



Dairy West Farmer Newsletter ***February 2025***

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.

Farmer Updates

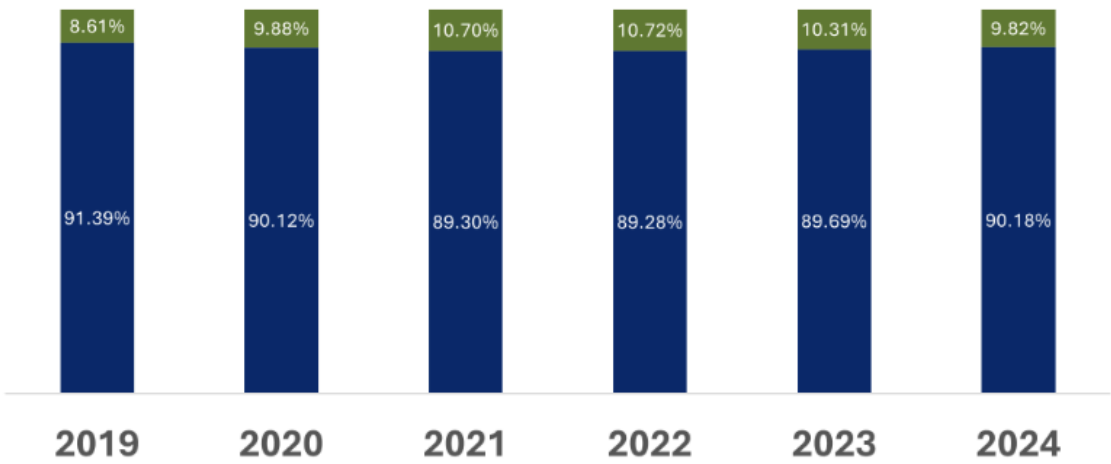
Milk's Comeback Continues

Good news for dairy farmers—consumers are choosing real milk over plant-based alternatives at increasing rates. New 2024 retail data confirms that while milk sales remain steady, plant-based beverage consumption has dropped for the third straight year. Almond and soy are declining, and oat beverages have stalled.

What's driving the shift? Consumers are seeing through misleading claims and recognizing the superior nutrition and sustainability of dairy. This is a win for the dairy industry—and for hardworking dairy farmers like you.

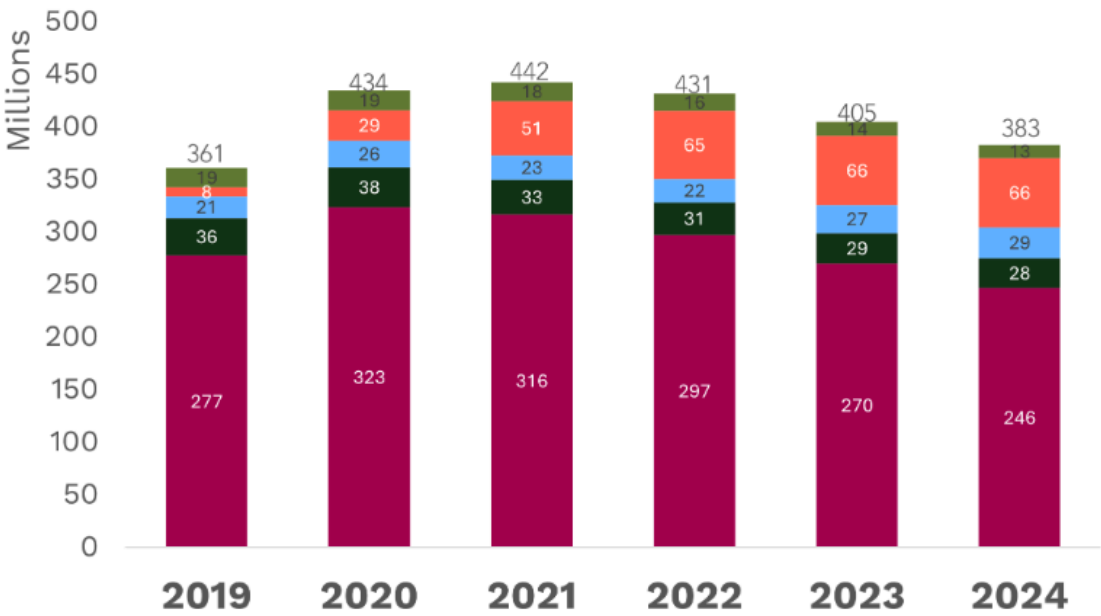
Volume Share of Combined Milk + Plant-Based Alternatives

Milk Plant-based alternatives



Plant-Based Alternatives Retail Volume

Almond Soy Coconut Oat All Other



Dairy West is Hiring!

