



# Dairy West *Farmer Newsletter*

## June 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



#### 'In Udder Words' Podcast Summer Milk Program with Kristen Homer

Check out the newest episode of the 'In Udder Words' Podcast. Listen as Dairy West's Lacey Papageorge meets with Kristen Homer, assistant supervisor of school nutrition at West Ada School District to discuss [dairy's role in school lunches](#) and how our school lunch programs helped West Ada Schools snag a national award.

### Dairy Farm Family Scholarship

Join us in celebrating our 2024 Dairy Farm Family Scholarship Awardees!

#### IDA's Bill and Charlotte Memorial Scholarship - \$2500

- Tyler Gerratt

#### Dairy West - \$2,500 level

- Amber Bird
- Chloee Clark
- Joel Holt

#### Dairy West - \$1,500 level



- Delainee Alves
- Hayden Alves
- Joseph Anderson
- Ella De Jong
- Jack DeJong
- Izabell Eldredge
- Rachel Evans
- Clara Gerratt
- Kelsey Gittins
- Kenadi Griffin
- Kristie Luthy
- Kaylie McCoy
- Audrey Schilder
- Shan Sherwood
- Hyrum Spencer
- Kayla Vander Schaaf
- Kelley Vander Schaaf
- Kirsten Vander Schaaf
- Savanna Sexton
- Elizabeth Spencer

## Dairy West Road Show

Get excited and plan to attend this year's summer roadshows, where you will have 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. Mark your calendars and plan to attend one of the following events in your area:

- June 12: Idaho Falls, Idaho - Sandpiper at 6:30 pm
- June 13: Montpelier, Idaho - Ranch Hand Stop at 12:00 pm
- June 19: Logan, Utah - Riverwood Conference Center at 6:30 pm
- 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](#). Registering in advance helps ensure that we will have enough food and space available for all to attend! You may register for yourself as well as any guests.

\*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.



## Step Up Your Supervisor Game

Employees are the backbone of successful dairy farm operations and supervisors have the ability to build strong, dedicated teams. Dairy West wants to ensure that our regional dairies, and those beyond Idaho and Utah, are comprised of strong teams.

In a recent article through *Ag Proud - Idaho*, Bryce Chambers, Dairy West's director of industry relations, shares how farm managers can gain trust and respect from their direct reports. He says, "Engaged employees can transform a business and heavily influence the success of a company."

Check out the full article, titled '[Step up your supervisor game on your dairy](#),' which was published online and in print through *Ag Proud - Idaho*. To view online, you will need to

create a free account with Ag Proud which will also grant you access to all digital stories by *Progressive Dairy*, *Progressive Forage* and *Progressive Cattle*.

## Farm Stress Workshop

Mark your calendars for June 26 to attend a Farm Stress Workshop, hosted by Dairy West, Idaho Farm & Ranch Center, Idaho Dairymen's Association, Idaho Farm Bureau Federation and University of Idaho Extension.

The focus of this workshop is to work together toward building resilience for mental health in the agriculture industry. [Register to attend this one-day workshop](#) (lunch provided) at the Canyon Crest Event Center in Twin Falls, Idaho. Look forward to keynote speaker and mental health advocate, Darla Tyler McSherry of Ask in Earnest, as well as attend a QPR training with Linda Arrossa from the Jae Foundation.

For more information on this event, contact [Caily Woods](#).



**Farm Stress Workshop**  
Building resilience for mental health in the agriculture industry

**Save The DATE**  
June 26th  
CANYON CREST EVENT CENTER  
in Twin Falls

The graphic features a man in a cowboy hat sitting on a wooden beam in a barn, with a large 'Save The DATE' text overlay on the right side.

Featuring Keynote Speaker and Mental Health Advocate **Darla Tyler McSherry** of Ask In Earnest and **Linda Arrossa** from the Jae Foundation

For more information on this event, contact Caily Woods, Farm and Ranch Program Manager, at [caily.woods@isda.idaho.gov](mailto:caily.woods@isda.idaho.gov)

\*Lunch provided at no cost

Register here:



## 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.

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## ***Cheesy, Melty Goodness***

Throughout the month of May, Dairy West's retail efforts focused on grilled cheese with the 'Cheesy, Melty Goodness' campaign. While shopping online and scrolling through social media, consumers were engaged by mouth-watering grilled cheese content through Unbottled recipes.

Unbottled collaborated with two social media influencers to further audience reach. Thanks to these two local, social-media stars, the campaign had a reach of over 47,000 with more than 7,000 engagements.



Click [here](#) to watch the Day Family's grilled cheese showdown with three Unbottled grilled cheese recipes.

