



# ***Dairy West Farmer Newsletter*** ***January 2025***

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

## ***Farmer Updates***

## Dairy Convention Recap

The 2025 Dairy Convention was a memorable event, bringing together farmers, industry leaders and partners for two days of inspiration, updates and connection.

Day one featured an inspiring keynote from former NBA player Thurl Bailey, who shared his powerful story of perseverance. Thurl captivated the audience with his words and delighted attendees by singing and signing photos, creating a truly unforgettable experience.

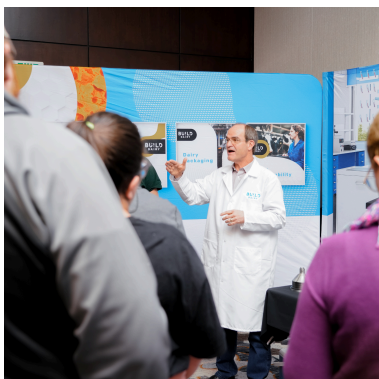
Day two began with valuable insights from the Dairy Producers of Utah, who shared updates on developments in Utah's government. Brian Ercanbrack and Bryce Chambers provided an overview of FARM Version 5, highlighting the latest changes and their implications for the dairy industry. Sara Dorland presented preliminary results from her feasibility study, offering fresh perspectives on market opportunities for Utah's dairy sector.

One of the event's biggest highlights was the sense of community. Farmers had meaningful opportunities to connect and strengthen relationships throughout the Convention.

Thank you to everyone who participated in and made the 2025 Dairy Convention such a success!

Slides from speakers' presentations are [available here](#).

If you attended, please provide any feedback you have via [this short feedback survey](#).



## Celebrating Women in Dairy

The dairy industry continues to thrive, driven in large part by the leadership and innovation of women. Balancing tradition with fresh perspectives, these leaders are shaping the future of agriculture.

In a recent *Ag Proud - Idaho* article, women in dairy are celebrated as key drivers of progress in a field historically perceived as male-dominated. "The future of the dairy industry is bright, thanks in large part to the contributions of women," said Bryce Chambers, Dairy West's director of industry relations. "Their work is shaping the industry's future, bringing fresh perspectives and new ideas to the table."

Dairy West is proud to honor and support these remarkable women and their achievements. Read the article, "[Women in agriculture: Pioneers in dairy](#)," written by Bryce Chambers, to learn more about their inspiring contributions.

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## A Successful Year of Developing Dairywomen

Dairy West is proud to lead the way as the only state or regional dairy checkoff in the nation actively engaged in dairy workforce development. Throughout 2024, Dairy West's farmer relations team has been working to develop and equip farm managers to transform employee engagement, build trust, strengthen team culture and drive operational success.



In February, Dairy West hosted regional dairy managers and owners in two in-person meetings in English and Spanish. Over 100 dairy managers representing approximately 140,000 cows participated in this inaugural dairy management and leadership training.

This fall, Dairy West hosted a six-week virtual, educational series in collaboration with the University of Idaho and South Dakota State University. Dairy managers from Utah and Idaho engaged in presentations in English and Spanish covering:

- Effective communication skills
- Dairy farm leadership
- The intersection of immigration & employment law
- Conflict resolution
- How to effectively train milkers
- Creating an elite dairy workforce

In the coming year, Dairy West will host additional in-person training throughout our region and continue to develop partnerships with allied industry organizations.

Dairy West is committed to our farmers and will continue efforts in dairy workforce development, as farmers and their employees are top of mind. Please reach out to [Bryce Chambers](#) for more information.

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## IDA District Meetings

Idaho dairywomen are invited to attend upcoming IDA district meetings. During this time, the IDA and Dairy West staff will provide an update on the latest topics and answer policy-related questions.

The meetings will start at 5:30 pm with drinks and appetizers. While the steak dinner is being served, an industry update will be given. Conversation with staff will continue over dinner.

The Eastern Idaho meeting will be held at lunchtime to minimize interference with farm schedules. The meeting will follow the same flow with lunch provided.

Please RSVP at [rsvp@idahodairywomen.org](mailto:rsvp@idahodairywomen.org) or 208-420-6795.



YOU ARE INVITED  
TO OUR UPCOMING  
**DISTRICT  
MEETINGS**

Please RSVP at  
[rsvp@idahodairymens.org](mailto:rsvp@idahodairymens.org)  
or (208) 420-6795

**07  
JANUARY**

**TREASURE VALLEY**  
Indian Creek Steakhouse  
711 Main St  
Caldwell, ID 83605

**21  
JANUARY**

**MAGIC VALLEY**  
Stone House & Co.  
330 4th Ave S  
Twin Falls, ID 83301

**23  
JANUARY**

**MAGIC VALLEY**  
Wick's Steakhouse  
18 E Main St  
Declo, ID 83323

**12  
FEBRUARY**

**EASTERN IDAHO**  
The Sandpiper  
750 Lindsay Blvd  
Idaho Falls, ID 83402

Social starts  
at 5:30 pm,  
followed by a  
brief business  
discussion  
and dinner.

**13  
FEBRUARY**

**EASTERN IDAHO**  
The Robinson Building  
186 W 2nd N St  
Preston, ID 83263  
\*BEGINS AT 11:30 AM\*

## Retail

### Maverik, Dairy West and Midwest Dairy Partnership

Dairy West and Midwest Dairy are thrilled to partner with Maverik on a series of impactful promotions, bringing delicious dairy products to 800 stores across the region.



