

## National Dairy Month

### Facebook Live Farm Tour

On June 10th Deb Easterday Reeves gave a great Facebook Live Farm Tour. She helped us connect consumers directly with the people and the place behind the product.

### Celebrating Dairy, Food Truck Style

June 17-30th Food trucks in the Boise and Salt Lake City markets will be highlighting dishes that use local dairy products. Visit [www.unbottled.com/legend-dairy](http://www.unbottled.com/legend-dairy) to see which trucks are participating and where they are currently located.



## 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/lpapageorge](mailto:lpapageorge@dairywest.com). Or email Lacey Papageorge ([lpapageorge@dairywest.com](mailto: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 the past few issues of the e-newsletter.



743 North Touchmark Avenue  
Meridian, ID 83642

Send name and address corrections to:  
[lpapageorge@dairywest.com](mailto:lpapageorge@dairywest.com)

## Pioneers by Nature

## Unbottled The Original Influencer Campaign

We launched "The Original Influencer." Campaign in May. Connecting to Mother's Day, Father's Day, The campaign is designed to get us thinking about those original influencers in our lives and the impact they have on our decisions and behaviors.



### 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 Rasper – 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.*

#### JUNE DAIRY MONTH

**JUNE 15 LUNCH & LEARN 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 3 GREECE**

**JULY 12-14 WEBER COUNTY DAIRY DAYS SHOW, OGDEN UT**

**JULY 13-14 PROMOTIONS BOARD MEETINGS, LOGAN UT**

**JULY 15 LUNCH & LEARN**

**AUGUST 19 LUNCH & LEARN**

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[WWW.DAIRYWEST.COM](http://WWW.DAIRYWEST.COM)



PRODUCER NEWSLETTER • SECOND QUARTER 2021

### NOTE FROM

## Karianne Fallow

### DAIRY WEST CEO

Happy June Dairy Month! This is our favorite time of year, as it's a chance to lock arms across our industry and rally around dairy farmers and dairy products. While we take pride in the work we do all year round to build trust in dairy and increase sales, this is our holiday month — a great time to reflect on our successes, plan for the future, and celebrate dairy.



#### Recent Successes:

- » Implementing our "Dairy Optimization," or dairy sales initiatives at seven of the largest school districts across our two states
- » Delivering dairy-focused school foodservice Power Up Packs, to serve over 18,000 students across 15 school districts
- » Delivering online dairy-focused lessons and farm tours reaching nearly 3,500 students
- » Launching our Sports Nutrition toolkit to coaches and athletes — distributing nearly 1,000 greatness guide pocketbooks and delivering 27 virtual team talks
- » Delivering Unbottled-branded milk at high school tournaments and through the replenish grant
- » Developing a retail strategy to tell dairy's local story
- » Hiring Marissa Watson as Dairy West's first-ever VP of Sustainability — a sign of Dairy West's pioneering spirit and our commitment to supporting farmers in the industry-wide goal to reach net zero by 2050
- » Expanding the BUILD Dairy program to include sustainability and nutrition research, with the same goal of training students to be part of our future dairy-related workforce
- » Furthering a Food Innovation Center to spur new product development in our region
- » Implementing a formal measurement framework to track our progress against our mission

**What's Next?** I love that our Dairy West team is passionate about looking toward the future. In June, we plan our budget for the next year and continue to challenge ourselves to deepen relationships and work in innovative ways to steward your checkoff investment.

But 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 a way for us to partner with local food trucks in the Boise and Salt Lake markets to feature dairy-centric dishes along their normal routes. A dedicated page on our website — [www.unbottled.com/legend-dairy](http://www.unbottled.com/legend-dairy) — will show you what trucks are participating and where you can visit them.

Thank you for your continued trust in Dairy West — as always, reach out with any questions.

Karianne  
[kfallow@dairywest.com](mailto: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

## Staff Moovement

### Jenn Nelson's Retirement

Jenn Nelson (formerly Harrison) is retiring after working on behalf of dairy farmers for over 23 years. She started working for the Utah Dairy Council and has continued to work with Dairy West. Jenn has led our Innovation Partnerships Team with deep commitment and enthusiasm, and she will be missed. We are very grateful for all of her work and wish her the best on her future adventures.



Thank you Jenn!

### Welcome Marissa Watson new VP of Sustainability

We are very excited to announce that Marissa Watson has joined our team as the VP of Sustainability! Marissa comes to us with great experience and perspective, most recently as the Sustainability Manager of University of Vermont dining. She has extensive experience in storytelling, on-farm management, and with farm to school programs - all experiences that will help serve our Dairy West team, our mission, and our network of partners.





## Congratulations to our Dairy Farm Family Scholarship Awardees

In April, Dairy West awarded three \$2,500 scholarships and twenty \$1,500 scholarships, and IDA awarded the \$2,500 Stouder Memorial Scholarship. In total, 24 scholarships were given to support our young dairy farm family members as they pursue college, trade school and graduate degrees. Thank you to the selection committee for their work.

