



Dairy West *Farmer Newsletter*

January 2024

This newsletter's primary audience is current Idaho and Utah dairy farmers. Please share with family members and farm employees. [Sign up](#) to receive this directly to your inbox.

Farmer Updates

Dairy Manager and Leadership Meeting

Workforce development on dairy farms has become an increasingly important topic among consumers and processors, and Dairy West is eager to be part of the solution. Starting February 7 in Utah and February 8 in Idaho, we will host an initial training on management, leadership, workforce safety and OSHA compliance. The program will be geared toward native-Spanish speakers, but content will also be provided in English - all are welcome!



Those interested in attending can register for either the February 7 or February 8 training. Each day contains the same content, so please register for the date and location most convenient to you.

Wednesday, February 7 - Utah-Based

Location: Holiday Inn Express
1507 Main Street
Nephi, Utah 84648

Thursday, February 8 - Idaho-Based

Location: Stone House & Co.
330 4th Ave S.
Twin Falls, Idaho 83301

Those interested in attending can register for either the February 7 or February 8 training. Each day contains the same content, so please register for the date and location most convenient to you.

Both meetings run from 11 am to 2 pm, and lunch is provided. Please reach out to [Bryce Chambers](#) at if you have questions.

[Register Here](#)



Dairy Farm Family Scholarship

The Dairy Farm Family Scholarship provides academic scholarships for immediate family members of an Idaho and Utah dairy permit holder. We are excited to announce that this year, scholarships are also open to immediate family members of dairy farm employees. We define immediate family members as a child, grandchild or spouse.

This year, Dairy West will award three (3) \$2,500 scholarships and twenty (20) \$1,500 scholarships. In addition, the Bill & Charlotte Stouder Memorial Scholarship, in the amount of \$2,500, will be presented to the highest scoring scholarship applicant from Idaho. This scholarship is administered by the Idaho Dairymen's Association in memory of Bill and Charlotte Stouder, as a tribute to their dedication to Idaho's dairy industry.

Applications are due March 1, 2024. Please [visit our website](#) to see eligibility requirements and apply!

Idaho Dairy Farmer Featured at COP 28

In last month's newsletter, we highlighted Dairy West's collaboration with the World Farmers' Organization and Zinc Media to produce a video for COP 28 (December 8-12). This video, showcasing dairy nutrition efficiency and Lael Schoessler's family, was under embargo until December 20. Now available, you can watch it on Dairy West's [social media platforms](#) and [website](#). For inquiries or suggestions on future sustainability stories, please contact [Marissa Watson](#).



Community Reimbursement Increase

Your reimbursement amount has reset with the start of 2024 so you now have access to your full allotment amount again. The community reimbursement program has an update!

The allotted amount of your first dairy farm permit has been doubled from \$200 to \$400! Every dairy farmer now has access to \$400 for your first dairy permit that can be spent to purchase dairy products such as milk, cheese or ice cream to support events in your community.

If you hold multiple dairy permits, you have access to an additional \$200 for your second and third permits. The cap for those who own multiple dairies is \$800 per calendar year.

IDA District Meetings



IDA
IDAHO
dairymen's association

DISTRICT MEETINGS

You're Invited

Please join us, along with your fellow dairy producers, for an evening of great food and conversation as IDA staff provide updates on the work they are doing on your behalf.

Please RSVP

RSVP at least one week prior to the meeting you wish to attend.

Megan Satterwhite
megan@idahodairymens.org
208.420.6795

09 JAN	Treasure Valley Indian Creek Steakhouse 711 Main St. Caldwell, ID 83605	30 JAN	Magic Valley Stone House and Co. 330 4th Ave. S. Twin Falls, ID 83301		
01 FEB	Magic Valley Wick's Steakhouse 18 E. Main St. Declo, ID 83323	27 FEB	Eastern Idaho Sandpiper 750 Lindsay Blvd Idaho Falls, ID 83402	28 FEB	Eastern Idaho Robinson Building 186 West 2nd North Preston, ID 83263

IDA will host dinner meetings in each of the districts. Please join for an evening meeting with a steak supper. The staff plan to give an update on the latest topics and join in conversation to help answer policy questions.

The meetings will start at 5:30 pm with drinks and appetizers. While dinner is being served, an industry update will be given. Conversation with staff will continue over dinner. You will leave with your bellies full, thoughts shared and questions answered.

