

Replenish with Chocolate Milk Program

The Replenish with Chocolate Milk Program is in full swing. We are partnering with 116 schools, benefitting 398 teams and 16,487 student athletes in Idaho and Utah to inspire trust and build demand for dairy foods this school year!

With your support, the recent program expansion added Idaho high schools for this school year. Based on Utah's high school program success, we are thrilled to be deepening our sports nutrition offerings with high school athletics across our region. Along with the expansion, other modifications were made to maximize the program's success:

- A competitive application requires schools to engage with our additional sports nutrition resources to qualify for the milk: Game Winning Fueling Strategies virtual team talks, Greatness Guide, and Unbottled marketing materials
- Participating schools will receive the same quantity of milk (1 pallet)



Curds + Kindness Dairy Drive

September was Hunger Action Month! We celebrated by partnering with Valley Wide Cooperative and Lees's Marketplace to continue supporting our local communities and further increase access to nutrient-rich dairy foods with our Curds + Kindness dairy drive.



- Sept 1- Sept 12 all 18 Valley Wide stores across Idaho encouraged donation to support their local food pantries – we are excited to report over \$11,000 was raised.
- In its fifth year, Lee's Marketplace continued their dairy drive in their 6 locations Sept 22-Oct 13. Similarly, donations were encouraged to support their local food pantries – again thrilled to report over \$20,000 was raised.
- In addition to the dairy drive, we donated \$10.00 per registrant of our "Health Professionals' Role in Fighting Hunger" webinar. With 134 registered, \$1,340 was donated.

Including a Curds + Kindness match, that is \$63,340 raised to help local food pantries purchase dairy foods for their communities in need!

Building on the success of Lee's Marketplace Dairy Drive in Utah we were thrilled to expand into Idaho and partner with Valley Wide Cooperative to execute the effort across the region in 2021.

Unbottled's Dairy is the Life of the Party Campaign

What's a holiday party without dairy? It's veggies without dip, crackers without cheese, or eggs without the nog...in a word, boring! That's the message of the latest promotional campaign for Unbottled, currently running on social media platforms and streaming services. The videos feature animated foods celebrating the holidays, but the fun only starts when the whipped cream, ranch dip and the coolest wedge of cheese in the Rocky Mountains arrive.

The animation style, created by marketing agency Think Shift, is somewhat absurd and wholly

entertaining. Since launching around Thanksgiving, the ads have proven especially popular on platforms favored by our Gen Z target audience, including Snapchat and Instagram. The ads can also be viewed on the Unbottled website, in the Stories section. Dairy, the life of the party!



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature

NOTE FROM

Karianne Fallow

DAIRY WEST CEO

One of my favorite authors, Brené Brown, says, "I don't have to chase extraordinary moments to find happiness—it's right in front of me if I'm paying attention and practicing gratitude." The end of each year is a good time to reflect on those things for which we are grateful and look forward to what's ahead, no matter how uncertain.

At Dairy West, our team uses this time to reflect and celebrate all we have accomplished on behalf of dairy farmers during the year. We also conduct performance development evaluations to ensure we are continuously improving, working and acting with a growth mindset, and making the biggest impact we, as individuals and as a team, can make for the dairy community. Like dairy farmers, we strive to create a world where dairy is at the center of positive change in peoples' lives and in our communities.

Our work to inspire trust in dairy farming and dairy products will continue in 2022, and we will continue to look for new, innovative ways to do our work. We will face change head on, as is our reputation, and we will continue to pioneer big action on behalf of the dairy farmers we serve.

In addition to embracing change in the work we do, we adapt to changes in board leadership. In this newsletter, you will see comments from Chairman Steve Ballard. For the past three years, we have been guided by a truly deep thinker who is a strong advocate for Dairy West and sees a bright future for the organization and for dairy. Steve will step down as chairman the end of this year, and we are enthusiastic to welcome the vision and excitement of Chace Fullmer from Richfield as our incoming chairman. We also express our gratitude to Kyle Anderson, Jason Bateman, and Hal Olsen for their service to the dairy community. And we welcome Debra Easterday Reeves, who will be joining the Dairy West Board in January.

Thank you for caring about feeding the world with safe and nutritious food—you are some of the most honorable people in the world. I am grateful for you!

