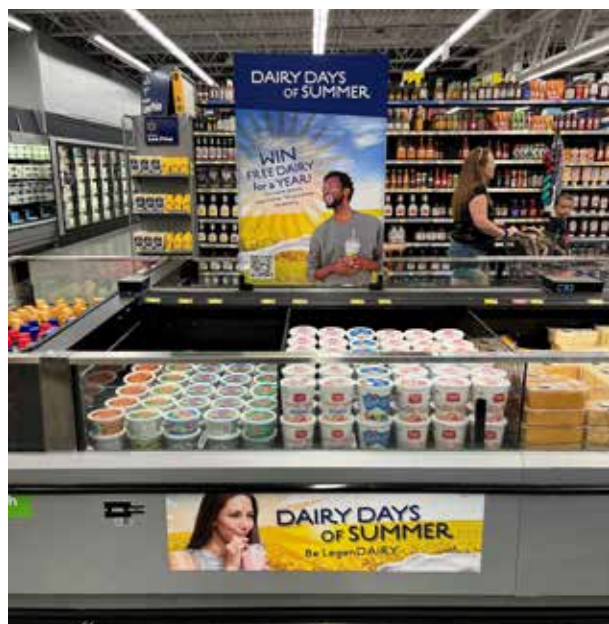
- 24 Walmart stores in Idaho participating in promoting over 80 dairy products made locally
- We have partnered with Idaho Preferred to expand the reach of our marketing
- We are working with Utah's Own for a similar partnership and activation in October



Dairy Days of Summer

In June, Dairy West partnered with Meadow Gold and Walmart for a "Dairy Days of Summer" campaign in which 18 Walmart stores in Idaho and Utah promoted summer items such as dips, sour cream and cottage cheese.

There was a 78% increase in units sold this June compared to units sold last year in June! This promotion also resulted in over \$13,000 in additional sales for the month of June and shows great potential for promotions to celebrate Dairy Month in June next year.



1% Flavored Milk in Schools

Over the past couple of years, revised nutrition guidelines for school meals have changed the types of milks schools could offer to students. Recently, the USDA announced its approval of 1% flavored milk as a part of school meals. Data shows milk consumption at schools increases when 1% flavored milk is offered, so this announcement is one to celebrate! This guideline is in place for at least two years, with the expectation that it will stay in place pending the approval of the reauthorization act currently before Congress. Meadow Gold in Utah has chosen to supply 1% flavored milk to schools for the 2022-2023 school year.

This upcoming school year is also the first year since the onset of COVID that universal free meals will not be offered. Schools are exploring ways to ensure this new guideline will not impact participation in their programs. Dairy West is supporting schools' efforts by adding additional dairy-focused mobile lines to encourage students to participate in school meals. We look forward to being a resource to our school nutrition partners as they navigate the changes this new school year brings.

Sustainability

THE FARM TO FORK EXPERIENCE

Dairy West, in partnership with the Idaho Dairymen's Association, hosted DMI and representatives of multiple national brands for a three-day visit to Idaho.

During their time in Boise and the surrounding area, the group spent a day touring the TLK and Sunview dairies and another day at the Darigold plant and Albertsons offices.

Partnership Spotlight

Intermountain Healthcare Primary Children's Hospital

Your Community Wellness staff have teamed up with Intermountain Healthcare's Primary Children's Hospital to create its first-ever food pantry to increase access to nutrient-rich foods for patients and their families. This work aligns with our goals to be the catalyst for thriving communities by empowering partners to create lasting impact!

Dairy West donated two refrigerated merchandisers, which will allow the food pantry to provide perishable dairy foods to patients in need. In 2021 alone, Intermountain treated over 86,000 patients at Primary Children's Hospital. They estimate serving more than 1,000 patients and their families each month through this pantry.

"Food security is an issue many in our communities' face – providing on-site access to food resources allows families to address their healthcare and food needs all in one convenient visit," said Karlee Rump, Community Health Program Manager at Primary Children's Hospital. "We couldn't be more grateful to local community partners, like Dairy West, for jumping in and helping bring the food pantry to fruition."

In addition to the refrigerators, Unbottled brand elements are being incorporated into the visual wall murals to create a fun, welcoming environment! The pantry is slated to open late this October.

