



Dairy West *Farmer Newsletter*

February 2024

This newsletter's primary audience is current Idaho and Utah dairy farmers. Please share with family members and farm employees. [Sign up](#) to receive this directly to your inbox.

Farmer Updates



In Udder Words **Dairy Economics w/Sara Doorland**

[Gain valuable insight into the dairy market](#) as In Udder Words host, Lacey Papageorge, speaks with Sara Dorland.

Sara Dorland, is the managing partner at Ceres, a company specializing in providing risk management, market research and financial consulting services to agriculture and food-based businesses. Sara works throughout the dairy supply chain including dairy producers, cooperatives, manufacturers and consumer products companies. Her interactions have involved a broad array of hedging activities, go to market techniques, as well as education, analysis and consulting on a wide variety of dairy industry topics.

Dairy Manager and Leadership Meeting Recap

Last week, Dairy West launched its inaugural Dairy Management and Leadership training program. As the dairy industry continues to evolve, people management is top of mind for farmers, and this program is designed to introduce farms to necessary resources.



Led by Bryce Chambers, who alternated his facilitation throughout the sessions between Spanish and English to cater to our region's diverse workforce, attendees engaged in conversations around how to show up as managers with essential leadership skills. The course raised questions such as...

- What kind of leader am I?

- When is the most difficult time for an employee?
- What happens when we don't understand something?

...getting participants to reflect on how leadership impacts their day-to-day.

This course is just the beginning of a series of trainings and resources that will be offered to farmers across the region in the coming months and years. We are excited to kick off this program and are looking forward to its successful future.



Dairy Farm Family Scholarship

The Dairy Farm Family Scholarship provides academic scholarships for immediate family members of an Idaho and Utah dairy permit holder. New this year, scholarships are also open to immediate family members of dairy farm employees. We define immediate family members as a child, grandchild or spouse.

This year, Dairy West will award three (3) \$2,500 scholarships and twenty (20) \$1,500 scholarships. In addition, the Bill & Charlotte Stouder Memorial Scholarship in the amount of \$2,500 will be presented to the highest scoring scholarship applicant from Idaho. This scholarship is administered by the Idaho Dairymen's Association in memory of Bill and Charlotte Stouder, as a tribute to their dedication to Idaho's dairy industry.

Applications are due March 1, 2024. Please [visit our website](#) to see eligibility requirements and apply!

Dairy Convention Recap

Despite the challenges posed by a winter storm, the convention saw strong participation with a total of 99 attendees, including 17 industry partners and 56 dairy farmers representing 28 dairy farms.



Key highlights of the convention included a captivating keynote presentation by Tara Vander Dussen on "Leveraging Sustainability: Dairy as a Key to the Future of Food." Additionally, attendees benefited from a thought-provoking presentation by dairy economist Sara Dorland. Dairy West's health and wellness team delivered an insightful presentation showcasing their commitment to building lifelong dairy consumers one day at a time.

Upcoming Extension Workshops

Utah State University's Dairy Extension Workshop

Workshops will take place on February 27 at the USU Caine Dairy and February 28 at the Millard County Extension Office. Both meetings will run from 10 am to 3 pm, and lunch will be included. Topics include risk management, targeted dry cow treatment, water optimization and preserving dairy histories.

Workshops will take place in Boise on March 27 and Burley on March 28. They will run from 10 am to 2:30 pm. This workshop will help dairy producers learn about the financial, and legal risks, and production and marketing implications, associated with potential participation in emerging and diverse carbon markets.

IDA District Meetings



DISTRICT MEETINGS

You're Invited

Please join us, along with your fellow dairy producers, for an evening of great food and conversation as IDA staff provide updates on the work they are doing on your behalf.

Please RSVP

RSVP at least one week prior to the meeting you wish to attend.

Megan Satterwhite
megan@idahodairymens.org
208.420.6795

09
JAN

Treasure Valley
Indian Creek Steakhouse
711 Main St.
Caldwell, ID 83605

30
JAN

Magic Valley
Stone House and Co.
330 4th Ave. S.
Twin Falls, ID 83301

01
FEB

Magic Valley
Wick's Steakhouse
18 E. Main St.
Declo, ID 83323

27
FEB

Eastern Idaho
Sandpiper
750 Lindsay Blvd
Idaho Falls, ID 83402

28
FEB

Eastern Idaho
Robinson Building
186 West 2nd North
Preston, ID 83263

IDA will host dinner meetings in each of the districts. Please join for an evening meeting with a steak supper. The staff plan to give an update on the latest topics and join in conversation to help answer policy questions.

The meetings will start at 5:30 pm with drinks and appetizers. While dinner is being served, an industry update will be given. Conversation with staff will continue over dinner. You will leave with your bellies full, thoughts shared and questions answered.

The meeting in the Preston area will be held at lunchtime to minimize interference with farm schedules. The meeting will follow the same flow as the others so please save room for food. Please RSVP at least one week prior to the meeting you wish to attend by emailing [Megan Satterwhite](mailto:MeganSatterwhite@idahodairymens.org).