Karianne
kfallow@dairywest.com



PRODUCER NEWSLETTER • FOURTH QUARTER 2021

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

NOTE FROM

Steve Ballard

DAIRY WEST CHAIRMAN

November was a busy month with our November board meeting, our Dairy West annual meeting, and the DMI annual meeting. It's been way too long, but as things change, Dairy West continues to navigate disruptions to build trust and demand for dairy. All these meetings shared the same theme — change. Jason Dorsey, the author of *ZConomy: How Gen Z Will Change the Future of Business*, was the keynote speaker at DMI's annual meeting. He spoke about the value of marketing to Gen Z and about how this young generation will change the future of business purchasing, hiring and retention, as well as our thought process. We have spent years reaching this generation through our in-school programs and now it is time for us to capitalize on that. As this generation begins to make purchasing decisions, how do we make connections for them about the value dairy plays in their life now and in the future? As we pioneer change, we can continue to build trust by making these connections.

Change is always good, it gives you an opportunity to stop, step back and think. I have been doing a lot of that personally and have recently made the decision to sell our cows. When I looked at the future of our dairy, I saw that a lot of things would need to change for us to exist in the next several years. I hope to milk cows again sometime, but for now, the decision for our sustainable future was clear. We will focus on our cheese plant and continue to reassess opportunities as technology advances. I will be stepping down as the Dairy West Chairman, effective at the end of 2021, and Chace Fullmer will take the helm.

Change is how we have fundamentally looked at checkoff at Dairy West. How we proceed will involve constant change to meet the demands of our time so we can continue to build trust. We've made a lot of changes in the past few years, and I firmly believe that change is where opportunity lies and that the future looks bright for dairy.

Steve Ballard

Change is always good, it gives you an opportunity to stop, step back and think.



DAIRY WEST BOARD MEMBERS

Winfield Anderson – Blackfoot, ID
Steve Ballard – Gooding, ID
John Brubaker – Buhl, ID
Chace Fullmer – Sigurd, UT
Kim Korn – Terreton, 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

Happy Holidays!

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

Send name and address corrections to lpapageorge@dairywest.com

Dairy West Annual Meeting 2021

Dairy Hall of Fame Inductees

- 2020 Idaho Hall of Fame John Brubaker
- 2021 Idaho Hall of Fame Brian Esplin
- 2021 Utah Hall of Fame Harry Papageorge

Telling Your Story Award

- 2021 John Nederend

Friend of the Industry Award

- 2020 Smoky Mountain Pizza
- 2021 Boyd Phillips

Milk Quality Awards

Utah 2021

- SunRay Dairy
- Under The Hill Dairy
- Penrod Farms
- Holt Dairy

Overall Winner

- Pappys Farm

Idaho 2021

- TLK Dairy
- Jersey Land Dairy
- White Harvest Dairy
- Doornenbal Dairy LLP
- Franco Dairy
- Rigby Dairy LLC
- Rolling Leaf Farms LLC
- Funk Dairy #2
- Goodsell Jerseys

Overall Winner

- J3 Dairy LLC

Idaho 2020

- Price Dairy
- Cedar Ridge Dairy LLC #3
- Luis Bettencourt/LB Dairy
- Davis Dairy LLC
- Ted Baar Dairy
- Bischoff Dairy
- J3 Dairy LLC
- Rolling Leaf Farms LLC
- Funk Dairy #2
- Rolling Rock Dairy LLC

Overall Winner

- Bingham Farms LLC

AWARD WINNERS



JOHN BRUBAKER



BRIAN ESPLIN



HARRY PAPAGEORGE



JOHN NEDEREND



SMOKY MOUNTAIN



BOYD PHILLIPS

Board Officer Updates

Dairy West

- Steve Ballard will resign seat #8 on 12/31/21. IDPC will select a new Director to serve until March 2025.
- Debra Easterday Reeves will fill the newly added seat #9 until March 2023. We're staggering this seat by one year to get it into the proper rotation.

