



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

DAIRY WEST BOARD MEMBERS

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

EVENTS AND DATES TO NOTE

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

MARCH	NATIONAL NUTRITION MONTH
APRIL 28	DAIRY WORLD TOUR MEXICO
MAY 11-14	WESTERN SPRING NATIONAL HOLSTEIN SHOW, RICHMOND UTAH
MAY 20	PROMOTION BOARD MEETINGS
JUNE	DAIRY MONTH

Send name and address corrections to
lpapageorge@dairywest.com

PRODUCER NEWSLETTER • FIRST QUARTER 2021



NOTE FROM

Karianne Fallow

DAIRY WEST CEO

Nearly 300 days ago, the Dairy West staff left our offices to lockdown at home as 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 team jumped into action, committed to furthering our vision of catalyzing a world where the dairy industry is a positive changemaker. 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 launched continuing education training opportunities for health professionals, many of whom had unexpected time on their hands, as care shifted to COVID-related illnesses.
- » 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

Despite the unforeseen nature of the year, I can confidently say that your Dairy West team has shown tremendous resilience and creativity in pivoting the work we do on your behalf. They continue to inspire trust in dairy farming and dairy products and build demand for products around the world, no matter the external influences.

You'll read more about some of our 2021 plans in this newsletter and I hope you'll have a chance to engage with us in our programming this year! Please reach out so we might visit about topics that are most important to you.

Karianne Fallow
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

FARMER RESOURCES

Texting Service

To expand communications with farmers, Dairy West will be implementing a texting service. As a Dairy West Farmer, plan to 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.

Please text keyword Dairy West to 833-505-3144 to join. Make sure to save our number as a contact in your cell phone.

Introducing In Udder Words

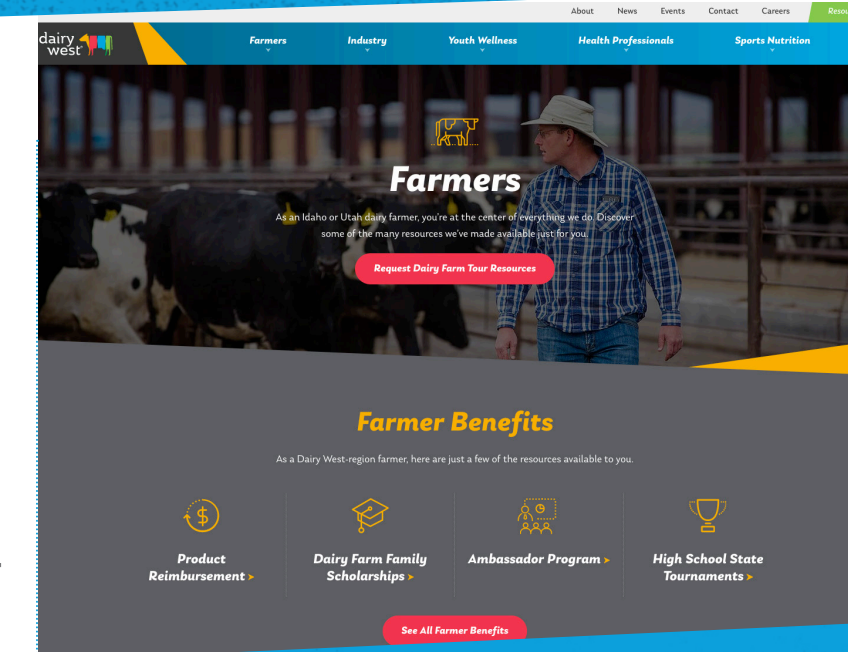
"In Udder Words" is a new Dairy West internal podcast designed to give farmers deeper insight into Dairy West initiatives. In each five to seven minute episode, host, Lacey Papageorge, will interview a guest who will share how they are working to engage with our community to build trust in dairy. Look for the link via text and in upcoming issues of the farmer e-newsletter.



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 signs contact lpapageorge@dairywest.com, 208-869-0777



www.dairywest.com/farmers

Remember there is a dedicated section of the Dairy West website for farmers. There you will find the following information: www.dairywest.com/farmers

- » Get reimbursed for dairy products
- » Get information about our Ambassador Program
- » Request farm tour goodies & nutrition education materials
- » Read past newsletters
- » Learn of upcoming meetings, conferences, and educational opportunities
- » Find archived "In Udder Words" episodes

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



Dairy World Tour

Go global, eat 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!



Dietary Guidelines Updates

The Dietary Guidelines for Americans (DGA) are updated every five years and serve as the cornerstone recommendations used to develop government feeding programs, including school meals and the WIC program. Federal feeding programs moved 10.7 billion pounds of milk, 684 million pounds of cheese and 662 million pounds of yogurt and other dairy foods in 2019.

Sports Nutrition in Action

Our new Unbottled branding is live 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

- Below are five dairy highlights for the 2020-2025 Dietary Guidelines for Americans:
1. Dairy continues to be it's own food group.
 2. Three dairy servings per day remains the recommendation.
 3. Dairy is recognized for contributions to healthy eating patterns throughout life.
 4. Dairy contributes key nutrients including three of four nutrients of concern which are Calcium, Vitamin D, and Potassium.
 5. Dairy supports child nutrition. New recommendations for toddlers 12 to 23 months includes whole milk, reduced-fat plain yogurts and reduced fat cheese.



