

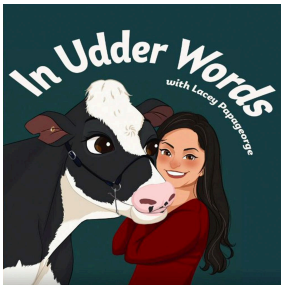


# **Dairy West *Farmer Newsletter***

## **July 2024**

*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**



### **'In Udder Words' Podcast** **Dairy West Retail with Rob Peterson**

In this episode, Rob Peterson, Dairy West's manager of retail outreach, shares his experience in retail promotion. Rob has 23 years of retail work experience, giving him an understanding of how consumers shop and how retail-focused marketing guides their purchase decisions.

Through Dairy West's retail brand, Real. Local. Dairy., Rob has been [heightening demand for dairy](#) through in-store and digital shopping experiences. Efforts, such as the "front-end milk" initiative, give consumers high-quality, nutritious food options.

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## **Board Election Results**

Ballots have officially been counted by our two State Departments of Agriculture, following the May board elections in both of our states. Please see the results of the elections below:

### **Idaho**

- District 1- Pete Doornenbal
- District 2- Don Gaalswyk
- District 3- Devin Boehme

Elects will begin serving three-year terms starting on July 1.

### **Utah**

- District 1- Landon Wiser
- District 2- Trevor Wayment
- District 3- David Roberts

Elects will begin serving four-year terms on July 1.

Please reach out to [Karianne Fallow](#) should you have any questions.

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## Dairy West Road Show

The 2024 Dairy West Road Show is underway! Consider joining if you're interested in the opportunity to connect with Dairy West staff over a meal, ask questions and find out more about the work Dairy West is doing on your behalf. Upcoming dates are as follows:

- July 17: Ogden, Utah - Jeremiah's at 6:30 pm
- July 18: Myton, Utah - Hideout Steakhouse at 12:00 pm
- August 14: Richfield, Utah - Steve's Steakhouse at 6:30 pm
- August 15: Delta, Utah - West Desert Grill at 12:00 pm

Please register by clicking [HERE](#).

Note: Roadshow dates for the Treasure and Magic Valleys are paired with the IDA District Meetings to maximize time. If you have questions about this approach, please reach [Karianne Fallow](#) or [Lacey Papageorge](#) to discuss alternatives.

## Retail



### ***Scoop. Smile. Repeat.***

Dairy West is thrilled to announce an upcoming retail activation, 'Scoop. Smile. Repeat.,' which features everyone's favorite summer treat - ice cream! This July, our ice cream float promotions will take center stage in select Walmart stores across Idaho and Utah. For the first time, Dairy West is teaming up with Coke to bring consumers an irresistible offer: enjoy \$3 off your purchase when you buy any Coke product and local ice cream together. Plus, each market will feature amazing giveaways to increase excitement and create further incentive to drive sales.

## Health & Wellness

### **School Nutrition Association Conferences**

In June, the Utah and Idaho School Nutrition Association chapters hosted conferences with 213 attendees in Idaho and 235 attendees in Utah, with Dairy West serving as the premier sponsor. In addition to sponsoring keynotes at both conferences, Dairy West staff led three different breakout sessions:



- Preston Olsen, Dairy West's media production specialist, presented "Tips and Tricks for School Food Photography" to boost participation in school meal programs
- Marissa Watson, Dairy West's VP of sustainability, highlighted the role of sustainability in schools

- Deena Benson, Dairy West's manager of health and wellness, discussed the importance of building an engaging workplace culture.

Supporting these conferences is intended to bolster the confidence of school nutrition professionals and other participants in the resources provided by Dairy West, emphasizing the importance of incorporating more dairy into school meals.

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## 2023-2024 High School Athletics End-of-Year Highlights

The end of the school year means the end of the 2023-2024 high school athletics season. Together with our local high school activities associations, we share a commitment to youth wellness, education and success.

Over 650,000 individuals attended the Idaho and Utah state tournaments this year - fans and athletes experienced chocolate milk at select sport championships with our sports nutrition marketing signage, program ads, digital ads and more visible at all the tournaments.

Fun fact: over 140,000 Unbottled chocolate milks were enjoyed!

