NOTE FROM
Karianne Fallow
DAIRY WEST CEO

Nearly 300 Days ago the Dairy West staff left our offices to lockdown at home in the COVID pandemic swept the country. Almost immediately, after arranging at-home offices and figuring out how to live, work, and teach children at the same time, our teams jumped into action, committed to furthering our vision of catalyzing a world where the dairy industry is a positive change-maker. Here is what that action looked like:

» We provided a variety of equipment to allow our schools to continue serving dairy, offered additional products for distribution, and deepened relationships with local school districts.

» We reached out to retail partners to offer support and ensure that they remain confident in the dairy supply chain.

» We contacted foodservice partners to see what we might do to help restaurants that had to shut their doors.

» We worked with processors of all sizes across our region to prevent milk from being disposed of, the result of which was our Curds + Kindness program that has donated over 1 million pounds of product to those in need of, the result of which was our Curds + Kindness program that has donated over 1 million pounds of product to those in need.

Despite the unforeseen nature of the year, I can confidently say that your Dairy West team has shown tremendous creativity and creativity in pivoting the work we do on your behalf. They continue to ignore trust in dairy farming and dairy products and build demand for products around the world. As a Dairy West team member you have the power to make a significant difference in the world.

Karianne Fallow

DAIRY WEST BOARD MEMBERS

Winfield Anderson – Blackfoot, ID
Jeff Hardy – Brigham City, UT
Mike Siegersma – Nampa, ID
Dan Gilbert – Blackfoot, ID
Chace Fullmer – Sigurd, UT
John Brubaker – Buhl, ID
Pete Wiersma – Buhl, ID
Matt Leak – Cornish, UT
Tom Kasper – Melba, ID
Josh Webb – Declo, ID

DAIRY WEST BOARD MEMBERS

EVENTS AND DATES TO NOTE

Depending on guidance from authorities, events may be cancelled or adjusted.

JUNE
- DAIRY WORLD TOUR MEXICO
- NATIONAL NUTRITION MONTH

MAY
- WESTERN SPRING NATIONAL HOLSTEIN SHOW, RICHMOND UTAH
- NATIONAL HOLSTEIN FOUNDATION PROMOTION BOARD MEETINGS

APRIL
- DAIRY WORLD TOUR MEXICO
- NATIONAL NUTRITION MONTH

MARCH
- NATIONAL NUTRITION MONTH

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- NATIONAL NUTRITION MONTH

FARMER RESOURCES

To expand communications with farmers, Dairy West will be implementing a texting service. As a Dairy West Farmer, you will receive texts from us an average of 2-3 times per month. These texts will be reminders for upcoming events, e-newsletter links, and other updates. We have opted in everyone we have cell phone numbers for.

No Trespassing Signs

Dairy West is offering farmers across the region two “No Trespassing” signs per permit. We have worked with our legal teams in Idaho and Utah to develop state-specific signs.

To request your No Trespassing sign, contact lpapageorge@dairywest.com.
INNOVATION PARTNERSHIPS

Dairy World Tour
So global, so local with the Unbottled Dairy World Tour episode series and dairy subscription box. Over the course of the year, subscribers will receive six product boxes, filled with delicious Utah and Idaho dairy products. Each box will also include recipes from a featured country’s cuisine that utilize the local dairy ingredients provided. During the every other month episode series, those who tune in will get to join a guest chef and nutrition expert as they explore a different country’s culture and cuisine. The overall program will demonstrate how dairy is used globally, while highlighting a variety of dairy foods produced right here in our region. Our first episode took subscribers to Italy in February of 2021 and was sold out!

Sports Nutrition in Action
Our new Unbottled branding is love at High School Sports Tournament venues across the region. To complement these physical assets, Dairy West has developed a complete sports nutrition toolkit, including the following:

» Unbottled Greatness Guide—simple, practical tips on how to make food and lifestyle choices that help fuel greatness visit greatness.unbottled.com
» Virtual Team Talks—short educational talks for high school sports teams to learn game-winning fueling strategies
» Individual Handouts—downloadable handouts on a variety of sports nutrition topics

Dairy Nourishes Me: I can seize the moment and dairy feeds my mind and body.
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Dairy World Tour
In the spring of 2020 Dairy West spearheaded the CHI initiative to relieve Covid-19 related supply chain pressures and deliver dairy products to hungry people. The industry-scale effort matched excess milk supply with available regional processing allowing Dairy West to purchase, at cost, and donate over 1 million pounds of products. In addition to donating products through food banks and schools, Dairy West shared the joy and goodness of dairy to first-line workers, people in shelters and youth in need through community activations in June and December.

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