The meeting in the Preston area will be held at lunchtime to minimize interference with farm schedules. The meeting will follow the same flow as the others so please save room for food. Please RSVP at least one week prior to the meeting you wish to attend by emailing [Megan Satterwhite](mailto:Megan.Satterwhite).

Communications

Share a Little Greatness with Dairy

From October to December, Unbottled promoted the ["Share Greatness" campaign](#) focused on the concept of small things making a great impact. Little moments lead to monumental memories, especially when they include dairy.

A new video was released each month of the campaign to show a different concept of sharing greatness. The videos included examples of simple moments that left memorable impressions. Visit the campaign landing page on the Unbottled website to learn more about the campaign and to see each month's video.

The campaign saw great success in terms of analytic performance with the following metrics:

- 17.5 million impressions (total views)
- 4.1 million video views (number of times the video was watched)
- 1.7 million engagements (likes, comments, shares, clicks)

- 36.5K website clicks (number of visits to the website)

Check out each month's video by clicking on their image.

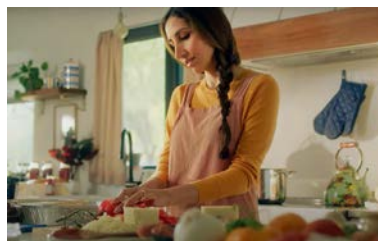
October



November



December



On Social



What a year! 2023 marked a year of action for Dairy West. As a team, we passionately executed and activated on opportunities to [deliver impactful information and experiences](#) to our farmers, partners and consumers.



How can you share kindness? This cheesy [lasagna is just begging to be shared](#) and is a wonderful way to brighten someone's day. Spread kindness, share a little greatness and create a lasting impact.



When thinking about household items, we find that [many are derived from plants](#). Items such as cotton shirts, almonds and orange juice are made from plants, but what happens to the rest of the plant?

Mark Your Calendars

January 9-February 28 | IDA district Meetings | Many locations (see above)

February 7 | [Dairy Manager & Leadership Meeting](#) | Nephi, Utah

February 8 | [Dairy Manager & Leadership Meeting](#) | Twin Falls, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students attending your tour.

To guarantee you will receive materials in time please make requests two weeks prior to your event.

Farm Tour Materials

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 per permit reimbursement for dairy products purchased for community events. As a dairy farmer we will also reimburse you in full for dairy products given out during on-farm tours. To be reimbursed please do the following:

Dairy West Initiative Map

The Dairy West website has [interactive map](#) of our region divides Idaho and Utah into districts. You can view a list of the events that have already taken place in each district. The map will be updated at the end of each quarter.

[Interactive Map](#)

- Submit your receipts on our [website](#) within 30 days of your purchase
- Submit itemized receipts
- Only include reimbursable dairy products on your receipts

[Product Reimbursement](#)

National Dairy Industry Resources

Podcasts for Farmers



Your Dairy Checkoff

Episode 27: What Has The Checkoff Done In 2023 and What To Look Forward To In 2024

Checkoff Year-In-Review From Dairy Management Inc.'s Chair Marilyn Hershey and CEO and President Barb O'Brien.

Listen as Marilyn Hershey, DMI's chair, and Barb O'Brien, DMI's CEO and President, discuss the 2023 National Dairy Checkoff Year-In-Review with Scott Wallin, DMI's VP of Industry Media Relations. They will go over the highlights and challenges of this year's checkoff programs including our restaurant and retail partnerships, health and wellness education and collaborations, consumer promotions, international promotions, and the new direction of the Fuel Up youth wellness programs.



Dairy Farms, Stories & Benefits | U.S. Dairy

The dairy checkoff was created by farmers to build trust in and sales of dairy, funded by the nation's 37,500-plus dairy farm families and those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](#)

www.usdairy.com



The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC members and the broader U.S. dairy industry interested in exports.

[Read more](#)

blog.usdec.org



The National Milk Producers Federation | The Voice of...

Farmer Focus: Meet father and daughter team, Dante and Elise Carpenter, owners and operators of fourth-generation KC Farm. They, along with their two employees, milk 90 Jersey cows and farm 1,100 acres in southern Kentucky. Dante's favorite...

[Read more](#)

www.nmpf.org



MilkPEP.org: The Central Hub For Milk Brands and...

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