Retail

2023 Retail Efforts Increased Sales

Our 2023 digital marketing campaign has come to a close and the results are in. Through 10 different campaigns, our strategy included focusing on a variety of dairy categories to encompass all assortments of dairy products.



Through these efforts, we helped generate over \$2.8 million in sales with a return on ad spend average of \$11.38, meaning for every dollar we invested, we saw \$11.38 come back in rate of sales, by far exceeding the industry standard of \$2-\$3 ROAS. We also had over 9.7 million impressions with online shoppers and 17.52% of those online shoppers made a purchase of the products we introduced them to for the first time, creating future consumers of locally made dairy products.

Health & Wellness

High School State Championship Tournaments

The 2023-2024 high school winter tournament season is underway! We are excited to have our Unbottled trailer, milk and marketing materials at tournament sites across our region. Our milk crews will be working hard to provide athletes and fans with nutritious and delicious chocolate milk on finals day. Take a look at the following schedule to see all the places we will be this winter. We hope you'll stop by to see our milk crews in action!

Utah High School Championships:

- February 10 – 17, 2024: Wrestling at Sevier Valley Center & Utah Valley University
- February 24 – March 1, 2024: Basketball at Sevier Valley Center, Southern Utah University and Utah Valley University

Idaho High School Championships:

- February 17, 2024: Girls Basketball at Ford Idaho Center
- February 23 & 24, 2024: Dance and Cheer at Ford Idaho Center
- February 24, 2024: Wrestling at Holt Arena
- March 2, 2024: Boys Basketball at Ford Idaho Center

Friendly reminder, get your tournament ticket(s) on our [website](#)!

Communications

Fall in Love with Dairy

Dairy West's consumer-facing brand, Unbottled, is honing in on the universal love of dairy throughout the month of February. The "Fall in Love with Dairy" campaign reminds consumers about the goodness of dairy - in taste and nutrition - and how it can be incorporated in Valentine's Day plans.

Ads promoting [Unbottled's Matchmaker](#) and lactose-free cheese options have been placed on Facebook, Instagram, Google, Snapchat and Pinterest. Additionally, we are collaborating with two influencers, Caitlin Montoya Henning of Idaho and Barbara Teerlink of Utah, to reach their followers.



Caitlin Montoya Henning



Barbara Teerlink

On Social



Fall in love with dairy - use the [Unbottled Matchmaker to find the perfect cheese](#) to pair with your favorite wine or beer with the right cheese for a dreamy treat.



Dairy Farmers of America announced that [dairy farmers are able to financially benefit](#) from sustainability practices. Now, dairy companies can purchase carbon credits.



Ready to be a Super Bowl superhero? We got you! Our Dairy West staff members came together to [share their favorite dip recipes](#). Trust us, they do not disappoint!

Mark Your Calendars

January 9 - February 28 | IDA district Meetings | Many locations (see above)
 March | Nutrition Month Campaign: Benefits of Dairy | Unbottled Digital Advertising
 March 12 | Ambassador Training | Boise, Idaho
 March 13 | Promotion Board Meeting | Boise, Idaho
 March 14 | Policy Board Meeting | Boise, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students attending your tour.

To guarantee you will receive materials in

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 per permit reimbursement for dairy products purchased

time please make requests two weeks prior to your event.

Farm Tour Materials

Dairy West Initiative Map

The Dairy West website has [interactive map](#) of our region divides Idaho and Utah into districts. You can view a list of the events that have already taken place in each district. The map will be updated at the end of each quarter.

Interactive Map

for community events. As a dairy farmer we will also reimburse you in full for dairy products given out during on-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

Product Reimbursement

National Dairy Industry Resources

Podcasts for Farmers



Your Dairy Checkoff Episode 27: What Has The Checkoff Done In 2023 and What To Look Forward To In 2024

Checkoff Year-In-Review From Dairy Management Inc.'s Chair Marilyn Hershey and CEO and President Barb O'Brien.

Listen as Marilyn Hershey, DMI's chair, and Barb O'Brien, DMI's CEO and President, discuss the 2023 National Dairy Checkoff Year-In-Review with Scott Wallin, DMI's VP of Industry Media Relations. They will go over the highlights and challenges of this year's checkoff programs including our restaurant and retail partnerships, health and wellness education and collaborations, consumer promotions, international promotions, and the new direction of the Fuel Up youth wellness programs.



Dairy Farms, Stories & Benefits | U.S. Dairy

The dairy checkoff was created by farmers to build trust in and sales of dairy, funded by the nation's 37,500-plus dairy farm families and those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](#)
www.usdairy.com



The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC members and the broader U.S. dairy industry interested in exports.

[Read more](#)
blog.usdec.org



The National Milk Producers Federation | The Voice of...

Farmer Focus: Meet father and daughter team, Dante and Elise Carpenter, owners and operators of fourth-generation KC Farm. They, along with their two employees, milk 90 Jersey cows and farm 1,100 acres in southern Kentucky. Dante's favorite...

[Read more](#)

www.nmpf.org



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