Unbottled I am Great Campaign

Greatness comes in all shapes and sizes, and dairy plays a role in individuals saying, "I am great!"

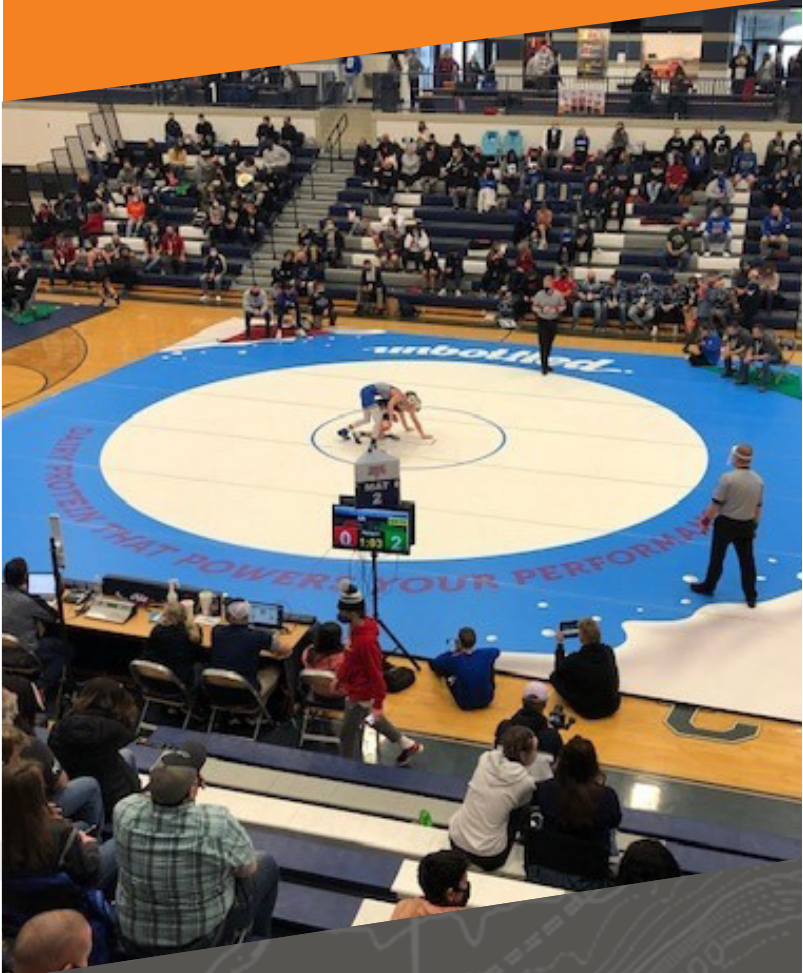
We have created a series of 15-second videos as part of our "I am great" campaign. From a young boy enjoying an after-school snack, to a woman discovering yoga, to an older man finding joy in woodworking, the theme of these videos is empowerment, wellness & nutrition. Dairy Nourishes me: I can seize the moment and dairy feeds my mind and body.

Sign Up for Farmer Emails

Do you want to receive more timely news, announcements, invitations, and updates from Dairy West? Then sign up to receive our emails at dairywest.com/for-farmers. Or email Lacey Papageorge (lpapageorge@dairywest.com) Much of our outreach is done by email only so don't miss out! For every new email sign-up we receive, we will send you your choice of a Dairy West hat plus links the past few issues of the e-newsletter.

Unbottled wrestling mat at high school state tournament.

Dairy Nourishes Me: I can seize the moment and dairy feeds my mind and body.



Curds + Kindness Year End Summary

In the spring of 2020 Dairy West spearheaded the C+K initiative to relieve Covid-19-related supply chain pressures and deliver dairy products to hungry people. The industry-wide 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 front-line workers, people in shelters and youth in need through community activations in June and December.



1,007,875
pounds of product donated

More than
15
regional dairy companies involved

42,645
dairy items delivered

\$2,482,149
overall program spend

\$170,656
in support received



Unbottled Match Maker

Cheese. It's food and a word that makes us smile, one of those nourishing joys in life. And our region is home to some incredible cheeses, made from local milk with care by local artisans. And every cheese deserves its perfect match. With a little help from our online guide, start with the cheese of your choice and finds its ideal beverage and food pairing. Plus, learn more about the variety of cheese made locally in Idaho and Utah. We hope you will enjoy the Unbottled Matchmaker. unbottled.com/matchmaker

Build Dairy Announces New Website & Recruitment Materials

We are thrilled to announce the new BUILD Dairy Website has launched at www.bulldairy.com and is now active. This website is designed to attract, provide information, and recruit a specific, targeted audience including university students, professors and dairy industry partners. A promotional campaign is being launched over the next month via BUILD's social media accounts to attract visitors to the new site.

