



Dairy West *Farmer Newsletter* **July 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

Board Election Results

Congratulations to the following district representatives that have been recently elected to serve on the boards of directors for both the Idaho Dairy Products Commission and the Utah Dairy Commission:

IDAHO DAIRY PRODUCTS COMMISSION

- **District I:** Mike Siegersma — *Re-elected*
- **District II:** Paxton Robinson — *Re-elected*
- **District III:** Holly Hull — *Newly elected*

IDPC Board Members:

- Tom Kasper: District I; Melba, ID; 3-Year Term End Date: 6/30/2026
- Pete Doornenbal: District I; Caldwell, ID; 3-Year Term End Date: 6/30/2027
- Mike Siegersma: District I; Nampa, ID; 3-Year Term End Date: 6/30/2028
- Jeff Lund, Vice-Chair: District II; Wendell, ID; 3-Year Term End Date: 6/30/2026
- Don Gaalswyk, Chair: District II; Castleford, ID; 3-Year Term End Date: 6/30/2027
- Paxton Robinson: District II; Oakley, ID; 3-Year Term End Date: 6/30/2028

- Kim Korn: District III; Terretton, ID; 3-Year Term End Date: 6/30/2026
- Devin Boehme: District III; Geneva, ID; 3-Year Term End Date: 6/30/2027
- Holly Hull: District III; Preston, ID; 3-Year Term End Date: 6/30/2028

UTAH DAIRY COMMISSION

- **District II:** Kaleb Bateman — *Re-elected*
- **District III:** Sheila Sherwood — *Re-elected*

UDC Board Members:

- Daniel Buttars, Secretary: District I; Lewiston, UT; 4-Year Term End Date: 6/30/2026
 - Landon Wiser: District I; Lewiston, UT; 4-Year Term End Date: 6/30/2028
 - Chet Hansen: District II; Duchesne, UT; 4-Year Term End Date: 6/30/2026
 - Mitch Hancock: District II; Corinne, UT; 4-Year Term End Date: 6/30/2027
 - Trevor Wayment: District II; Ogden, UT; 4-Year Term End Date: 6/30/2028
 - Kaleb Bateman, Vice-Chair: District II; Genola, UT; 4-Year Term End Date: 6/30/2029
 - Chace Fullmer: District III; Sigurd, UT; 4-Year Term End Date: 6/30/2027
 - David Roberts, Chair: District III; Beaver, UT; 4-Year Term End Date: 6/30/2028
 - Sheila Sherwood: District III; Nephi, UT; 4-Year Term End Date: 6/30/2029
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See Dairy West in Action

Ever wonder what Dairy West staff are working on? This ongoing video series—originally created for the May board meeting—is now being shared with farmers across the region. Each month features quick updates from your checkoff team. Here's what's new:

Supporting farms and workforce development

- Featuring Bryce Chambers, director – farmer relations
- Bryce shares how Dairy West is investing in on-farm safety training, leadership development and new resources through partnerships with extension.

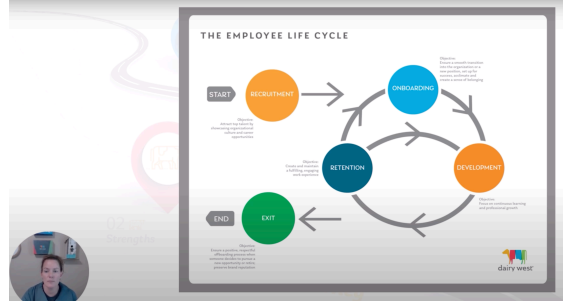
Inside the hiring experience at Dairy West

- Featuring Melinda Wolfe, manager – training and development; Scott Snelders, director – business development; Ryan Sippie, coordinator – accounting; Deb Easterday Reeves, dairy farmer, board member and hiring committee participant
- This behind-the-scenes video explores how Dairy West recruits, hires and onboards new team members. Together, they share personal insights on building culture, navigating the hiring process and joining the team.

Stay tuned for more updates, highlighting teammates from every corner of Dairy West.



Supporting farmers and workforce development



Inside the hiring experience at Dairy West

Dairy West to Lead Worker Training and Safety Efforts

Dairy West has officially taken the reins of the worker training and safety program previously coordinated by the Idaho Dairyman's Association (IDA). This shift marks an exciting evolution in how training is delivered. While the core value of providing practical, high-quality education remains, Dairy West is building on this foundation with a vision to modernize training content and delivery. The goal is to ensure every farmworker receives relevant, role-specific information—delivered efficiently and effectively.

Going forward, Dairy West's farmer relations team will coordinate all in-person and iPad-based trainings, continuing to support dairies with the hands-on service they expect. In collaboration with IDA, existing resources such as Tailgate Talks remain available, and digital content hosted by IDA will [remain online temporarily](#) as new tools are phased in.

Questions or training requests can be directed to Dairy West's [Celina Matuk](#), a manager – farmer relations based in Twin Falls. This transition reflects Dairy West's broader commitment to supporting farmers with programs that enhance workforce development and elevate on-farm safety for the future.