The two following seats were reappointed (terms expire 3/25):

- Seat #2 (IDPC District II, John Brubaker): term exp.3/25
- Seat #5 (IDA President, Pete Wiersma): term exp.3/25

2022 Dairy West Officers (terms – Jan 1 – Dec 31, 2022)

- Chairman – Chace Fullmer
- Vice-Chairman – John Brubaker
- Treasurer – Josh Webb
- Secretary – Matt Leak



Utah Dairy Commission

Jeff Hardy was reappointed as Utah Division Director to Dairy West (term expires 12/31/24)

2022 Utah Dairy Commission Officers (terms effective immediately and expire Nov 2022)

- Chairman – Jeff Hardy
- Vice-Chairman – David Roberts
- Secretary – Malarik Harrison

Idaho Dairy Products Commission

Officers (terms – Jan 1-Dec 31, 2022)

- Chairman – Mike Siegersma
- Vice-Chairman – Brian Esplin
- Secretary – Melinda Wolfe, staff

United Dairy Industry Association

- Seat #1 - John Brubaker (3-year term-exp. 12/31/23)
- Seat #2 - Brian Esplin (3-year term-exp. 12/31/24)
- Seat #4 - Jeff Hardy (3-year term-exp. 12/31/24)
- Seat #5 - Tom Kasper (3-year term-exp. 12/31/24)
- Seat #3 – Matt Leak (formerly held by Chace Fullmer and term expires 12/31/22)



Dairy Farm Family Scholarship Application Period is Open

If you are the child or grandchild of a dairy farm owner and plan to attend college or tech school during the 2022 school year, please visit our website and take a look at our Dairy Farm Family Scholarship Application. Your application, transcript and two letters of recommendation are due on Friday, March 11, 2022.

Your Dairy Checkoff Podcast

Do you wonder about the impact of your dairy checkoff invest? Join farmer hosts in conversations about how local and national checkoff works together to build dairy sales and trust in the monthly episodes of "Your Dairy Checkoff Podcast".

You can find these episodes on most streaming platforms or at dairycheckoffpodcast.com.



Dairy Farmer Reimbursements

As a Dairy West farmer, you can be reimbursed for the purchase of dairy products that support on-farm tours and community events.

- Please submit receipts to dairywest.com/farmers within 30 days of purchase
- Please only include dairy products on your receipts

On-Farm Tour or Event: Dairy West will reimburse you in full for the purchase of dairy products for on-farm events.

Community Events (Off-Farm): Each farmer has access to up to \$200 per year to support off-farm events. This \$200 is based on the farm's permit number. For those with multiple permits, the maximum is \$600 per year.

Examples of off-farm events include:

- Chocolate Milk at the finish line of a 5K race
- Milk for a city's Boy Scout 4th of July Breakfast Celebration
- Cheese sticks given out during a school assembly



Sustainability

Dairy West received an award for Outstanding Community Impact-Pandemic Response from the Innovation Center, in recognition of our Curds and Kindness program. On November 17th, during the Sustainable Agriculture Summit, Mitch Hancock, Steve Ballard, John Brubaker and Marissa Watson accepted the award on behalf of the work of our farmers, who quickly responded to the needs of community members at the height of the pandemic response. Thank you to everyone who worked together to make this program possible and feed our neighbors during a time of need.

Since the supply chain impacts in 2021 were not the same as in 2020, Dairy West shifted its execution of Curds + Kindness (C+K) to support existing programs to serve our greatest regional needs. Through organizations like Farmers Feeding Utah and United Way, Dairy West engaged six regional processors to supply over 30,000 products to families in need. Additionally, Dairy West



provided \$36,000 for food pantry refrigeration grant recipients to stock their pantries with dairy foods. While C+K as a pandemic response effort may go dormant, the brand will be the future of how Dairy West engages with local community efforts to fight hunger and improve access to healthy foods.

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

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

PARTNERSHIP SPOTLIGHT

We'd like to give special recognition and a huge thank you to our friends at Beehive Cheese! Beehive has worked alongside Dairy West for years, as an important partner in several of our programs and initiatives. We've worked together to host both in person and virtual tours to help our community better understand how local milk becomes delicious cheese (World Cheese Award winning!). Early in the pandemic, Beehive stepped in to accept excess milk to produce cheese curds that were distributed to those in need as a part of Curds + Kindness. Throughout 2021, they helped us launch and execute our Dairy World Tour program, by managing the packing and shipping of 3,000 local dairy product boxes sent to participants across the country over the course of the year! We're grateful for our partnership with Beehive Cheese and are excited for future opportunities to promote local dairy together.

