

**Receive This Newsletter By Email. Sign Up At Dairywest.com/For-Farmers**

Participating and where they are currently located. Visit www.unbottled.com/legend-dairy to see which trucks are participating and where you can visit them. This month, let’s celebrate dairy — food truck style! In this newsletter, you will read about a new concept we are launching called Legend Dairy — Celebrating Dairy, Food Truck Style. The effort is designed to get us thinking about those original influencers in our marketing strategy to make a lasting, positive impact on dairy awareness and behaviors.

Happy June Dairy Month! This is our favorite time of year, as it's holiday month — a great time to reflect on our successes, plan for the future, and celebrate dairy.

**What’s Next?**

- Implementing a formal measurement framework to track our progress against our mission
- Furthering a Food Innovation Center to spur new product development in our region
- Developing a retail strategy to tell dairy's local story
- Deliberating Unbottled-branded milk at high school tournaments and through the replenish grant
- Launching our Sports Nutrition toolkit to coaches and athletes — distributing nearly 1,000 online dairy-focused lessons and farm tours reaching nearly 3,500 students
- Delivering net zero by 2050
- Net carbon reduction by 2050
- Developing partnerships with educational institutions to reach future generations
- Creating an ongoing influencer marketing campaign to share the importance of dairy
- Inspiring trust in dairy products and build demand for dairy products around the world.

**Recent Successes:**

- Planning our budget for the next year and continue to challenge ourselves to deepen relationships and work in innovative ways to steward your checkoff investment.
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**Inspire trust in dairy**

- Net carbon reduction by 2050
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**Our Mission:**

- Inspire trust in dairy products and build demand for dairy products around the world.
- Be connected.
- Connect.
- Inspire trust in dairy products and build demand for dairy products around the world.

**Our Vision:**

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**Our Values:**

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**Welcome Marissa Watson:**

Marissa Watson has joined our team as the VP of Sustainability! Marissa comes to us with great experience and a love for the Sustainability Manager of University of Vermont dining. She has a passion in advertising, food management, and will learn on our clients to program. — all experiences that will help our Dairy’s mission, and our network of partners.

**NOTE FROM Karianne Fallow**

Karianne Fallow is retiring after working on behalf of dairy farmers for over 20 years. She will be missed. We are very grateful for all of her work and wish her the best on her future endeavors.

Thank you, Karianne!

**PRODUCER NEWSLETTER • SECOND QUARTER 2021**

**DAIRY WEST BOARD MEMBERS**

- Steve Ballard – Gooding, ID
- Dan Gilbert – Blackfoot, ID
- Chace Fullmer – Sigurd, UT
- John Brubaker – Buhl, ID
- Tom Kasper – Melba, ID
- Josh Webb – Declo, ID
- Matt Leak – Cornish, UT
- Pete Wiersma – Buhl, ID
- Winfield Anderson – Blackfoot, ID
- Mike Fallow – Twin Falls, ID
- Jenn Nelson (formerly Harrison) – Salt Lake City, UT
- Matt Leach – Jerome, UT
- Petal Thomas – Mayfield, ID
- Ivanka Miklo – Idaho, ID
- Lacey Papageorge – Boise, ID
- Kelly Fallow – Buhl, ID
- Karianne Fallow – Meridian, ID
- Winfield Anderson – Blackfoot, ID
- Mike Fallow – Twin Falls, ID
- Jenn Nelson (formerly Harrison) – Salt Lake City, UT
- Matt Leach – Jerome, UT
- Petal Thomas – Mayfield, ID
- Ivanka Miklo – Idaho, ID
- Lacey Papageorge – Boise, ID
- Kelly Fallow – Buhl, ID
- Karianne Fallow – Meridian, ID

**Events and Dates to Note:**

- June 15: Launching Dairy’s 13 Essential Nutrients & How to Talk About Them
- June 17 – 30: Legend Dairy – Salt Lake City & Boise
- June 30: Dairy World Tour Episode 9: Greece
- July 15-16: Weber County Dairy’s 4-H Show, Ogden, UT
- July 18-14: Promotions Board Meetings, Logan, UT
- July 15: Lunch & Learn
- August 1: Lunch & Learn

**Staff Movement**

Jon Nelson’s Retirement

Jon Nelson (formerly Harrison) is retiring after working over 20 years. Jon started working for Dairy West in 1999. Jon has contributed to work with Dairy West, has been a strong advocate of Partnership Teams. Jon has been a strong partner in school and community and idaho. We will miss him, and we wish him the best for all of her work and future endeavors.

Thank you, Jon!
**FARMER RESOURCES**

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**Tailgate Talks**

Tailgate Talks are developed by Erika Clark, curate at Dairy West’s communications division, and produced by Dot, Dairy West’s resident RN.

Tailgate Talks have been developed for you. They provide free talking points for managers,upil leaders, and other Hancock employees. These talking points which can be shared in e-mails, meetings, or on Facebook.

**New No Trespassing Signs**

Dairy West is offering farmers a grant opportunity to develop state-specific “No Trespassing” signs per permit.

We have worked with our legal teams in Idaho and Utah to develop state-specific signs.

We are offering farmers a grant opportunity to develop state-specific “No Trespassing” signs per permit. This grant is available in both Idaho and Utah.

**Innovation Partnerships**

We are proud to announce that Dairy West will be the recipient of a 2021 US Dairy Sustainability Award in the Innovation Partnerships category. We are proud to announce that Dairy West will be the recipient of a 2021 US Dairy Sustainability Award in the Innovation Partnerships category.

Dairy West Receives Sustainability Award

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**Hunger Refrigeration Grants**

We are offering dairy farmers the opportunity to receive a $2,500 grant to develop state-specific “No Trespassing” signs per permit.

These kits include a manager script booklet, sign-in sheet, and break room posters. There are two sets of content for manager-led employee safety discussions.

Tailgate Talk Kits have been shipped to you. They provide free talking points for managers, pupil leaders, and other Hancock employees. These talking points which can be shared in e-mails, meetings, or on Facebook.

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