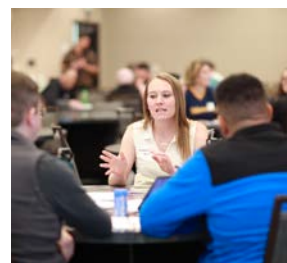


Click [here](#) to watch Barbara serve up Unbottled's delicious mac & cheese grilled cheese.

## ***BUILD Dairy***

### ***BUILD Dairy Annual Meeting***

The 10th Annual BUILD Dairy Meeting was held May 21-24 in Corvallis, OR. This year, 133 people, including students and university faculty, and professionals from nine dairy-processing companies attended the event. The BUILD Dairy annual meeting gives students in the program the opportunity to connect with peers, share their research and network with processors



Highlights from the event include:

- Presentations from 46 students enrolled in the BUILD Dairy program who shared the results of their completed research or plans for upcoming projects.
- Tours of Don Froylan Creamery in Salem and TMK Creamery in Candby where students learned about real-world dairy processing.
- Processor presentations where students gathered insights from successful, dairy-food businesses and their findings. Participating companies included Glanbia, Chobani, Jeneil Biotech, Lactalis, Hilmar Cheese, Tillamook, Agropur, High Desert Milk and Hyacinth Proteins.

For more information on dairy processing and the BUILD Dairy Program, check out this report from the [Western Dairy Center Advisory Board Meeting](#).

## Health & Wellness

### Spring 2024 Virtual Farm Tours

This Spring, Dairy West partnered with Shiftology to conduct three dairy specialty-focused virtual farm tours for K-12 classrooms:

- **Farmers, Robots and Technology – Caring for Cows** We visited a robotic dairy and explored how robots and other technology help dairy farmers feed, monitor, milk and keep their cows as healthy as possible.
  - 50 teachers represented 61 classrooms
  - 1,322 students joined us live from Utah and Idaho
- **What’s in the Cow Cafeteria? Ask the Dairy Nutritionist!** Our journey began with learning about the career of a dairy nutritionist. Then, we discovered how the nutritionist and farmer collaborate to feed the cows the best diet for their growth and development.
  - 6 teachers represented 11 classrooms
  - 157 students joined us live
  - 150 additional students watched the recording within 1 week
- **Cows, Careers and Classrooms: A Virtual Journey into Veterinary Science on the Farm** We embarked on a virtual journey through the eyes of a veterinarian who guided us through their role on a dairy farm. We experienced how veterinarians and farmers work together to keep cows healthy.
  - 6 teachers represented 11 classrooms
  - 157 students joined us live
  - 32 additional students watched the recording within 1 week



Click on the images above to view the recordings of the virtual farm trips!

## Communications

### Upcoming Promotion Events

From June through August, Dairy West has planned a series of engaging events and marketing campaigns, each designed to foster community engagement, celebrate dairy, and build trust in dairy products. As the warmth of June ushers in the summer season, our focus will continue with our "Sounds of Greatness" campaign, while introducing summer fun and ice cream.



June:

- Boise Music Festival (June 22) - Celebrates music and food.

July:

- Twin Falls Rotary Ice Cream Funday (July 20) - Community activities centered around ice cream, featuring Unbottled's "Idaho Dream" ice cream flavor.

August-September:

- Focus shifts to educational initiatives and supporting local commerce.
- "Rebecca's Private Idaho" (August 29 - September 1) - Outdoor activities combined with nutrition and community engagement.

Note for Farmers:

- All of these events would be greatly enhanced through your participation. Please contact [Byron Pfordte](#) if you would like to participate in one – or all, of these events.

## On Social



Embrace the summer with the ultimate fuel for your adventures. [Dairy provides the essential nutrients](#) to keep you energized and hydrated all season long.



Dairy West CEO, Karianne Fallow, and VP of marketing & communications, Byron Pfordte, recently [explored the newly-opened Suntado, LLC](#) in Burley, Idaho!



We're celebrating Grilled Cheese Month with tips on how to make the [crunchiest and gooiest grilled cheese](#) possible! Have you perfected your method?

## Mark Your Calendars

June-August | Dairy West Road Show | Idaho and Utah (See Above)

June 22 | Boise Music Festival | Boise, Idaho

June 24-27 | [National Holstein Convention](#) | Salt Lake City, Utah

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

### 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

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

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

##### Bonus 2: Why is food safety a checkoff priority?

Why would the checkoff be involved in dairy food safety? How does this help dairy farmers sell more dairy?

Listen as Scott Wallin, Vice President of Farmer Communications, discusses how the checkoff is helping the dairy industry increase food safety education with Tim Stubbs, Senior Vice President of Food Safety and Product Research for Dairy Management Inc. They also chat about the food safety resources available to processors and dairy farmers who are interested in creating their own dairy products, such as artisan cheese making and ice cream.

[Tune in to find out!](#)



### 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...



### 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.



## 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...

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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