- **Period 2 (February–April):** Customers can enjoy an exclusive *Half-Gallon Promotion* at all participating stores, making it easier than ever to stock up on their favorite milk for every occasion.
- **Period 3 (April–May):** Celebrate the perfect pairing with a *Pint Milk and Cookie Bundle Promotion*. This delightful offer combines the classic duo of fresh milk and cookies—perfect for a quick treat or snack on the go.

To support these promotions, eye-catching in-store signage, including shelf strips and window clings, will highlight these offers and encourage customer engagement. This partnership is making dairy a delicious and convenient choice for Maverik customers everywhere!

## Market Development & Health Promotions

### Dairy West Partners with Boise State Esports

Dairy West is excited to announce a new sports nutrition partnership with Boise State Esports, creating a unique marketing channel to engage the rapidly growing Gen Z audience.

As one of the top five collegiate esports programs in the nation, with 23 conference championships and four national championships, the Boise State Esports Team is a powerhouse worth watching!



This partnership includes:

- A fueling station upgrade to feature optimized dairy offerings
- A vibrant wall mural highlighting dairy messaging (see image)
- An in-person sports nutrition education session with the team

Want to learn more? Check out the [press release from Boise State University](#).



## Power Your Passion Academy: Second Cohort Launch

Dairy West's health promotions team is excited to announce the launch of the second cohort of the Power Your Passion Academy!

This cohort includes 16 registered dietitians from across Idaho and Utah, representing organizations in academia, public health, community nutrition and private practice. The year-long Academy is designed to empower, equip and inspire these influential thought leaders fostering their confidence and competence as dairy advocates.



## Helping Neighbors Access Essential Dairy Foods

Dairy West is teaming up with Tackle Hunger and six other regional dairy councils to expand access to dairy foods in local communities.

Through [Tackle Hunger's interactive map](#), donors can locate food charities and designate contributions toward milk, cheese and yogurt purchases. This partnership ensures that every dollar is directed to provide nutritious, high-quality dairy foods sourced from local retailers, suppliers or processors. Together, we're helping neighbors in need enjoy delicious dairy foods while strengthening community ties.

## Communications

### Unbottled Digital Marketing: January Highlights

This January, Unbottled is driving consumer engagement with a dual-focus digital content strategy that builds on our current success while leveraging fresh opportunities for inspiration:

#### 1. *Fuel Your Fitness Campaign*

- Exclusive to January, this campaign aligns with our retail promotion and features content that motivates consumers to achieve their New Year goals with dairy as a central theme.
- Content includes nutrient-rich recipes, practical diet tips and inspiring messages, anchored by assets from Unbottled's Greatness Guide.



#### 2. *Dairy, The Good Stuff Campaign*

- Now in its fourth month, [this long-running campaign](#) continues to position dairy as "simple greatness," highlighting its role in enhancing dishes with flavor and essential nutrients.

These efforts are designed to reinforce dairy's relevance in consumers' lives while driving engagement with the Unbottled brand across digital platforms.

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### Dip Into Dairy: Social Media Contest Ahead

With the Super Bowl and snack-filled gatherings just around the corner, Unbottled is launching a short-term campaign celebrating dairy-powered dips.

The star of the campaign is "Dip Face"—a social media contest running from January 23 to February 9 on TikTok and Instagram. To enter, consumers must share their hilarious, over-the-top or heartwarming reactions to tasting a delicious dip. The best Dip Face video will receive a free year of milk.

This initiative highlights dairy's key role in delicious dishes and memorable moments. Stay tuned on [Unbottled social media platforms](#) to learn more and check out some awesome Dip Faces!

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### On Social



Complete your next gym session or run with a Berry Good Protein Shake! This recipe [not only tastes great but powers your day](#) with real, local dairy.



This fall, Dairy West proudly hosted 'Elevate! The Premier School Nutrition Summit,' [bringing together school nutrition directors](#) from all over Idaho and Utah.



Create unforgettable holiday memories by gathering around [the greatness of fresh, local dairy](#) this season! Dairy turns routine moments into special events.

## Mark Your Calendars

**January 7 - February 13** | IDA District Meeting | Various locations

**March 11** | Ambassador Training | Boise, Idaho

**March 12** | Dairy West Board Meetings | Boise, Idaho

## Dairy West Farmer Resources

### Farm Tour Materials

Visit the Dairy West [website](#) to request educational material and swag to give during a farm tour. To guarantee you will receive materials in time, please request at least two weeks prior to the event.

Farm Tour Materials

### Product Reimbursement

This program supports the community engagement efforts of Idaho and Utah dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 reimbursement per permit for dairy products purchased for community events. Dairy West reimburses dairy farmers in full for dairy products given during on-farm tours.

To be reimbursed, please submit itemized receipts through the Dairy West [website](#) within 30 days of purchase. Be sure to only include reimbursable dairy products on your receipts.

### Farmer Portal

Learn more about Dairy West's resources and offerings by visiting the [farmer portal](#) on the Dairy West website.

Farmer Portal

If you have any questions about Dairy West's product reimbursements, please contact [Lacey Papageorge](#).

Product Reimbursement

## National Dairy Industry Resources



### Your Dairy Checkoff Podcast

**Episode 34: How Dairy is Critical for Kids in the First 1,000 Days**

DMI's Megan Maisano and Aris Georgiadis speak with DMI's Scott Wallin about how the checkoff is sharing [dairy's impact on children with the "First 1,000 Days"](#). She also explains how the checkoff is

promoting this research through our nutrition and health professionals and to consumers via trusted online resource centers.

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DMI Website



Podcast Episodes



NMPF Website



IDFA Website



MilkPEP Website



USDEC Website

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