Dairy Hall of Fame Nominations Now Open

The Idaho and Utah Dairy Hall of Fame Awards recognize one outstanding dairy farmer from each state who has made a lasting impact on the industry. Nominees may be current, retired or deceased dairy farmers who have significantly contributed to the long-term success of dairy.

To submit a nomination, please complete [the application form](#) by August 1. Only fully completed applications will be considered.

Nominations will be reviewed by the Dairy Hall of Fame Committee, with one honoree selected from each state. Inductees will be recognized at the Dairy Hall of Fame Banquet during the 2025 Dairy West Annual Meeting on November 6.

If you have questions, please contact [Lacey Papageorge](#) or [Shawna Hagerty](#).

Retail

Milk & Cookie Promo Delivers Record Results

A recent partnership with Maverik stores—spanning over 800 locations—offered customers a free gourmet cookie bundle with the purchase of a pint of milk.



The campaign featured prominent in-store signage and captured the attention of thousands of customers. The results speak for themselves:

- Over 31,000 redemptions — more than double the previous best for a similar bundle promotion
- 3% increase in unit sales across participating stores
- 14% positive shift in sales trend during the promotion
- According to Maverik, it was “the best cookie bundle promotion we’ve seen in a long time”

Dairy West thanks its dairy farmers for producing the wholesome product that made this campaign possible. It's a strong example of how strategic partnerships and creative promotions can drive meaningful results—and how milk continues to win over hearts and taste buds.

Insights Corner

Amplifying Impact with a “Local” Focus

In 2025, Dairy West launched quarterly themes to align efforts and deepen the impact of our work. For Q3, the theme is “Local”—strengthening the connection between trusted local dairy farmers and the dairy products consumers love. These are the key insights shaping our work in July–September:

- **Consumers value local.** 54% seek out local products—especially Boomers and higher-income shoppers.
- **Farmers are the face of trust.** People respond more positively to dairy farmers than to products, farms or the industry overall. We’re elevating the farmer’s voice to tell a more personal, local story.
- **State and town pride matters.** When consumers say “local,” they mean within their own state or even town. We’re calling that out wherever we can.

- **Language matters.** Just adding “local” to terms like “dairy farm,” “dairy farmer” or “dairy products” increases favorability across age and income groups.
- **Addressing consumer concerns.** Topics like animal welfare, preserving family farms and food safety—especially among Gen Z—are top of mind. We’re addressing these with transparency and local storytelling.

Look for “local” to shine through in Q3 retail campaigns, our new farm-to fridge-children’s puzzle, fresh farm footage and more.

Business Development & Health Promotions

Farm-To-Fridge: Hands On Edition

Dairy West is thrilled to see the new farm-to-fridge puzzle in action! This unique educational tool made its debut at a recent [summer meals event in the Bonneville School District](#)—and it's already a hit!



The puzzle illustrates milk's quick and safe journey from farm to fridge, with kid-friendly messaging woven throughout on sustainability, pasteurization and nutrition. It's available in two sizes: a large format for events and a smaller version for families to enjoy at home.

The oversized puzzle brings kids together for some collaborative fun—and creates a natural moment to talk about where their food comes from.

Interested in using the puzzle at your farm tour or event? Reach out to [Lacey Papageorge](#).



Nourishing Seniors, One Box at a Time

In celebration of June Dairy Month, 3,500 Utah senior citizens are receiving a thoughtful gift: a new [handout featuring affordable, easy dairy pairings](#) and a fun kitchen gadget to brighten their day.

This special addition to their monthly food box delivery is made possible through our strong partnership with the Utah Food Bank, helping ensure that nutrition education and a little joy reach seniors across the state.

Melinda Sieng, registered dietitian and food box programs manager at Utah Food Bank, shared, "These are beautiful! So excited to get these distributed throughout the state. Also, I just want to say—the speed at which your [the Dairy West] team works is excellent. We talk about an idea and the next thing I know, it's on my desk!"

Know a Teacher? Tell Them to Adopt a Calf

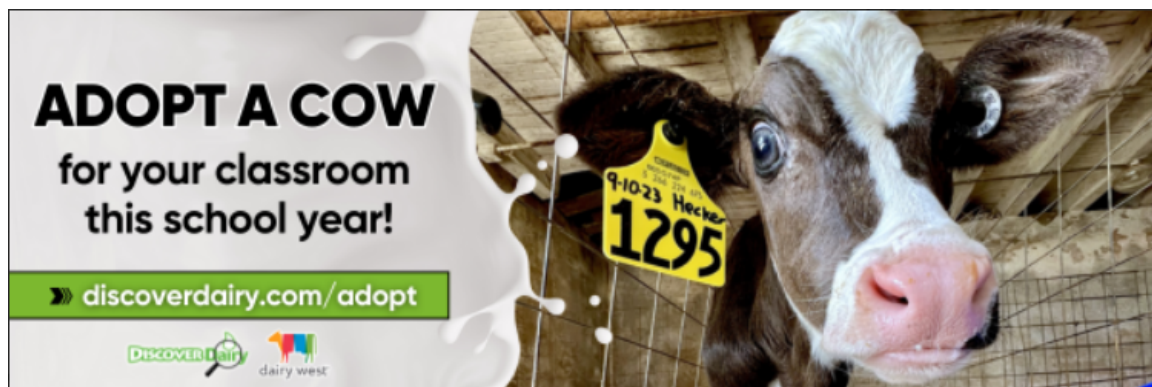
Forget the quinea pig—how about adopting a cute calf for the classroom?