Dairy West is growing the team, with both new and backfilled positions opening this year. If you know someone who may be a good fit for these roles, please help us spread the word! We currently have two open roles:

Coordinator – Accounting (Apply by February 14)

Responsible for managing accounts, ensuring compliance and collaborating across teams to maintain accurate and efficient financial operations.

Director – Sustainability & Farmer Relations (Apply by February 19)

Leads sustainability initiatives, fosters relationships with dairy farmers and industry partners, champions climate-smart agriculture and advocates for dairy's positive environmental impact while enhancing farmer engagement.

Visit the [Dairy West careers page](#) to learn more!

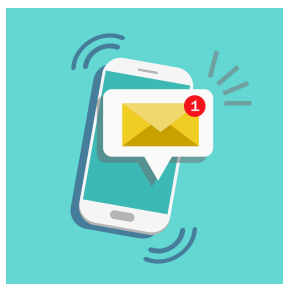
Exploring Dairy: Utah State's MANRRS Club Partners with Dairy West

Utah State University's MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences) Club teamed up with Dairy West for a deep dive into the dairy industry.



With a mission to empower individuals in agriculture and related fields, MANRRS provides opportunities for professional growth through research, competitions and networking.

Recently, 13 club members toured Gossner Foods, where they explored the fascinating milk processing journey. The visit wrapped up with a delicious treat of milk and ice cream – a perfect way to celebrate their learning experience!



Stay Connected with Dairy West

Want to get the latest updates, event reminders and e-newsletters delivered straight to your phone? Simply text **DAIRYWEST** to **833-505-3144** to sign up! You'll only hear from us once or twice a month—no spam, just the good stuff.

Don't miss out—join our text list today!

IDA District Meetings

Idaho dairymen are invited to attend upcoming IDA district meetings. During this time, the IDA and Dairy West 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 or 208-420-6795.



YOU ARE INVITED
TO OUR UPCOMING

DISTRICT MEETINGS

Please RSVP at
rsvp@idahodairymens.org
or (208) 420-6795

**07
JANUARY**

TREASURE VALLEY
Indian Creek Steakhouse
711 Main St
Caldwell, ID 83605

**21
JANUARY**

MAGIC VALLEY
Stone House & Co.
330 4th Ave S
Twin Falls, ID 83301

**23
JANUARY**

MAGIC VALLEY
Wick's Steakhouse
18 E Main St
Declo, ID 83323

**12
FEBRUARY**

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.

**13
FEBRUARY**

EASTERN IDAHO
The Robinson Building
186 W 2nd N St
Preston, ID 83263
BEGINS AT 11:30 AM

Insights Corner

Q4 2024 Retail Sales Update: Milk, Cheese & Yogurt

As part of Dairy West's commitment to data-driven decision-making, we're introducing an "Insights Corner" in our monthly e-newsletter. This section will provide key insights on consumer purchasing trends, retail sales data and emerging food trends.

Overall, retail sales trends in our region throughout 2024 closely mirrored national trends but with greater intensity. One notable exception was the increase in fluid milk pint sales in our region, compared to the national decline in pint sales.

Here are some key takeaways from our year-to-date data in Q4 2024:

MILK

- +1.1% year-to-date (YTD) growth versus 2023, though still below 2021 levels.
- Fluid milk products, specifically lactose-free, high-protein, glass bottle, grass-fed, A2 and organic saw notable growth.
- Whole milk sales rose 6.5%, while other fat levels declined, led by a 10% drop in skim.

CHEESE

- +3.5% YTD growth versus a year ago, continuing a steady climb since 2021.
- Mozzarella (+18.7%) and queso (+14.8%) led natural cheese growth.

YOGURT

- +9.1% YTD growth, surpassing 2021 levels after a dip in 2022.
- Greek, Icelandic and plain yogurt saw gains.

ALTERNATIVE BEVERAGES

- Down 7% YTD versus year ago, with declines in almond, cashew and rice beverages.