**IDA's Bill & Charlotte Stouder Memorial Scholarship**  
Moira Taber

**Dairy West Scholarships**  
Hannah Clark  
Peter Bingham  
Herman Roberts  
Lydia Andersen  
Sarah Baldwin  
Hailey Clark  
Alicia Easterday  
Patryce Eldredge  
Patricia Fitzgerald

Gailsey Geddes  
Clara Gerratt  
Alyssa Griffin  
Shelby Hull  
Sydney Hull  
Rachel Lampman  
Ranger Mouw  
Alyson Otten  
Katlyn Sarrow  
Burgan Torgerson  
Grace Turnbow  
Kristen VanderSchaaf  
McKenna Wade  
Keegan Ward

## Tailgate Talks

Tailgate Talks were developed by Ellissa Clark our partner at the Idaho Dairyman's Association, and provided to you by Dairy West.

Tailgate Talk Kits have been shipped to you. They provide content for manager-led employee safety discussions. These kits include a manager script booklet, sign-in sheet notepad, and break room posters. There are two sets of posters including 19 English and 19 Spanish posters.

Please use all pieces of the kit to host and document monthly farm employee trainings.

## Farmer Lunch & Learn Summer Series

Virtually join us for a monthly one-hour session to learn about a new topic each month. Topics include:

- » Dairy's 13 Essential Nutrients and How to Talk About Them
- » How To Protect Your Farm from Trespassers
- » Rethinking Methane

Watch for our monthly e-newsletters for more information. For questions or to suggest a topic email Lacey at [lpapageorge@dairywest.com](mailto:lpapageorge@dairywest.com)



## Your Dairy Checkoff Podcast

Learn more about your national + local checkoff investment with a new podcast. The "Your Dairy Checkoff Podcast" is a new resource available to answer your questions. This monthly podcast will be hosted by farmers who are asking questions to experts about how dairy promotion programs are working at the national and local levels. The podcast officially launches on June 16th. Visit <https://dairycheckoffpodcast.com/> for more information.



## 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.



If you have not yet please request your No Trespassing signs by contacting [lpapageorge@dairywest.com](mailto:lpapageorge@dairywest.com)



## [www.dairywest.com/farmers](http://www.dairywest.com/farmers)

There is a dedicated section of the Dairy West website for farmers. There you will find the following information:

- » 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
- » Listen to archived episodes of "In Udder Words"

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

## Hunger Refrigeration Grants

We are offering food banks and pantries a grant opportunity for refrigeration expansion. This grant aims to provide facilities with additional storage capacity for dairy products such as fluid milk, cheese, yogurt and more.

Ensuring access to high quality, nutritious food allows communities to achieve greater food security and overall health. Dairy West works closely with feeding programs across the region to combat hunger by providing our regional feeding system with dairy products, infrastructure and transportation logistics.

This grant opportunity will be available until October 1st or until funds run out. Please share the link below with your local hunger organizations, so they can apply.

For more information email Liz at [lmiles@dairywest.com](mailto:lmiles@dairywest.com).



## Dairy West Receives Sustainability Award

We are proud to announce that Dairy West will be the recipient of a 2021 US Dairy Sustainability Award in the Community Impact category. US Farmers & Ranchers in Action nominated Dairy West for the role they played in coming up with a creative and impactful solution to a milk surplus + increased need during the pandemic. We are proud of the leadership role Dairy West continues to play in catalyzing positive change across our local communities.



## Farm Tour Experiences

We offered many virtual farm tours during the 2020-2021 school year. Over 2,000 K-12th grade students were engaged across 27 different schools.

214 nutrition students from four universities attended our farm to table tour. All students virtually toured a dairy farm and processing plant.

Thanks to the farmers who gave tours!

Steve Ballard	Russ Kohler
Kaleb Bateman	Jarom Nelson
Willie Bokma	Maria Nye
Deb Easterday	Lacey Papageorge
Reeves	Siska Reece
Jeff Hall	Dave Roberts
Mitch Hancock	Trevor Waymont

If you are interested in giving virtual tours next school year, please reach out to Rashel at [rclark@dairywest.com](mailto:rclark@dairywest.com)



## Replenish with Chocolate Milk Program

To build trust with more consumers, Dairy West is expanding the Replenish with Chocolate Milk Program for this upcoming school year. We are adding Idaho high schools to build upon current Utah program success!

Open to any public, charter, or private high school in Utah and Idaho. The "Replenish with Chocolate Milk Program" provides chocolate milk to high schools that apply and meet eligibility requirements. Program application will open in May 2021 and close June 30, 2021. Application requirements include that schools use our Sports Nutrition marketing materials and attend a "Game Winning Fueling Strategies" virtual team talk. We will also provide our Greatness Guide pocketbook to each participating athlete.

We are building the education behind chocolate milk into the program experience for these athletes to make informed future purchasing decisions. Feel free to share this exciting program with your high schools! They can find more information at [www.greatness.unbottled.com/coaches](http://www.greatness.unbottled.com/coaches)