The Adopt A Cow Program is a free, year-long experience that brings dairy farming to life for students. Teachers are paired with a real calf on a working dairy farm and receive regular updates, photos, live chats, classroom activities and even the chance for students to write to their calf. It's a fun, meaningful way to connect classrooms with agriculture and teach kids

where their food comes from.

Enrollment is open now through September 15 for the 2025–2026 school year. Encourage a teacher you know to join the fun! [Discover more and sign up here.](#)

Thank you to Clark Family Dairy of Morgan, Utah for hosting the program this coming school year!



Marketing

Twin Falls Rotary's Ice Cream Funday – Free Admission for Dairymen

Dairy West is sponsoring the Twin Falls Rotary's Ice Cream Funday on Saturday, July 19, from 11:30 a.m. to 3:00 p.m. at the Twin Falls City Park. This fun-filled community event invites local organizations to compete by creating and serving original ice cream flavors to be judged by the public.



At the Unbottled booth, Dairy West employees will serve a staff-created flavor titled Farm to Spoon—a rich mix of chocolate and cookie dough ice cream with Oreo and Heath Bar chunks, swirled with fudge and salted caramel. The booth will also spotlight the farm-to-table journey and celebrate local dairy.

Dairy farmers and their families are invited to attend! Just mention you're with **Dairy West** at the entrance for free admission.

Celebrating Dads with Dairy at the Center

This Father's Day, Unbottled partnered with Idaho barbecue enthusiast [@ Howlowcanyouslow](#) (Jared Pullman) to celebrate dads with a series of unique, dairy-forward recipes the whole family could enjoy. The three-part video series featured mouthwatering dishes: meatloaf with smoky mashed potatoes, white lasagna and a comforting apple crisp—each showcasing the versatility and flavor of real dairy.

While Jared cooked all the recipes on his backyard smoker, they were thoughtfully designed to be inclusive and accessible. Whether you're firing up the grill or just using your kitchen oven, these recipes are easy to replicate at home—no smoker required.

The collaboration not only spotlighted delicious ways to include dairy at the family table, but also invited audiences to engage with the content across platforms. All recipes can be found on the [Unbottled recipe page](#).



Click the images above to watch each individual corresponding video

On Social



Turns out, the world is finally [catching up to what we've known](#) all along. After years of being pushed aside, milk is making a comeback.



Dairy West is pleased to share [two exciting updates](#): a partnership with Washington and the appointment of a new CEO.



Congratulations to the [2025 Dairy Farm Family Scholarship winners](#)! Dairy West and IDA are proud to support 24 students.

Mark Your Calendars

- July 15** | Ambassador Training | Salt Lake City, Utah
- July 16** | Promotion Board Meetings | Salt Lake City, Utah
- July 17** | Policy Board Meetings | Salt Lake City, Utah
- July 19** | Twin Falls Rotary's Ice Cream Funday | Twin Falls, Idaho
- August 1** | Dairy Hall of Fame Nominations Due | Online Application
- September 8** | Ice Cream Festival at the Utah State Fair | Salt Lake City, Utah

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

Product Reimbursement

This program supports the community engagement efforts of Idaho and Utah dairy farm families by offering unlimited

materials in time, please request at least two weeks prior to the event.

Farm Tour Materials

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.

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

Farmer Portal

Product Reimbursement

National Dairy Industry Resources

Your Dairy Checkoff Podcast

Episode 37: Strong Hope For Dairy's Future: Key Findings From the latest State of the Industry Report

Barb O'Brien, CEO of DMI, [discusses the State of the Industry Report](#) with its authors, Will Loux and Mike McCully.

STRONG HOPE FOR DAIRY'S FUTURE: KEY FINDINGS FROM THE LATEST STATE OF THE INDUSTRY REPORT

Your Dairy Checkoff Podcast
Episode 37



DMI commissioned the report in early 2024 and highlights the unprecedented \$8-\$10 billion in new and expanded dairy infrastructure. Key findings include the significant impact of new cheese plant capacity, consumer recovery from high inflation and structural changes in the dairy industry in China. The report emphasizes the checkoff's need to invest in strategies focused on new product innovations and research, new technologies and a strong commitment to meeting global demand, as well as the ability to adapt to changing market dynamics.



DMI Website

Podcast Episodes

NMPF Website



IDFA
International Dairy Foods Association

IDFA Website



MilkPEP Website



U.S. DAIRY EXPORT COUNCIL

USDEC Website

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