The 'Replenish with Chocolate Milk' program led 83 high school teams to attend our "Game Winning Fueling Strategies" virtual team talk where they learned the importance of good nutrition habits to improve performance. 237,000+ Unbottled chocolate milks were provided to 4,600+ student athletes as an effective way to refuel and recover post competition.

We are already looking forward to next year! For questions or to learn more about Dairy West's sports nutrition work, reach out to [Jaclyn St. John](#).

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## Collaborative Agriculture Sessions at Registered Dietitian Conferences

Insights prove that registered dietitians are seeking more information about sustainability, with 86% believing that dairy foods contribute to a sustainable food system.



To meet these interests, Dairy West hosted engaging dialogues with agricultural experts at the Academy of Nutrition and Dietetics state meetings in Idaho and Utah. The panel included farmers from various agricultural sectors, including dairy, row crops and orchards. These conversations highlighted how collaborative agriculture can advance progress towards a sustainable, equitable and nutritious food system that will nourish future generations.

[This article recaps the discussions](#) and highlights dairy's important role in the four dimensions of sustainability: environmental, health, social and economic. Reach out to [Jaclyn St. John](#) to learn more about the work being done with our health professional partners.

## Communications

### Boise Music Festival

Dairy West's consumer-facing brand, Unbottled, showed Boise Music Festival the true way to enjoy summer - with dairy! Unbottled had two fun and unique booths at the event to engage

consumers and pique their interest in dairy.

The first booth, named 'The Cool Down Lounge,' was an air-conditioned space where attendees could recover from the 100-degree temperatures. Inside the iceberg-inspired display, we served chocolate milk to refuel their energy and played promotional videos.

The second booth, called 'The Matchmaker Station,' intrigued festival goers with its 1980s matchmaker game show feel. Inside the booth, the public could spin the double wheel to discover their cheese and beer pairing and learn about Unbottled's Matchmaker.

If you want to see the booths for yourself, [check out this video by Hello Meridian](#), a Treasure Valley influencer.



## Mid-Campaign Report for the 'Sounds of Greatness'

Currently, Unbottled is running the 'Sounds of Greatness' campaign which gives consumers a full-sensory experience. From ear tingling audio to compelling visual content, the campaign shows consumers that dairy satisfies all senses. The six-month campaign has reached its half-way mark. Check out how it's performing:

- 9.19 million impressions (total views)
- 2.49 million video views (number of times the video was watched)
- 503k engagements (likes, comments, shares, clicks).



The communications team at Dairy West is super thrilled with the initial success of this campaign and can't wait to see how it finishes out. Visit the [Sounds of Greatness webpage](#) to learn more.

## On Social





We're all about cooling down with dairy! [Dive into summer adventures](#) and rely on trusty dairy products to refuel your fun!

Congratulations to [Jessica on being promoted](#) from integrated comms coordinator to manager of integrated comms!

How do farmers make sure [you're getting ice cream so good](#) you can't help but go back for more? We've got the inside scoop!

## Mark Your Calendars

July | 'Scoop. Smile. Repeat.' Campaign in Retail Marketing  
July 20 | Twin Falls Rotary Ice Cream Funday | Twin Falls, Idaho  
July 30 | Ambassador Training | Salt Lake City, Utah  
July 31 | Promotion Board Meeting | Salt Lake City, Utah  
August 1 | Policy Board Meeting | Salt Lake City, Utah

## 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

### 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

### 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:

- 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 31: How is dairy changing? The truth about U.S. dairy consumption

Is U.S. dairy consumption going up or down? What is the current dairy product mix and how has it changed over time? What are some of the latest product trends that dairy is part of?

Listen in as New York dairy farmer and National Dairy Board member Val Lavigne asks two legendarily experts, Madlyn Daley, senior vice president, strategic insights & evaluation at Dairy Management Inc. and Peter Vitaliano, vice president, economic policy and market research for National Milk Producers Federation, these questions and much more. They will discuss how U.S. consumers are purchasing and consuming their dairy then versus the past and how they feel about the future of dairy.

[Tune in to find out!](#)

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**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](http://www.usdairy.com)

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**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](http://blog.usdec.org)

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**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](http://www.nmpf.org)

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

MilkPEP.org is the central hub for our Milk Brands. Here you will find the latest Social Media Content, Point of Sale Materials, Webinar Calendar and Registration, Research Documents and much much more. If you have not found what you are looking...

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