For more insights, contact [Ann Lokuta](#), Dairy West's director of insights and innovation.

Business Development & Health Promotions

Kimberly Schools Boost Breakfast with Dairy West's *Power Up Pack Grant*

Thanks to Dairy West's Power Up Pack Grant, Kimberly School District—led by Carla Hogue—has transformed its school meal programs. By launching a grab-and-go breakfast model and a mobile serving line, participation soared—up 1000% at the middle school alone!

Innovative moves like relocating meals to common areas, creative marketing and new student-approved recipes made school breakfasts more accessible and appealing.

"Without Dairy West's grants, our meal programs wouldn't be what they are today," says Carla. "We are so grateful for the impact on child nutrition."

Dairy West is proud to support schools in expanding access to nutritious meals while reinforcing dairy's essential role in child health.

Want to learn more about Power Up Pack Grants? Contact [Deena Benson](#), Dairy West's manager of business development, school nutrition.



Communications

Unbottled Digital Marketing: February Highlights

This month, Unbottled is doubling down on digital engagement with two impactful campaigns designed to inspire and inform:

Love Dairy Again (February Exclusive)

Just in time for Valentine's, this campaign pairs perfectly with our retail promotion—helping consumers fall back in love with dairy by tackling lactose intolerance myths with tips, facts and a heartwarming twist.

Dairy, The Good Stuff (Final Month)

Our long-running celebration of dairy's *simple greatness* wraps up this month, continuing to showcase its essential role in flavor and nutrition.



With these campaigns, we're keeping dairy relevant, engaging and top-of-mind—driving digital buzz and strengthening Unbottled's connection with consumers.



A Year of Milk? Unbottled's "Dip Face" Contest Brings the Fun

Unbottled's "Dip Face" contest brought big laughs, bold flavors and a shot at winning a year's supply of Meadow Gold milk!

To celebrate dairy's role in game-day snacking, Unbottled challenged fans in Idaho and Utah to capture their most over-the-top reactions to tasting dairy-based dips. Whether it was homemade queso or a store-bought favorite, contestants shared their best Dip Face moments on Instagram or TikTok using #UnbottledDipFace for a chance to win 52 gallons of milk!

Coinciding with Super Bowl season, this lighthearted campaign highlighted dairy's place in football parties, family gatherings and everyday snacking—all while showcasing the dedication of local dairy farmers.

See some Dip Face moments from our staff and partnering influencers in our [promo video](#) and follow the fun on Unbottled platforms: [Facebook](#), [Instagram](#), [YouTube](#), [Pinterest](#), [X](#) and [TikTok](#)!

On Social



Moana topped global streaming charts in 2023. To celebrate, [Dairy Farmers of America and Disney](#) have teamed up to create Moana Milk.



No need to wait for a special occasion. Real, local [dairy elevates every experience](#)—big or small! Simply adding dairy to the spread is a sure win.



When did breakfast get this exciting? Since Monticello Academy in Utah launched its [brand-new mobile smoothie line](#) thanks to Dairy West assets.

Mark Your Calendars

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

March 11 | Ambassador Training | Boise, Idaho

March 12 | Policy Board Meetings | Boise, Idaho

March 13 | Dairy West Board Meetings | Boise, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Product Reimbursement

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

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.

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

Farmer Portal

Product Reimbursement

National Dairy Industry Resources



Your Dairy Checkoff Podcast Bonus Episode 8: What Is YoBark? New Dairy Product Innovation Created By Dairy Checkoff and General Mills Partnership

In this fun, [bonus episode of the Your Dairy Checkoff podcast](#), DMI's Scott Wallin and Chris Urban speak about the new dairy product innovation, YoBark, created with General Mills.

YoBark targets teens and tweens to who tend to leave the yogurt category due to a desire for on-the-go, sharable snacks. The product was developed through consumer insights and testing, resulting in a stand-up pouch yogurt bark that is both indulgent and has a good nutrient profile.

Learn about the overall partnership, including future innovations and premium yogurt offerings, emphasizing the importance of the checkoff's science through the National Dairy Council and checkoff's consumer insights in driving demand.



DMI Website

Podcast Episodes

NMPF Website



IDFA
International
Dairy Foods Association



U.S. DAIRY
EXPORT COUNCIL

IDFA Website

MilkPEP Website

USDEC Website

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

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